

SYLLABUS

In this class we will study ethical theories and explore the general relationship between ethics and business. There is no shortage of ethical dilemmas in business: we will study issues involving politics, economics, advertising, patents, contracts, sweatshops, and affirmative action, amongst others. Each class we will discuss the reading(s) scheduled for that day. The student is advised to take clear notes on the material we focus on in class, to prepare for the midterm and the final.

Texts

- 1) Ethical Issues In Business: A Philosophical Approach, 8th ed, Eds. Donaldson & Werhane.
 - Available in the college bookstore.
- 2) Course Packet, available at Far Better Copies, 43 Hillel Place (right outside east gate).
 - Go to Far Better Copies and ask for Prof. Steinsvold's course packet.

Scheduled readings are indicated on a separate sheet.

The midterm and the final exam comprise the bulk of the student's final grade, each worth 50%. However, intelligent class discussion will also factor into the final grade, effectively by a range of ten points. For instance, if the student's midterm and final exam grades average out to a B, and the student has participated intelligently in many class discussions, the grade of B may be changed to an A (this is at my discretion). The final grade may (or may not) be curved (this too is at my discretion). If the student receives a poor midterm grade and wants to do extra credit, the student may do an in class presentation for extra credit (details to be discussed). My office hours (in 3308 B) are after class, so feel free to talk to me. My email address is steinsvold1@verizon.net.

The faculty and administration of Brooklyn College support an environment free from cheating and plagiarism. Each Student is responsible for being aware of what constitutes cheating and plagiarism and for avoiding both. The complete text of the CUNY Academic Integrity Policy can be found at this site: <http://www.brooklyn.cuny.edu/pub/policies.htm>. If a faculty member suspects a violation of academic integrity and, upon investigation, confirms that violation, or if the student admits the violation, the faculty MUST report the violation.

In order to receive disability-related academic accommodations students must first be registered with the Center for Student Disability Services. Students who have a documented disability or suspect they may have a disability are invited to set up an appointment with the Director of the Center for Student Disability Services, Ms. Valerie Stewart-Lovell at 718-951-5538. If you have already registered with the Center for Student Disability Services please provide your professor with the course accommodation form and discuss your specific accommodation with him/her.

See page 49 in the Bulletin for the state law regarding non-attendance due to religious beliefs.

Texts & Reading List

Ethical Issues In Business: A Philosophical Approach, 8th ed, Eds. Donaldson & Werhane.

- Available in the college bookstore.

Course Packet, available at Far Better Copies, 43 Hillel Place (right outside east gate).

- Go to Far Better Copies and ask for Prof. Steinsvold's course packet.

Aug. 27: Overview, Syllabus and Reading List handed out.

Aug. 29: The Challenge of Cultural Relativism, Rachels pp. 438-447.

Sept. 5: A Kantian Approach to Business Ethics, Bowie pp. 56-66.
Rachels on Kant, **Course Packet**, pp. 23-37.

Sept. 10: Rachels on Utilitarianism, **Course Packet**, pp. 8-22.

Sept. 12: The Social Responsibility of Business is to Increase Its Profits, Friedman, pp. 34-39.
Is Business Bluffing Ethical? Carr, pp. 136-142.

Sept. 19: Benefits of The Profit Motive, Smith pp. 163-167.
Wealth, Carnegie, pp. 172-176.

Sept. 24: Feinberg, **Course Packet**, pp. 1-7.

Oct. 1: Alienated Labor, Marx, pp. 167-171.

Oct. 3: Case Study: W.R. Grace & Co. and the Neemix Patent, pp. 177-187.
Chakrabarty, **Course Packet**, pp. 52-59.

Oct. 10: Privacy, Johnson, pp. 196-220.

Oct. 15: Needed: A New System of Intellectual Property Rights, Thurow p. 187-196.

Oct. 17: **MID-TERM EXAM**

Oct. 22: Moral Mazes: Bureaucracy and Managerial Work, Jackall, pp. 317-334.

Oct. 24: The Entitlement Theory, Nozick, pp. 232-238.

Oct. 29: Rawls, **Course Packet**, pp. 38-51

Oct. 31: Persuasive Advertising, Autonomy, and the Creation of Desire, Crisp, pp. 505-512.

Nov. 5: Cahn and Thomson, **Course Packet**, pp. 61-80.

Nov. 7: Does Business Ethics Make Economic Sense? Sen, pp. 256-264.

Nov. 12: Managing for Stakeholders, Freeman, pp. 39-53.
Case Study: Merck & Co., pp. 250-256.

Nov. 14: Can Socially Responsible Firms Survive in a Competitive Environment? Frank, pp. 264-274.

Nov. 19: International Business Ethics and Incipient Capitalism: A Double Standard? De George, pp. 463-475.

Nov. 21: In Defense of the Contract at Will, Epstein, pp. 388-396.

Nov. 26: Employment at Will, Employee Rights, and Future Directions ..., Radin, Werhane p. 378-387.

Nov. 28: The Great Non-Debate over International Sweatshops, Maitland, pp. 584-596.

Dec. 3: Cost-Benefit Analysis: An Ethical Critique, Kelman pp. 542-547.

Dec. 5: Values in Tension: Ethics Away from Home, Donaldson, pp. 476-486.

Dec. 10: The Market at the Bottom of the Pyramid, Prahalad pp. 570-584.

Dec. 12: Scarcity or Abundance? Simon, pp. 532-541.

FINAL EXAM: TBA