

# Professional and Business Ethics

Ph 330 A01 Fall 2020

Instructor: Thomas Heyd, Ph.D.  
Lectures live and posted as video  
Videos: posted weekly by TWF 9:30 – 10:20am on  
the Brightspaces website  
Office hrs: TF 11-11:30am (by Zoom)  
e-mail: [heydt@uvic.ca](mailto:heydt@uvic.ca)

THERE IS  
NO RIGHT WAY  
TO DO  
A WRONG THING.



**Provisional outline:** Given changing circumstances in relation to Covid-19, there may be some changes to this outline before the course starts.

## Lectures

Normally lectures will be conducted over Zoom at the scheduled class time, **9:30 – 10:20 am** Pacific Time. You will find the link to join the meetings on the Brightspaces website page. The same link will work for the duration of the course. **All lectures will be recorded and video recordings posted weekly** on the web page, in case that you cannot be present synchronously (no attendance taken). Lecture periods will give you an opportunity to ask questions and engage in discussion. Additional materials, including videos with essential course content, will also be posted on the Brightspaces website.

## Questions considered

- What distinguishes the professions from other occupations?
- What makes the professional-client relationship special?
- Ethically, should corporations be considered persons?
- What is the basis of corporate social responsibility?
- What responsibilities does business have toward stakeholders who are not shareholders?
- When is it ethically right to blow the whistle on one's own company?
- Do businesses have special responsibilities when operating globally?
- What ethical responsibilities does business have concerning the environment?
- What is bluffing and why is it problematic?
- What is bribery and how can it be avoided?
- Why is sexual harassment of special concern in business and the professions?
- What is the social economy, and what characterises cooperative businesses?
- What is the foundation of property rights and how are work and private property related?

## Course description

In this course we explore ethical issues that arise in professional and business life. We start from the assumption that those involved in the professions and business co-create, and are dependent on, the well-functioning of contemporary societies. We aim to develop a critical vocabulary to enable fruitful discussion of ethically problematic situations, while also pursuing a vision of the contribution that responsible professionals and business persons can make to society in balance with personal and corporate benefits. Students from all faculties are welcome.

## Course objectives

- To learn about ethical theories and their application to the complexities of issues in the professional and business world.
- As far as time permits, to explore alternative ways of creating work, products and services, through social enterprises, cooperatives, fair trade organisations and ethical sourcing.
- To sharpen our ability for critical analysis of assumptions and arguments, and how to assess their strength and weaknesses, supported by consideration of realistic cases. The aim is to carefully examine the philosophical arguments that arise surrounding the issues discussed in the course.

### Technical Help

You'll find a link to the Zoom Help Centre on the Brightspaces website along with a link to UVic's Learn Anywhere site. That site is designed to help students navigate all aspects of UVic's online learning environment. Don't hesitate to ask me for help with any technical issues that you run into. If I can't help I'll find someone who can.

### Texts

All texts will be found on *the Brightspaces website*. To access the page log in with your regular network ID. Please let me know immediately if you have any difficulty accessing the readings. This page will also be used to post announcements, to give you online access to lecture notes, handouts and assignment sheets and to collect short answer assignments.

### Course organisation and student engagement

To facilitate comprehension and class discussion, assigned weekly readings are to be read *ahead of lectures*. Constructive participation and tolerance of the views of others are expected. Everyone is encouraged to be self-reflective about his or her own beliefs, and to constructively contribute to class discussion. Throughout the course, work will be assessed on the basis of A) care in the explanation of key points, B) quality of development of points presented, C) effective and correct use of the English language and clarity, neatness, and organisation of points.

### Tips for best performances

- Do readings *ahead of class periods*, read material attentively (by asking questions about the material), and do weekly assignments.
- *Participate* in class discussion with constructive contributions.
- *Contact the instructor* if failing to understand the material.

### Graded student activities

1. Final take-home exam	40%
2. Mid-term test	30%
3. Experiential project	20%
4. Participation, including weekly assignments	10%

1. **The final exam** will be a comprehensive take-home exam with short answer and long answer questions. Questions will be handed out on the last day of classes, and the completed exam must be submitted to the Brightspaces website **by NOON, five (5) days after the last day of classes**. Late exams will **NOT** be accepted (they will receive 0%). Understanding of material covered and reflective analysis will be expected. Answers to questions will be assessed on the basis of the following three criteria: (1) accurate presentation of the views discussed and explanation of key points, (2) well-developed discussion of points presented, (3) effective and correct use of the English language and clarity, neatness, and organisation of points.

2. **The mid-term take-home test** will cover both readings and further points raised in lectures. Both understanding and reflective analysis will be expected. Test questions will likely consist of a combination of shorter and longer answer questions.

3. **Experiential project**. This project is to provide an *experiential* context for students to develop skills in reflecting on how enterprises may creatively contribute to society in ethically upstanding and enriching ways. We will establish groups of 4-6 students (depending on class size) that will choose a particular type of enterprise from a list of options. Groups will consider these enterprises on the basis of course content and a set of the questions provided. In view of precautions because of Covid-19, consideration of sites **should not require face to face interactions**. Options to consider locally owned coffee shops, bicycle repair shops, bakeries, farming cooperatives, farmer markets and so on. In all cases, choices need to be approved by the instructor. Groups are expected to produce a brief group report (worth 50% of the grade) on their reflections and analysis, later followed by a presentation in the final weeks of classes (worth another 50% of the grade).

Schedule: *By the end of the fourth week* a selection enterprise is to be approved by me. *By the end of the ninth week* written reports are due. Presentations will be scheduled for a date *within the last two weeks* of the course. Further information will be forthcoming after the start of the semester.

**4. Participation.** Assessed on the basis of a) *weekly assignments* based on the course readings, b) *constructive participation in class discussion* – as far as possible while online. A grade in the A range will be given if all required assignments were handed in, done up to a sufficient level for receiving a pass, combined with constructive class participation; a grade in the B range will be given if most of the assignments are handed in and class participation was constructive; a grade in the C range will be given if less than 2/3 of assignments have been handed in, while class participation was constructive; a grade in the D range will be given if half the required assignments, while class participation was constructive; any fewer assignments handed in or non-constructive participation, will receive a grade in the F range.

*Weekly response assignments.* You are expected to write up a brief response to a question regarding each week's readings to help you engage with the material and concepts before the lecture. Answers to questions posed should be in your own words (not copied from the textbook or other sources), be about a paragraph long, and submitted by Tuesday. At the head of the page please state, in this order, a) your last and first name (e.g. JONES, Peter), b) the date assignment is due (e.g. 9 January 2018), c) the particular readings discussed (e.g. Singer and Taylor). Feedback will be given on the first sets of assignments, and occasionally thereafter. At the end of the semester the total of the assignments minus the two with the lowest grades will be graded on a *pass or fail* basis. *Both* quantity and quality of assignments will be taken into account in grading. (All assignments that *pass* will be assigned 85%.) *No late assignments will be accepted.*

#### **Grading scale and interpretation**

Percentages will convert to a letter grade according to the standard University scheme:

A+ = 90-100	B+ = 77-79	C+ = 65-69	D = 50-59
A = 85-89	B = 73-76	C = 60-64	F = 0-49
A- = 80-84	B- = 70-72		

#### *What the Grading Scale Means:*

- A+, A, or A-** Earned by work which is technically superior, shows mastery of the subject matter, and in the case of an A+ offers original insight and/or goes beyond course expectations. Normally achieved by a minority of students.
- B+, B, or B-** Earned by work that indicates a good comprehension of the course material, a good command of the skills needed to work with the course material, and the student's full engagement with the course requirements and activities. A B+ represents a more complex understanding and/or application of the course material. Normally achieved by the largest number of students.
- C+ or C** Earned by work that indicates an adequate comprehension of the course material and the skills needed to work with the course material and that indicates the student has met the basic requirements for completing assigned work and/or participating in class activities.
- D** Earned by work that indicates minimal command of the course materials and/or minimal participation in class activities that is worthy of course credit toward the degree.
- F** Work that is not worthy of course credit toward the degree.

Interpretation of these grade definitions is up to the discretion of the instructor. If you receive a grade during the course that you believe is unfair, please begin by discussing the matter with the instructor (or TA) in a respectful, open-minded manner. Rest assured that if you still believe the grade that you received is unfair you can appeal the matter to the chair of the department. For additional information regarding grades, please see the most recent edition of the *UVic Undergraduate Calendar*. All evaluations of tests and assignments will be calculated according to *percentage scores*. Letter grades and grade point scores are listed purely for reference.

## **Territory acknowledgment**

We acknowledge with respect the Lekwungen peoples, on whose traditional territory the university stands, and the Songhees, Esquimalt and WSÁNEĆ peoples, whose historical relationships with the land continue to this day. This acknowledgment entails a commitment to ongoing dialogue and reconciliation with the peoples of these lands. For information about support for indigenous students and efforts to foster reconciliation, please visit the UVic Office of Indigenous Academic & Community Engagement.

## **Other matters**

### *Late assignment and extensions*

Late weekly assignments will *not* be accepted and tests will *not* normally be rescheduled (no make-up exams). If a test is missed for serious, *documented*, reasons, the final exam will be weighted so as to incorporate the weighting of the missed exam. Documented evidence for having legitimately missed a test and an explanatory statement in writing have to be received *no more than ten days after the deadline or test missed*. Late assignments will have 5% subtracted per working day from grade unless documentation of illness or family emergency is provided.

### *Academic integrity*

The University Calendar states that “Academic integrity requires commitment to the values of honesty, trust, fairness, respect, and responsibility and... Any action that contravenes this standard, including misrepresentation, falsification or deception, undermines the intention and worth of scholarly work and violates the fundamental academic rights of members of our community.” Violations of academic integrity include plagiarism, multiple submissions, falsifying materials subject to academic evaluation, cheating on work, tests and examinations, and aiding others to cheat. Penalties for these violations vary, with first violations generally resulting in a failing grade on the work. Please familiarise yourselves with the policies at <http://web.uvic.ca/calendar2016-09/undergrad/info/regulations/academic-integrity.html#>.

### *Intellectual property of materials on the Brightspaces website*

Please note that all assignments for this course and all materials posted to the Brightspaces website are the intellectual property of myself and the University of Victoria. Do not circulate this material or post it to note-sharing sites without my permission. Posting course materials to note-sharing sites or otherwise circulating course materials without the permission of your instructor violates the Policy on Academic Integrity (<http://web.uvic.ca/calendar/FACS/UnIn/UARe/PoAcl.html>). Any evidence you are circulating materials without permission will be referred to the Chair of the Philosophy Department for investigation.

### *Transition and inclusivity/diversity*

Students who are new to the University and would like assistance may contact the Transition Office, [www.uvic.ca/transition](http://www.uvic.ca/transition). UVic is committed to providing a safe, supportive learning environment for all members. Information about UVic policies on human rights, equity, discrimination and harassment are available at [www.uvic.ca/calendar/undergrad/index.php#/policy/HkQ0pzdAN](http://www.uvic.ca/calendar/undergrad/index.php#/policy/HkQ0pzdAN). If you have any particular concerns about these matters in our course please don't hesitate to contact me.

### *Religious Accommodation*

Information regarding accommodation of religious observance can be located in the UVic Calendar at <https://www.uvic.ca/equity/education/religious/index.php>.

### *Counselling Services*

Many, if not most, students experience some difficulties with their mental health during their years as undergraduate students. This may especially be the case during the present Covid-19 crisis. It is hard to shake the stigma associated with problems like depression and anxiety, but if at any point you believe that you could benefit from help with mental health issues, please contact UVic Counselling Services, which is an excellent resource at your disposal on campus. They genuinely want to help, so do consider taking advantage of this free resource.

### *Health Services and Centre for Accessible Learning (CAL)*

A note to remind you to take care of yourself, especially in these times. Do your best to maintain a healthy lifestyle by eating well, exercising, getting enough sleep and taking some time to relax. This will help you achieve your goals and cope with stress. All of us benefit from support during times of struggle. You are not alone. Resources include

- Counselling Services, already mentioned above. See <https://www.uvic.ca/services/counselling/>.
- University Health Services (UHS) provides a full-service primary health clinic for students and coordinates healthy student and campus initiatives. <http://www.uvic.ca/services/health/>
- Students with diverse learning styles and needs are welcome in this course. In particular, if you have a disability/health consideration that may require accommodations, please feel free to approach me and/or the Center for Accessible Learning (CAL) as soon as possible. CAL staff members are available by appointment to assess specific needs, provide referrals, and arrange appropriate accommodations: <https://www.uvic.ca/services/cal/>.
- The sooner you let any of these on-campus services know your needs the quicker they can assist you in achieving your learning goals in your courses. Please note that instructors cannot provide CAL-type accommodations without CAL documentation.

#### *Food bank and Community Cabbage*

Sometimes students run out of money for food. Health restrictions, permitting these two options are available at the Students' Union: 1) "The UVSS Food Bank & Free Store is run by a team of dedicated staff and volunteers and offers all UVic students access to food essentials and free household items", see <https://uvss.ca/foodbank/>. 2) "The Community Cabbage is a student organization at the University of Victoria. We serve a free weekly hot meal to the campus community prepared from reclaimed food – edible but unsellable food donated by grocery stores. A crew of volunteers turn these ingredients into a healthy and delightful vegetarian meal at a community kitchen. Anyone is welcome to come cook with us and/or eat with us!" See <https://uvicecommunitycabbage.wordpress.com/about/>.

#### *Important dates and academic advising*

Please consult the UVic Calendar's Academic Year Important Dates for information about last possible dates to withdraw from courses without penalty, examinations period start/end dates, etc. For information about declaring a program, academic concessions or interpreting your UVic CAPP report, please visit Undergraduate Advising or make an appointment with an advisor.

#### **Tentative schedule of lectures and tests**

Please note that this schedule is tentative and will adjusted as we proceed through the semester. Any changes to the schedule will be announced on the Brightspaces website. *Informed* participation in class discussion will be expected, so *please read the assigned texts in advance*. Readings are from *our textbook*. Additional texts will be made available on the Brightspaces website.

Week 1 7-13 Sept	<b>Course introduction: Professional and business ethics in the Anthropocene</b> Reading: Rachels, "The Utilitarian Approach", Siegle, "Ethical Guide to the Anthropocene" <b>*Wednesday 9 Sept: first day of classes*</b>
Week 2 14-20 Sept	<b>Approaches to ethics</b> Readings: O'Neill, "A Simplified Account of Kant's Ethics", Glatz, "Aristotelian Virtue Ethics", Solomon, "Basic Business Virtues" <b>**Assignments are due from this Tuesday 15 of September onwards**</b>
Week 3 21-27 Sept	<b>Approaches to ethics (continued)</b> Readings: Rawls, "Justice as Fairness", Manning, "Care Ethics", Brown, "Buddhist Ethics" <b>*25 Sept: last day for adding courses*</b>
Week 4 28 Sept – 4 Oct	<b>The professions and the professional-client relationship</b> Readings: Bayles, "The Professions", Hughes, "The Professions", Bayles, "The Professional-Client Relationship" <b>CASE: Professionalism and police</b>

Week 5 5-11 Oct	<p><b>Corporations as persons and corporate social responsibility</b>  Readings: French “The Corporation as a Moral Person”, Friedman, “Social responsibility”, Freeman, “Stakeholder theory of corporation”  <b>*Film: The Corporation*</b></p>
Week 6 12-18 Oct	<p><b>Corporate social responsibility (continued), review and midterm</b>  <b>**Friday 16 October: Mid-term will be made available**</b>  <b>**12 October, Thanksgiving Day and Day of Columbus’ Arrival in the Americas**</b></p>
Week 7 19-25 Oct	<p><b>Whistleblowing</b>  Larmer, “Whistleblowing and Employee Loyalty”, Duska DeGeorge, “Whistleblowing and Employee Loyalty”, Edward Snowden, interview in ‘Nation’ journal (optional recommended)  <b>CASE: Olivieri vs. Apotex</b></p>
Week 8 26 Oct-1 Nov	<p><b>Bribery, leadership</b>  Readings: Fadiman, “Gifts and Bribes”, optional recommended: “Canadian Bribery Law”, Ciulla, “What is Good Leadership?”, McCoy, “The Parable of the Sadhu”  <b>**Possibly Wednesday 28 October: Online Guest Speaker Prof. Michael Pardy, School of Business, Royal Roads University and Adventure Education Post Degree Certificate Program, Camosun College**</b>  <b>*31 October: Last day for withdrawing from courses without penalty of failure*</b></p>
Week 9 2-8 Nov	<p><b>Environmental responsibility, the value of work</b>  Readings: Heyd, “Environmental Ethics”, Dyllick, “Ecological Marketing: Toni Yogurts”, Schumacher, “Buddhist Ethics”. Optional: Simms, “Small is Beautiful but Schumacher’s Economics of Scale Runs Deeper”</p>
Week 10 9-15 Nov	<p><b>Sexual harassment + Reading Days</b>  Readings: Superson, “A Feminist Definition of Sexual Harassment”  <b>*9-11 November, READING DAYS*</b>  <b>**11 November, Remembrance Day**</b></p>
Week 11 16-22 Nov	<p><b>Bluffing, the social economy/cooperatives</b>  Carr, “Is Business Bluffing Ethical?”, Allhoff, “Business Bluffing Reconsidered, selections from Locke, from <i>The Second Treatise of Government</i>”. Optional: Peredo and McLean, “Social entrepreneurship”  <b>CASE: Tembec</b></p>
Week 12 23-29 Nov	<p><b>The origin of property, the creation of national wealth, work, and student presentations</b>  Readings: selections from Adam Smith, <i>An Inquiry into the Nature and Causes of the Wealth of Nations</i>, and from Karl Marx, “Estranged Labour”</p>
Week 13 30 Nov – 6 Dec	<p><b>Summary-conclusion, student presentations, Course Experience Survey, and Final Exam</b>  <b>**4 December, Last Day of Classes. Final take-home exam questions handed out **</b>  <b>**4 December, National Day of Remembrance and Action on Violence Against Women**</b>    <b>***9 December, before noon, final exam submission on the Brightspaces website***</b></p>