

PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE  
MASTER SYLLABUS

**ETHICAL THEORY & ITS BUSINESS APPLICATIONS**  
**PHIL 2420**

**Class Hours: 3.0**

**Credit Hours: 3.0**

**Laboratory Hours: 0.0**

**Revised: Spring 06**

**Catalog Course Description:**

An introduction to moral philosophy and a consideration of moral issues related to business, including corporate responsibility, employee rights, discrimination, investment, and advertising.

**Entry Level Standards:**

Students must be able to read and write at a college level and must also be responsible enough to prepare for and attend class regularly. A previous or concurrent course in basic economics, though not required, is recommended.

**Prerequisites:**

None

**Textbook(s) and Other Course Materials:**

Beauchamp, Tom L. and Bowie, Norman E., *Ethical Theory and Business*, Seventh Edition. Upper Saddle River, NJ: Pearson Prentice Hall, 2004.

**I. Week/Unit/Topic Basis:**

<b>Week</b>	<b>Topic</b>
1	Ethical Theory and Business Practice: Fundamental Concepts and Problems
2	Ethical Theory and Business Practice: Normative Ethical Theory
3	Ethical Theory and Business Practice: Analysis of Cases
4	The Purpose of the Corporation
5	Corporate Character and Individual Responsibility
6	Acceptable Risk: Consumers and investors
7	Acceptable Risk: workers
8	Acceptable Risk: The Environment
9	Ethical Treatment of Employees
10	Diversity and Discrimination in the Workplace

- 11 Marketing and the Disclosure of Information
- 12 Ethical Issues in Information Technology
- 13 Ethical Issues in International Business
- 14 Social and Economic Justice
- 15 Final Exam

## II. Course Objectives\*:

- A. Better understand and appreciate questions of central importance to the Western philosophical tradition. I, II, IV
- B. Better understand and appreciate sophisticated ethical principles and beliefs, especially as they apply to the conduct of business. I, II, IV
- C. Evaluate morally problematic business scenarios and develop morally sound responses to such scenarios, especially those concerning the natural environment. I, II, IV
- D. Improve the ability to engage in respectful and well-reasoned discussion. I, II, IV
- E. Fairly interpret and assess diverse arguments and beliefs. I, II, IV
- F. Significantly improve critical thinking and writing skills. I, II, IV

\*Roman numerals after course objectives reference TBR's general education goals.

## III. Instructional Processes\*:

Students will:

- 1. Read and study the chapters assigned. *Communication Outcome, Humanities and/or Fine Arts Outcome, Social/Behavioral Sciences Outcome, History Outcome, Active Learning Strategies*
- 2. Attend lectures about the material in the relevant chapters. *Communication Outcome, Active Learning Strategies*
- 3. Participate in classroom discussions of the relevant material. *Communication Outcome, Humanities and/or Fine Arts Outcome, Active Learning Strategies*
- 4. Write essays (totaling at least 5000 words) articulating their ideas and analysis about the material studied and discussed. *Communication Outcome, Humanities and/or Fine Arts Outcome, Active Learning Strategies.*
- 5. Search for ways in which these ideas are relevant in their lives. *Social/Behavioral Sciences Outcome, Transitional Strategies, Active Learning Strategies*
- 6. Internalize the work ethic by regularly attending class, being punctual, being dependable, contributing to class discussions, cooperating with the teacher and classmates, and acting in a professional manner while in class. *Communication Outcome, Transitional Strategies, Active Learning Strategies*

\*Strategies and outcomes listed after instructional processes reference TBR's goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and

encouraging students to take active and responsible roles in the educational process.

#### **IV. Expectations for Student Performance\*:**

Upon successful completion of this course, the student should be able to:

1. Define philosophy. A
2. Define moral philosophy. A, B
3. Distinguish between "morality" and moral philosophy. B,F,G
4. Distinguish between what is moral and what's prudent. B,F,G
5. Distinguish good/bad, right/wrong, legal/illegal, ethical/unethical, and moral/immoral. B,F,G
6. Explain the role of argumentation in philosophy/moral philosophy. A,G
7. Define/understand several basic logical terms. A-G
8. Define individual and cultural relativism. B,F,G
9. State arguments for and against individual ethical relativism and cultural ethical relativism. B,E,F,G
10. Define psychological and ethical egoism. B,E,F,G
11. Explain the task of the moral philosopher if psychological egoism were true. B,E,F,G
12. Present arguments against ethical egoism. B,E,F,G
13. Explain the difference between teleological and deontological moral theories. B,C,E,F,G
14. Explain Mill's utilitarianism. B,C,E,F,G
15. Discuss major criticisms of utilitarian moral theories. B,C,E,F,G
16. Explain the moral philosophy of Kant. B,C,E,F,G
17. Discuss major criticisms of Kant's moral philosophy. B,C,E,F,G
18. Explain the moral principle of autonomy and demonstrate its use in an application. B,C,E,F,G
19. Explain the moral principle of nonmaleficence and demonstrate its use in an application. B,C,E,F,G
20. Explain the moral principle of beneficence and demonstrate its use in an application. B,C,E,F,G
21. Explain the moral principle of justice and demonstrate its use in an application. B,C,E,F,G

22. Explain the two major theories of corporate responsibility. D,E,F,G
23. Discuss the nature of work in terms of human nature and human needs. A-G
24. Discuss the meaning of work in terms of human nature and human needs. A-G
25. Discuss the complex relationship between work and self-respect. D,E,F
26. Discuss the right to work. D,E,F
27. Discuss specific employee rights and the moral foundation underlying them. A-G
28. Discuss employee obligations and the moral foundation underlying them. A-G
29. Discuss the possible approaches to handling responsibility for unsafe or defective products. B,D,E,F
30. Discuss moral arguments for and against the strict products liability doctrine. B,C,D,E,F
31. Discuss moral issues raised by target marketing. B,C,D,E,F,G
32. Discuss moral issues/problems related to advertising. B,C,D,E,F,G
33. Define passive non-discrimination. D,E,F,G
34. Define affirmative action. D,E,F,G
35. Distinguish between affirmative action and preferential treatment. D,E,F,G
36. Give/evaluate arguments for and against preferential treatment. D, E, F, G
37. Discuss the moral standing of environmental entities. B,C,D,E,F,G
38. Compare the circular flow model with the biosphere subsystem model in terms of business sustainability. D,E,F,G
39. Define globalization. D,E,F,G
40. Discuss the moral issues raised by international business and globalization. B,C,D,E,F,G

\*Letters after performance expectations reference the course objectives listed above.

#### **V. Evaluation:**

##### A. Testing Procedures:

The grade will be based upon short-answer examinations, critical journal/essays, and participation in classroom discussions. The journal/essays must total at least 5000 words.

##### B. Laboratory Expectations:

N/A

C. Field Work:

N/A

D. Other Evaluation Methods:

N/A

E. Grading Scale:

100-90 = A

89-85 = B+

84-80 = B

79-75 = C+

74-70 = C

69-60 = D

59-00 = F

**VI. Policies:**

A. Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course.

B. Academic Dishonesty:

Dishonesty of any kind may result in an "F" for the course.

C. Accommodations for disabilities:

If you need accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please inform the instructor immediately. Please see the instructor privately after class or in his/her office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127 or 131 or by phone: 694-6751(Voice/TTY) or 539-7153.