Course Information
PHIL 120: Ethics of Enterprise and Exchange | CRN: 26005
Class Meetings: MTWR 9-9:50am, 106 FR
Instructor: Jon LaRochelle
Office Hours: M 10-12pm, 158 SCH

Course Description
Who built my computer? How did this avocado get here from Mexico? Who’s the right person for the job? What should I do for work? Will it help me live a meaningful life? Why does my t-shirt cost so little? Why does my education cost so much? Questions like these are an unavoidable part of our daily lives. The answers can make or break our attempts to live a good life. This means that ethics and the economy cannot help but be intertwined.

This course is an opportunity to take a step back from everyday activities of enterprise and exchange and submit them to philosophical reflection. We will think together about the (sometimes hidden) ethical dimension to our daily economic lives, and consider what the implications of that ethical dimension are.

Course Goals and Grading

Goals – As an introductory philosophy course, this course should teach you to think critically, read and understand difficult material, and write clearly and carefully. As a course in applied ethics, it should give you the conceptual tools and skills necessary to reflect on a specific aspect of your experience – namely, participation in a globalized capitalist economy. In both capacities, it should help you develop basic knowledge of philosophy and some of the ethical issues raised by economic activity.

Grades – Grades are a tool to be used to achieve our goals in the course. They are an indication of how well we are doing together to meet those goals. If you are not getting a good grade in the course, that means that we need to work together to figure out how to help you do better.

My standards are going to be high in this course, because I think you can meet them. If you are struggling, or unsure of how you can do better, come talk to me. That’s what office hours are for. I want you to do well, but we both have to work to make that happen.

Final grades will be determined according to the following criteria:

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<thead>
<tr>
<th>Attendance</th>
<th>(20%)</th>
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<tr>
<td>Participation</td>
<td>(20%)</td>
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<tr>
<td>Paper 1</td>
<td>(15%)</td>
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<tr>
<td>Paper 2</td>
<td>(20%)</td>
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(Here is a general grading rubric for the Philosophy Department)

**Attendance**  – Attendance is mandatory. You cannot do well in anything if you are not present. Any more than 5 absences, including up to 2 unexcused, will result in the loss of 1/3 of a letter grade per absence.

**Participation**  (20%) – Participation will be graded using weekly responses. You will submit one weekly response every week by midnight on Thursday. The responses should demonstrate careful engagement with the readings and class discussion, and should be 4-600 words. Responses may: respond to a question or comment raised in class, elaborate on a comment made in class, explicate a concept or theme from the readings, respond to one of the optional documentaries, or otherwise engage thoughtfully with class material.

Your responses should be submitted in the body of an email to me with the subject: “Week [week #] Response” (e.g. “Week 2 Response”). Each response will be worth 2 points. Deviation from the submission format or insufficient engagement will result in half credit (1 point), and any response not submitted on time will receive no credit.

**Paper 1**  (15%) – The first paper will consider the relevance of ethical theory to enterprise and exchange. A prompt and guidelines will be handed out in class and posted on BB. The paper should be no more than 6 pages, and be submitted via Safe Assign. Feedback will be given via email, and you are encouraged to follow up on that feedback by coming to my office hours.

**Paper 2**  (20%) – The second paper will develop a view of ethical consumerism, with reference to the problem of sweatshop labor. A prompt and guidelines will be handed out in class and posted on BB. The paper should be no more than 6 pages, and be submitted via Safe Assign. Feedback will be given via email, and you are encouraged to follow up on that feedback by coming to my office hours.

**Paper 3**  (20%) – The third paper will consider the problem of bias and its impact on business. A prompt and guidelines will be handed out in class and posted on BB. The paper should be no more than 6 pages, and be submitted via Safe Assign. Feedback will be given via email, and you are encouraged to follow up on that feedback by coming to my office hours.

**Final**  (25%) – The final paper will draw connections between your own experience, studies, future plans, etc. and questions raised throughout the course. It is a chance to reflect on the course as a whole and tie it to your own life. A prompt and guidelines will be handed out in class and posted on BB. The paper should be no more than 6 pages, and be submitted via Safe Assign. Feedback will be given via email.

You should use the Week 10 Response to think through your final paper topic, to which I will respond with extensive feedback and suggestions. Office hours will be available Monday of Finals Week to discuss that feedback, and you are encouraged to bring a draft or outline at that time.
Teaching and Learning Center Writing Lab – This course is writing intensive. To succeed, I strongly encourage you to attend the Writing Lab at the Teaching and Learning Center. I will give you up to 5 points of extra credit on one paper if you take a complete draft to the writing lab and incorporate their feedback into your final draft.

Policies and Expectations

**Reading** – You cannot succeed in this course without doing the reading. It is vital for every single one of our goals. However, I understand that it will be difficult at times. It may be in a different style than you are used to, or cover unfamiliar territory. That's ok. It is important that you struggle through every reading on your own before coming to class. That struggle is an important part of the learning process.

I suggest that you spend 1.5 hours reading for every class. Set a timer. And don't just stare halfheartedly at the page until the bell rings. Print out the reading. Have a notepad and a pen. Read slowly and carefully. Mark passages that you think are important, or that you find confusing. Write questions or comments in the margins as they come to you.

At first, this will be a long, slow process. It's ok if you don't finish the reading, as long as you spend 1.5 hours really working hard to figure it out. On days when you finish early, use the extra time to catch up. You'll get faster as the term goes on, but only if you work hard on this from the beginning.

**Electronics** – Do not use electronics of any kind in class. While they can be useful for learning, they aren't right for this class. This article provides a good explanation of why. Using electronics during class will result in the loss of attendance credit for the day.

Of course, if you need an exception to this rule, please come talk to me.

**Accessibility** – I am committed to providing fair access to all students. Please submit all disability accommodation requests in compliance with University policy. Contact the Accessible Education Center (541-346-1155) for information.

**Academic Integrity** – We will take academic integrity very seriously in this class. In addition to procedures laid out in the Student Conduct Code, plagiarized work will receive an automatic 0 and result in failure of the course.

When in doubt about plagiarism or other issues of academic integrity, please ask me or consult the Student Conduct Code.

**Exceptions and Extensions** – My official policy is that there are no exceptions to due dates or course policies. However, I understand that things happen, and you shouldn't be punished for unexpected events. All I ask is that you communicate with me in advance. We cannot work out a solution if you do not communicate with me – the earlier the better.

Reading Schedule

**Week 1 — Why study the ethics of enterprise and exchange?**
Week 2 — Three Ethical Theories
1 — Deontology
   HW: Mill, selections
2 — Utilitarianism
   HW: MacIntyre, selections
3 — Virtue
   HW: Morris, “If Aristotle Ran General Motors”; Catch up on reading
4 — Discussion; How to write a philosophy paper
   HW: Dewey, “Three Independent Factors in Morals"

Week 3 — Problematizing Ethics
1 — Good, Right and Virtuous: 3 Factors
   HW: Gilligan's “Letter to Readers, 1993"
2 — Care and Relation: A Different Voice
   HW: Dewey, Human Nature and Conduct (excerpts on moral imagination)
3 — Ethical Inquiry
4 — Review and Discussion
   HW: Barnett et. al., “Philosophy and Ethical Consumption"

**First paper due Friday by 5pm via Safe Assign.**

Week 4 — Ethical Consumerism
1 — Ethical Consumerism
   HW: Dickinson and Carsky, “Consumer as Ethical Voter”
2 — The Model of the Ethical Voter
   HW: Berry, “Think Little"
3 — A View of the Ethical Life
   HW: Come up with an example from your own life, consider it in light of course
   materials thus far, prepare for discussion
4 — Discussion
   HW: Marx, “Alienated Labor"

Week 5 — Ethical Consumerism and Exploitation
1 — Marx and Alienation
   HW: Arnold and Bowie, “Sweatshops and Respect for Persons”; Krugman, “In
   Praise of Cheap Labor"
2 — A Kantian Critique of Sweatshops
   HW: Zwolinski, “Sweatshops, Choice and Exploitation”
3 — Sweatshops and Choice
   HW: Meyers, “Wrongful Beneficence: Exploitation and Third World Sweatshops”
4: — Wrongful Beneficence
HW: Friedman, “The Social Responsibility of Business is to Increase its Profits"

**Week 6 — What is the Ethical Role of Business?**

1 — Profit..?
2 — Care Ethics and Markets
   HW: Freeman, Martin, Parmar, “Stakeholder Capitalism”
3 — Stakeholder Capitalism
4 — Meaningful Work
   HW: De George, “The Environment, Rights, and Future Generations"

**Second paper due Friday by 5pm via Safe Assign.**

**Week 7 — Environmental Concerns for Business**

1 — Rights and the Environment
   HW: Hunter, Fewtrel, “Acceptable Risk”
2 — Acceptable Risk: A Useful Framework?
   HW: Baxter, “The Case for Optimal Pollution”
3 — Optimal Pollution
   HW: Klein, “Capitalism vs. the Climate”
4 — Are Capitalism and the Environment (In)Compatible?

**Week 8 — Bias in Business**

1 — Moral Implications of Implicit Bias
   HW: Thomson, “Preferential Hiring”
2 — Responding to Bias: Ethics in Hiring Practices
3 — Sexual Harassment
   HW: Familiarize yourself with the Anita Hill and Clarence Thomas hearings; Crenshaw, “Race, Gender, and Sexual Harassment”
4 — Intersectionality and Sexual Harassment
   HW: Crisp, “Pervasive Advertising, Autonomy, and the Creation of Desire”

**Week 9 — Advertising**

1 — Advertising and the Threat to Autonomy
   HW: Klein, *No Logo*, “Taking Aim at the Brand Bullies”; Recommended: “Naomi Klein on how corporate branding has taken over America”
2 — Branding
   HW: Marcuse, “The New Forms of Control”
3 — Freedom, Power, and Economy
   HW: Marcuse, cont.
4 — Discussion
   HW: Chomsky, “Student Debt and Education”; Info on local and national tuition trends, UO branding

**Third paper due Friday by 5pm via Safe Assign.**
Week 10 — Bringing it Home

1 — Student Debt
   HW: Follett, “Power”

2 — Power-Over v. Power-With
   HW: Research GTFF strike

3 – UO Labor Relations
   HW: Prepare to discuss final paper

4 – Wrap up, discuss final paper topics

**Final paper due Friday of Finals Week by 5pm via Safe Assign.**