Course Description: This course is an opportunity to systematically and seriously reflect on some of the major issues in the intersection of morality and business. In the first unit, we will discuss the four major moral theories in the western tradition (utilitarianism, rights-oriented deontology, virtue ethics, and care ethics), and explore how they might help us think about the rights and obligations of businesses in a capitalist society. In the next three units, we look at three morally salient economic relationships: the firm and its employees, the firm and its customers, and the firm and third parties. Why is all this important? Consider that the recent financial crisis has caused people from across the political spectrum to reflect on the morality of our liberal capitalist system. Consider also how our public political discourse about these moral issues is too often reduced to bumper sticker slogans and shouting matches. This course, then, is a chance to reflect on these issues in a more careful and philosophical way.

Course Requirements and Expectations
Three paper assignments (4 page max): 20% of final grade each = 60% final grade
Two documentary analyses (2 page max): 10% of final grade each = 20% final grade
Participation and quizzes: 20% of final grade

Instructions for the paper assignments and documentary analyses are posted on Blackboard. Late assignments will be accepted with a full letter grade deduction for each day late. Participation credit is earned by consistent active participation in class (it can be supplemented by meeting with me in office hours to talk about the readings). Class attendance is mandatory. More than four absences (excused or unexcused) will result in an automatic drop of one letter grade from the student's overall course grade, with a half letter grade drop for each additional absence. Students who miss class are responsible to gather information they missed from their classmates. There will be one reading quiz each week, graded pass/no pass, which cannot be made up. Laptops and tablets are allowed in class (to view the readings and to take notes – no Facebook or email, etc). Cell phones are not allowed in class. Cell phone use or inappropriate laptop use will result in a loss of participation points for the day.

You are expected to come to each class having read all of the day’s assigned material. Philosophy texts deal subtly with very complex issues, so the material should be read carefully and closely. Furthermore, you should come to class prepared to discuss the material. This means that as you read, take note of parts in the text that confuse you, that seem problematic, that need further clarification, etc, and bring them up in discussion.
Reading Materials: The reading schedule is subject to minor alteration in the course of the term. All readings will be available on Blackboard. All readings listed below are mandatory except for those marked with an ‘*’ which are optional but highly recommended (also available on Blackboard). Many of the documentaries are available on YouTube, while others are available on Netflix (and the rest can be accessed for free via InterLibrary Loan). Links to many of the documentaries can be found on Blackboard.

Course Schedule

Unit 1: Markets and Morality

Week 1 (Introduction and overview)

T: Course introduction
R: Robert Audi, “The Place of Ethical Theory in Business Ethics”
    * Gerald Gaus, “The Idea and Ideal of Capitalism”
    * Documentary – “Enron: The Smartest Guys in the Room”

TAKE SURVEY BEFORE SATURDAY APRIL 5 (find link on Blackboard under “Assignments”)

Week 2 (Utility and rights)

T: Markets and utilitarianism
   Adam Smith, The Wealth of Nations, Book 1, Chapters 1-3
   * J.S. Mill, Utilitarianism, “What Utilitarianism Is”
R: Markets and rights
   Murray Rothbard, For A New Liberty, “Property and Exchange”
   * Immanuel Kant, Grounding for the Metaphysics of Morals, “Transition from the Ordinary Rational Knowledge of Morality to the Philosophical” (pp. 19-44)
   * Documentary – “Globalization is Good”

Week 3 (Virtue, care, and Application: animal ethics)

T: Markets and virtue ethics
   Edwin Hartman, “The Virtue Approach to Business Ethics”
   Julie Nelson, “Care Ethics and Markets: A View from Feminist Economics”
   * Deirdre McCloskey, The Bourgeois Virtues, “A Brief for the Bourgeois Virtues”
   * Virginia Held, The Ethics of Care, “Care and the Extension of Markets”
R: Animal ethics
   Peter Singer, “All Animals Are Equal”
   * Debate: Peter Singer and Richard Posner on animal ethics
   * Documentary – “Food, Inc.”

(Note: I will be gone Thursday. I am presenting a paper at a philosophy conference in San Diego on Thursday, then another in Seattle on Friday [!!]. There will be a guest
Week 4 (Application: the corporation's rights and obligations)

T: Milton Friedman, “The Social Responsibility of Business is to Increase its Profits”
   * Debate: Milton Friedman, John Mackey, and T.J. Rogers on corporate responsibility
R: Freeman, Martin, Parmar, “Stakeholder Capitalism”
   * John Dewey, Liberalism and Social Action, “Renascent Liberalism”
   * Documentary – “The Corporation”

DOCUMENTARY ANALYSIS 1 DUE BEGINNING OF CLASS

Unit 2: The Firm and its Employees

Week 5 (Alienation and exploitation)

T: Karl Marx, “Estranged Labor”
   * Barbara Ehrenreich, Nickel and Dimed, “Evaluation”

PAPER ASSIGNMENT 1 DUE BEGINNING OF CLASS
   * “Tips on Writing a Philosophy Paper” (on Blackboard under “Assignments”)
R: Robert Nozick, Anarchy, State, and Utopia, “Equality, Envy, Exploitation” (pp. 246-271)
   * Michael Muger, “Euvoluntary or Not, Exchange is Just”
   * Documentary – “Free to Choose: Who Protects the Worker?” (ft. Milton Friedman)
   * Documentary – “Walmart: The High Cost of Low Prices”

Week 6 (Application: the morality of sweatshops)

T: Matt Zwolinski, “Sweatshops, Choice, and Exploitation”
   * Paul Krugman, “In Praise of Cheap Labor”
R: Chris Meyers, “Wrongful Beneficence: Exploitation and Third World Sweatshops”
   * Denis Arnold and Norman Bowie, “Sweatshops and Respect for Persons”
   * Documentary – “Macquilapolis”

Unit 3: The Firm and its Customers

Week 7 (The moral limits of markets)

   * Richard Eptsein, “Michael Sandel is Wrong on Markets”

PAPER ASSIGNMENT 2 DUE BEGINNING OF CLASS
* Documentary – “Free to Choose: Who Protects the Consumer?” (ft. Milton Friedman)

**Week 8** (Application: advertising as information or manipulation?)

T: Roger Crisp, “Persuasive advertising, Autonomy, and the Creation of Desire”
Herbert Marcuse, *One Dimensional Man*, “The New Forms of Control”
* Naomi Klein, *No Logo*, “New Branded World”
* Naomi Klein, “How Corporate Branding Has Taken Over America”
* Kalle Lasn, *Culture Jam*, “The Ecology of Mind”
R: John Calfee, “How Advertising Informs to our Benefit”
Israel Kirzner, “Advertising”
* Documentary – “No Logo: Brands, Globalization, and Resistance”

**DOCUMENTARY ANALYSIS 2 DUE BEGINNING OF CLASS**

**Unit 4: The Firm and Third Parties**

**Week 9** (Capitalism and inequality)


**PAPER ASSIGNMENT 3 DUE BEGINNING OF CLASS**

* Joseph Stiglitz, “The 1 Percent's Problem”
* Documentary – “Inequality for All”

**TAKE SURVEY BEFORE SATURDAY MAY 31 (find link on Blackboard, under “Assignments”)**

**Week 10** (Capitalism and its global effects)

T: Richard De George, “The Environment, Rights, and Future Generations”
Naomi Klein, “Capitalism vs. the Climate”
R: Carol Gould, “Moral Issues in Globalization”
* Alison Jaggar, “Is Globalization Good for Women?”
* Documentary – “Flow: For Love of Water”

**PAPER ASSIGNMENT 4 DUE FRIDAY JUNE 15 (FINALS WEEK) BY 10 AM IN 161 SUSAN CAMPBELL HALL**
Grading Rubric

A = 92% or above
A- = 90-92%
B+ = 87-89%
B = 83-86%
B- = 80-82%
C+ = 77-79%
C = 73-76%
C- = 70-72%
D+ = 67-69%
D = 63-66%
D- = 60-62%
F = 59% or below

Essay evaluation rubric

The following rubric reflects the general standards of the Philosophy Department at the University of Oregon:

A = excellent. No mistakes, well-written, and distinctive in some way or other.
B = good. No significant mistakes, well-written, but not distinctive in any way.
C = OK. Some errors, but a basic grasp of the material.
D = poor. Several errors. A tenuous grasp of the material.
F = failing. Problematic on all fronts indicating either no real grasp of the material or a complete lack of effort.

Disability Accommodation
I am committed to providing fair access to all students. Please submit all disability accommodation requests in compliance with University of Oregon policy. Contact the Disability Office for information.

Academic Honesty
Academic dishonesty will absolutely not be tolerated. This includes plagiarism, fabrication, cheating, etc. If you have any questions about what exactly constitutes plagiarism, you must take responsibility. The University Student Conduct Code defines explicitly what is considered student misconduct. Students that fail to meet the expectations of academic honesty will possibly be failed from the class and could face disciplinary action.
Course Learning Objectives

Upon completion of courses in the Philosophy Department, students will be able to:

1) Delineate the history of Western philosophy and differentiate the main schools of thought, key authors, debates, terms, and methods, that emerged in the history of philosophy.

2) Demonstrate critical thinking, reading, and writing skills through use of a broad range of research methods, including collaborative projects and scholarly essays that deal with primary and secondary sources in the literature and are written in an academic format.

3) Present and assess views that differ from one’s own, particularly perspectives relative to gender, race, class, and culture, including non-Western philosophical perspectives, within an inclusive classroom environment.

4) Compare, contrast, and critique representative authors from various philosophical traditions and historical periods.

5) Engage in philosophical inquiry that examines a broad range of topics such as human nature, the self and the community, political authority, morality, knowledge and reality, the arts, literature, film, the internet…

6) Define and explain the various sub-disciplines within the field of philosophy, such as ethics, metaphysics, epistemology, aesthetics, philosophy of language, philosophical psychology, philosophy of law, environmental philosophy, social and political philosophy, and others, such as they are approached in within various philosophical fields of focus: Continental European, American and Latin American, Asian, feminist, critical race theory, and analytic.

How PHIL 120 contributes to the learning objectives:

In this course, we will read and discuss a number of key figures in the history of Western philosophy, both historical and contemporary. We will focus on different moral and political views that have been developed in the history of philosophy and explore how they relate to issues of business and capitalism. The exploration of radically divergent views will force students to encounter and take seriously views with which they are unfamiliar and even hostile. The writing assignments require critical understanding of arguments as well as evaluation. Students will encounter a large variety of views, after which they will evaluate them in the process of articulating and defending their own views.