



SUMMER PROGRAMS 2016

CORE-195: Ethical Business Strategies

MTuWThF, 9am-12pm & 1:30-3:30pm

Location: VKC 261

Website: <https://blackboard.usc.edu>

1 Instructors

Mike Ashfield

Office Hours: MW 3:45-4:45pm
and by appointment

Office: (removed)

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Rima Basu

Office Hours: TTh 3:45-4:45pm
and by appointment

Office: (removed)

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2 Course Description

In the course, we explore the sometimes uneasy relationship between ethics, business, and economics, including the ethical issues we confront as individual employees, and as managers of people and projects. How should a person who wants to act ethically conduct business? Is there a place for ethics in business? How do we evaluate the risks associated with different business plans? What are our duties and responsibilities to various stakeholders, including employees, customers, investors, and the general public? In this course we will explore and apply decision-making frameworks to ethical dilemmas that arise in business management and the workplace as a whole to equip the business leaders of tomorrow with the skills that they will need.

3 Course Objectives

By the conclusion of this course you should:

- Demonstrate an understanding of the prominent ethical theories—including, consequentialism, deontological ethics, virtue ethics, and distributive justice—and the importance and role that ethical behaviour serves in the business world.
- Be equipped with the tools needed to not only identify ethical issues that arise in business and workplace decisions, but also identify and apply ethical solutions to these issues through a historical understanding of how such tools have been used and abused.
- Identify the moral obligations of businesses to competing stakeholders, such as the environment, global competitors, employers, the community, workers, etc.
- Develop the writing and oral skills to clearly and succinctly communicate your ethical decision-making and reasoning to all those who either are or may be impacted by your decisions.

4 Required Text

Shaw, William H. & Vincent Barry. (2016). *Moral Issues in Business: 13th Edition*. Cengage Learning: Boston, MA. (MIB)

5 Grading Breakdown

Your grade for the course will be determined as follows. More detail about each of the assignments is given below.

Attendance & Participation	15%
Quizzes	15%
Two Case Study Assessments	30% (15% each)
In-Class Assignments	20%
Final Exam	20%
Total:	100%

Attendance Policy

Attendance and active Participation in the course are mandatory, and are worth a combined 15% of your final course grade. You are expected to attend every class session. To discourage late arrivals, 0.5% of the attendance and participation grade will be lost for either absence or late attendance. Absences will be excused if documented, e.g. a medical note.

Reading Comprehension Quizzes

Throughout the course there will be short quizzes on the assigned reading. Some will be take-home quizzes designed to encourage reflection and deeper thought on the material covered in class, others held in class will be designed to test your comprehension of the assigned reading. The purpose of the quizzes is to ensure that you have completed the assigned reading. There will be 18 such quizzes, but only your best 15 results will count towards the Quiz portion of your final grade.

Case Studies

At the conclusion of Weeks 1 and 2, you will sign up for a case study from a selection of options. At the beginning of Weeks 2 and 3, you will come to class with 5 hard-copies of your first draft response to your chosen prompts. One copy will be handed in for grading by the course instructors (value of 5%). You will then get into groups with those who have chosen the same case, where you will discuss the positions you've taken in your first drafts. Copies of each student's draft will be distributed to the rest of the group for the purpose of peer reviewing each other's work. Reviewed hard-copies will be returned to authors at the beginning of class on the appointed dates (see the schedule below). Participation in peer review is **mandatory** for receiving a grade on each assignment, but will not determine your grade. You will submit your final version of the assignment (value 10%) two days after receiving your peer review comments via Turnitin on Blackboard. Each Case Study assignment will be worth 15%: 5% for your draft + 10% for your final submission. You are free to seek extra help during office hours as well.

In-Class Assignments

There will be a number of additional assignments during class time. These include preparation of questions for guest speakers, worksheets based on in-class films, and group presentations. Together these will total 20% of your grade.

Final Exam

At the end of each week you will receive questions based on the material that was covered. The final exam will be composed of questions selected from that list and worth 20% of your grade.

6 Course Schedule

Week	Date	Topics	Readings and Assignments
Unit One: Moral Philosophy and Business			
Week 1	Monday, June 20th	Topic: Introductions and course overview Movie: <i>Enron: Smartest Guys in the Room</i>	
	Tuesday, June 21st	Topic: Introduction to Ethical Reasoning	Readings: Chapter 1
	Wednesday June 22nd	Last Day to Add/Drop without "W" and receive refund	
		Topic: Consequentialist and Nonconsequentialist Theories of Ethics	Readings: Chapter 2, p. 56-77
	Thursday, June 23rd	Topic: Nonconsequentialism cont'd and Virtue Ethics	Readings: Supplementary reading available on Blackboard - Aristotle - Hursthouse - Harman (recommended)
	Friday, June 24th	Topic: Virtue Ethics cont'd and Distributive Justice Guest Lecture: David Newman (USC Marshall School of Business) on <i>Moral Foundations Theory</i>	Readings: Chapter 3; Haidt, "The New Synthesis in Moral Psychology" Homework: Sign-up for Case Study 1
Unit Two: The Economics and Nature of Business			
Week 2	Monday, June 27th	Topic: Distributive Justice cont'd and The Nature of Capitalism	Due: First draft of Case Study 1 in class for distribution to your peers Readings: Chapter 4, p. 150-168
	Tuesday, June 28th	Topic: The Nature of Capitalism cont'd: The Wall Street Crash Movie: <i>Inside Job</i>	Readings: Case 4.5 Rollingstone/NYT Available on Blackboard: - Irvine

		Guest Lecture: Kenneth Silver (USC Dornsife, Philosophy) on <i>Socially Responsible Investing</i>	- Larmer
	Wednesday June 29th	Topic: Capitalism cont'd and Introduction to Corporations	Due: Peer Review of Case Study 1 Readings: Chapter 4, p. 168-173 Daly, "Globalization and Its Discontents" Chapter 5, p. 202-220
	Thursday, June 30th	Topic: Corporations cont'd: Stakeholders vs. Shareholders	Readings: Chapter 5, p. 221-226 Stout, "The Toxic Side Effects of Shareholder Primacy" Mackey et. al., "A Debate on the Social Responsibility of Business"
	Friday, July 1st	Last day to withdraw without "W" on transcript, change pass/no pass to letter grade	
		Topic: The Ethical Dilemmas facing Corporations Movie: The True Cost	Homework: Sign-up for Case Study 2 Due: Final Version of Case Study 1 due via Turnitin on Blackboard and hard copy of assignment with attached peer reviews. Readings: Camenisch, "Business Ethics: On Getting to the Heart of the Matter" De George, "Ethical Dilemmas for Multinational Enterprise: A Philosophical Overview"
Unit Three: The Social Responsibilities of Business			
Week 3	Monday, July 4th	Independence Day: No Class	
	Tuesday, July 5th	Topic: Consumers	Due: First draft of Case Study 2 in class for distribution to your peers

			Readings: Chapter 6, p. 262-283 Carson, "The Ethics of Sales" Schor, "Why Do We Consume So Much?"
	Wednesday July 6th	Topic: Consumers cont'd: The Case of Deception in Advertising	Readings: Chapter 6, p. 283-304 Phillips, "The Inconclusive Ethical Case against Manipulative Advertising"
	Thursday, July 7th	Topic: The Environment	Readings: Chapter 7, p. 331-354
	Friday, July 8th	Last day to drop with a mark of "W" on transcript	
		Topic: The Environment cont'd Movie: <i>Food Inc.</i>	Due: Peer Review of Case Study 2 Readings: Singer, "The Place of Nonhumans in Environmental Issues" Hoffman, "Business and Environmental Ethics"
Unit Four: The Duties of the Organization to The People In It			
Week 4	Monday, July 11th	Topic: Workers Rights, Wages, and Unions Guest Speaker: Fast food workers with FightFor15 on <i>The Ethics of a Livable Wage</i>	Due: Final Version of Case Study 2 due via Turnitin on Blackboard and hard copy of assignment with attached peer reviews. Readings: Chapter 8
	Tuesday, July 12th	Topic: Organizational challenges in the Workplace	Readings: Chapter 9
	Wednesday July 13th	Topic: Moral Challenges in the Workplace: The Ethics of Whistleblowing	Readings: Chapter 10
	Thursday, July 14th	Topic: Job Discrimination: What it is and what to do about it Final Review	Readings: Chapter 11

	Friday, July 15th	Topic: Final Exam Catch-up and wrap-up of the course	
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7 Other Course Policies

Email Policy

When emailing your instructors, please email both of us and start the subject line of your email with "CORE195" or "195". This is to ensure that your email doesn't get lost in our inboxes or mistaken for spam. We cannot respond to all emails immediately, but if we have not responded within 24 hours, please send a follow-up email.

Classroom Etiquette and Environment

You are expected to behave in a manner consistent with being in a professional environment. Open discussion and disagreement are encouraged in a respectful manner. As Dumbledore once remarked, "each of us believes that what he has to say is much more important than anything the other might have to contribute!"¹ Don't be that person.

Further, we will be discussing issues about which many of us not only have very strong feelings, but also very strong personal beliefs. Thus, it will be important that everyone employ the principle of charity. That is, that whenever someone makes a point, you should aim to interpret the point in the strongest, most persuasive, and most charitable way possible before evaluating it.

Please keep the following in mind:

- Talking to classmates during class, even if it's related to the class, disrupts the learning environment. If you have questions about something that we or someone else said please raise your hand and ask. We're not above calling on people engaged in conversation with their classmates to share the conversation with the class.
- When arriving late or leaving early please sit near an exit so as to minimize disruption in the classroom.
- Laptops are allowed in class, but if you have a laptop open then this means that you have volunteered yourself to answer questions.} It has been shown that laptop multitasking hinders classroom learning for both users and nearby peers. We do, however, recognize that everyone has different learning styles, so if you are indeed learning then it shouldn't be hard to answer a few questions about the material every now and then.²
- Do not record lectures without first asking for our permission. We will be covering controversial material and to ensure that people feel comfortable speaking, we ask that you not make any recordings. However, if you need a recording as part of accommodations arranged through the office of Disability Services and Programs, please meet with us as early as possible in the term to make arrangements such as receiving lecture notes, etc.

Late Work

If you have good reason for being unable to submit work by a deadline, you must come discuss this with us well in advance (at least one week) so that we can agree on a some arrangement. You will not be able to contact me at the last minute about this. If we do not agree to a new deadline, you will lose 3% per

¹ Harry Potter and the Half-Blood Prince, p. 336

² See: <http://www.sciencedirect.com/science/article/pii/S0360131512002254>

day the assignment is late. Documented extraordinary hardship or emergency situations are of course exceptions to the above policies, and will be dealt with on a case-by-case basis.

Further, if things are not going well for you in some way (physically or emotionally) during the term and you think that this is impacting or will impact your work, please let us know as soon as you can (or have someone at the University who knows what is going on let us know).

Reading and Preparing for Lecture

Readings are expected to have been done before lecture. The purpose of the lecture is to work closely with the reading and go into greater depth, and it will be difficult to do so and follow lecture unless you have some familiarity with the reading.

Philosophical material is difficult and time consuming to read. To fully grasp the material requires reading it more than once. Your job as a reader is to identify arguments and attempt to figure out how they work. Doing this before coming to lecture will help you understand and get more out of the lecture itself.

For more tips on reading philosophy, see:

- Pryor's Guide to Reading Philosophy: <http://www.jimpryor.net/teaching/guidelines/reading.html>
- The Pink Guide to Philosophy: <https://sites.google.com/a/wellesley.edu/pinkguidetophilosophy/how-to-read>

8 Statement on Academic Integrity

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own.

All students are expected to understand and abide by these principles, which are summarized online at <https://sjacs.usc.edu/students/academic-integrity/>. Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: <http://sjacs.usc.edu/>

9 Statement for Students with Disabilities

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to the instructor as early in the semester as possible. DSP is located in Grace Ford Salvatori Hall, Room 120 and is open 8:30am-5:00pm M-F; phone: 213-740-0776; <http://dsp.usc.edu/>