

LONG SIGNATURE SHEET



UNC CHARLOTTE

Proposal Number: MGMT 13-2-10

Proposal Title MGMT 3170: Ethics and Global Capitalism

Originating Department Management, College of Business

TYPE OF PROPOSAL: UNDERGRADUATE GRADUATE UNDERGRADUATE & GRADUATE

DATE RECEIVED	DATE CONSIDERED	DATE FORWARDED	ACTION	SIGNATURES
2/5/10	2/5/10	2/8/10	Approved 11/10/09 2/4/10	<u>DEPARTMENT CHAIR</u> <i>Kelly Zyllau</i>
2/5/10	2/24/10	2/26/10	Approved 2/24/10	<u>COLLEGE CURRICULUM COMMITTEE CHAIR</u> <i>Ronald A. Madson</i>
				<u>TEACHER EDUCATION COMMITTEE CHAIR</u> (Teacher Education Program proposals only)
2/26/10	2/26/10	3/1/10	Approved 2/26/10	<u>COLLEGE FACULTY CHAIR</u> <i>Ronald A. Madson</i>
3/4/10	3/4/10	3/4/10	Approved	<u>COLLEGE DEAN</u> <i>J. B. W. Mc...</i>
		7/21/10	approved	<u>UNDERGRADUATE COURSE & CURRICULUM COMMITTEE CHAIR</u> (for undergraduate courses). <i>Kim Harris</i>
				<u>GRADUATE COUNCIL CHAIR</u> (for graduate courses)
				<u>FACULTY GOVERNANCE SECRETARY</u> (noting Faculty Council approval on Consent Calendar)
				<u>FACULTY EXECUTIVE COMMITTEE</u> (if decision is appealed)

University of North Carolina at Charlotte MGMT 3-2-10
New Undergraduate Course Proposal
From Department of Management, Belk College of Business

**Establishment of New Undergraduate Course:
Ethics and Global Capitalism**

A. PROPOSAL SUMMARY AND CATALOG COPY

1. SUMMARY:

The Department of Management proposes a new elective course to the curriculum: MGMT 3170.

2. PROPOSED CATALOG COPY:

Course number	3170
Course prefix	Management (MGMT)
Course title	Ethics and Global Capitalism
Credit hours	(3)
Prerequisites	Junior Standing
When course offered	Yearly

Course Description:

The course is a study of ethical arguments supporting and critical of capitalist economic and social systems. Topics to be addressed may include property rights, justice, desert, equality, and sustainable capitalism.

B. JUSTIFICATION:

1. Identify the need addressed by the proposal and explain how the proposed action meets the need.

Need: The teaching mission of the Belk College is to “educate our students to become 21st Century leaders who are critical thinkers, ethically informed, and globally aware ” This course supports all three dimensions of that mission. Questions regarding the ethical legitimacy of public policy decisions in capitalist economies are prominent features of contemporary public discourse and political debate in the U.S., Europe, and elsewhere, and are prominently covered by the media. Ethical judgments inform public policy decisions regarding market regulation, business regulation, taxation, environmental policy, health care policy, international trade policy, and international law. Businesses routinely take positions on these issues. Managers operating in a global economic environment are better able to engage with policy makers, non-governmental organizations, and a range of stakeholders on these topics, and to engage in strategic planning, if

they understand ethics and global capitalism and can appreciate ethical criticisms of specific market practices. Managers are also better able to fulfill the promise of capitalism to enhance individual, societal, and global welfare if they can appreciate the ethical foundations of capitalism and support and promote sustainable capitalism via base of the pyramid and other strategies.

2. Discuss the prerequisites/co-requisites for course(s) including class standing.

Prerequisites: MGMT 3170 requires junior standing given the advance nature of the subject and the degree of difficulty of reading. No specific courses are required as prerequisites.

3. Demonstrate that course numbering is consistent with the level of academic advancement of students for whom it is intended.

Course Number: MGMT 3170 is intended for advanced undergraduate students and the 3000 number is consistent with past practice.

4. In general, how will this proposal improve the scope, quality and/or efficiency of programs and/or instruction?

Scope and Quality of Programs: At present the Belk College, via the Department of Management, offers only one undergraduate course in business ethics. The addition of a second, complementary course at the undergraduate level will allow the department and the college to better fulfill our mission and values by providing students with more options and greater depth of coverage in ethics. MGMT 3170 may be used as one of four electives to fulfill the management major.

C. IMPACT:

1. What group(s) of students will be served by this proposal? (Undergraduate and/or graduate; majors and/or non-majors, others? Explain). Describe how you determine which students will be served?

Students served: Students served by this course are undergraduate students seeking a free elective or pursuing a Management major.

2. What effect will this proposal have on existing courses and curricula?

Effect of proposal on existing courses and curricula:

a. When and how often will course be taught?

It is anticipated that MGMT 3170 will be taught once per year.

- b. How will the content and/or frequency of offering of other courses be affected?

This course has been carefully constructed to complement the existing undergraduate ethics course in the Belk College (MGMT 3282) and the content does not overlap with that course. These new course will complement other management elective offerings, as at least two undergraduate electives are typically offered each fall and spring.

- c. What is the anticipated enrollment in course(s) added (for credit and auditors)?

Anticipated enrollment: 30. This is based on the previous experimental course offering of the course (see below) and the current enrollments of 3282 which serves the same elective purpose in the management major.

- d. How will enrollment in other courses be affected? How did you determine this?

Impact on other courses: Depending on staffing, teaching the course may result in one less section of MGMT 3282: Managerial Ethics or MGMT 6192: Business Ethics and Corporate Responsibility each year (a part-time hire would preclude the need to cut an existing business ethics course offering).

- e. If course(s) have been offered previously under special topics numbers, give the details including the number of times taught and enrollment figures.

Previous course offering: An experimental course, MGMT 3000: Ethics & Capitalism: Foundations of Capitalism, was offered in the spring of 2007 by Eddy Souffrant (Philosophy) and Claude Lilly (former Dean of the Belk College) and had an enrollment of 22.

- f. Identify other areas of catalog copy that would be affected, e.g., curriculum outlines, requirements for the degree, etc.

Other areas of catalog copy that would be affected: MGMT 3170 would need to be added to the Management major electives in the undergraduate catalog.

D. RESOURCES REQUIRED TO SUPPORT THE PROPOSAL:

1. Personnel:

- a. Specify requirements for new faculty, part-time teaching, student assistant and/or increased load on present faculty.

One part time faculty member with training in management, philosophy, economics, or equivalent.

b. List by name qualified faculty members interested in teaching the course(s).

Dr. Denis Arnold, Associate Professor of Management and Surtman Distinguished Scholar in Business Ethics in the Belk College, is qualified to teach the course.

2. Physical Facility:

No unusual requirement is anticipated. Master classrooms will be suitable for these courses.

3. Equipment and Supplies:

No added resources are anticipated.

4. Computer:

Specify requirements for computer usage by students and/or faculty, and include an assessment of the adequacy of computing resources by Computing Services.

No unusual requirement for computers is anticipated. The Computing Services will be adequate.

5. Audio-Visual:

Specify the audio and/or visual equipment and media production services from Media Services.

No added resources required.

6. Other Resources:

Specify and estimate cost of other new/added resources required, e.g., travel, communication, printing and binding.

None required

7. Indicate source(s) of funding for new/additional resources to support this proposal.

Source of funding: BB&T Foundation gift

E. CONSULTATION WITH THE LIBRARY AND OTHER DEPARTMENTS OR UNITS

1. Library Consultation:

Atkins Library: Requested, November, 23, 2009; Approved and no change, Dec 1, 2009

2. Consultation with other departments or units:

Economics Department, BCOB, Requested, Dec 10, 2009; Approved, January 19, 2010

Philosophy Department, CLAS, Requested, Dec 10, 2009; Advised February 5, 2010, that a response will not be forthcoming

F. INITIATION AND CONSIDERATION OF THE PROPOSAL

1. Originating Unit

(2-4-10) Department of Management unanimously approved the proposal

(2-18-10) UCALC unanimously approved the proposal

(2-26-10) Belk College of Business approved the proposal.

(Date) Proposal sent to University Undergraduate Course and Curriculum Committee

2. Briefly summarize action on the proposal in the originating unit including information on voting and dissenting options.

The Management department voted on Nov. 10, 2009 and unanimously accepted the original proposal. Changes to the proposal were again unanimously accepted on Feb. 4, 2010 by a vote within the Management Department.

3. Other Considering Units

Atkins Library: Requested, November, 23, 2009; Approved and no change, Dec 1, 2009

Economics Department, BCOB, Requested, Dec 10, 2009; Approved, January 19, 2010

Philosophy Department, CLAS, Requested, Dec 10, 2009. Advised February 5, 2010, that a response will not be forthcoming

G. ATTACHMENTS

1. Attach relevant documentation of consultations with other units.

Consultation documents: See documents below.

- 2. For undergraduate courses attach course outline(s) including basic topics to be covered and suggested textbooks and reference materials with dates of publication.**

Syllabus: See attached syllabus

**J. Murrey Atkins Library
Consultation on Library Holdings**

To: Dr. Kelly Zellars

From: Somaly Kim Wu

Date: November 30, 2009

Subject: MGMT 3170: Ethics and Global Capitalism

Summary of Librarian's Evaluation of Holdings:

Evaluator: Somaly Kim Wu Date: November 30, 2009

Please Check One:

Holdings are superior

Holdings are adequate X

Holdings are adequate only if Dept. purchases additional items.

Holdings are inadequate

Comments:

Library holdings are adequate for a course on "Ethics and Global Capitalism" A search of the catalog using the terms "Business" and "Ethic*" yielded over 800 results.

The library also has access to a number of electronic resources including Business Source Premier, LexisNexis, Emerald, EconLit and Mergent Online.

The library has subscriptions to several print and electronic journals in this subject area.

These include Business Ethics and Business Ethics Quarterly.

Overall, Atkins Library has adequate resources to support the proposed course. Journal articles and books that are not held by the library can be obtained through Interlibrary Loan. I would suggest buying monographs as funds permit to keep the collection current.

Otherwise, the collection is adequate.

 Somaly Kim Wu

Evaluator's Signature

November 30, 2009

Date

From: Zuber, Rick
Sent: Tue 1/19/2010 11:21 AM
To: Zellars, Kelly
Cc: Madsen, Ron
Subject: FW: Consultation on MGMT 3170 Proposal

After receiving a positive consultation report from the Dept. of Economics Undergraduate Curriculum Committee (see report below), I want to state that I fully support the Dept of Management's proposal for a new course entitled: Moral Foundations of Capitalism (MGMT 3170). Please let me know if you have any questions on this issue. Thanks, Zuber

Rick Zuber | Chair and Professor of Economics
Department of Economics
UNC Charlotte | Belk College of Business
9201 University City Blvd. | Charlotte, NC 28223
Phone: 704-687-7588 | Fax: 704-687-6442
razuber@uncc.edu | <http://belkcollege.uncc.edu>

If you are not the intended recipient of this transmission or a person responsible for delivering it to the intended recipient, any disclosure, copying, distribution, or other use of any of the information in this transmission is strictly prohibited. If you have received this transmission in error, please notify me immediately by reply e-mail or by telephone at 704-687-7588. Thank you.

From: Kelly, Michael
Sent: Fri 2/5/2010 11:46 AM
To: Zellars, Kelly
Subject: Moral Foundations of Capitalism Course Syllabi and Proposals

Dear Kelly,

I apologize for the delay in getting back to you about Belk's proposals for undergraduate and graduate courses in the Moral Foundations of Capitalism.

And I'm sorry to say that after our lengthy deliberations, we have been unable to come up with a single departmental response, nor even a set of separately signed comments by different faculty members.

Controversial matters of principle, prudence, propriety, and protest have yielded this result.

You may still receive comments from individual faculty members, but I will not mediate them, neither as the Chair nor as a faculty member.

Again, my apologies for the delay.

Respectfully yours,

Michael

Michael Kelly, Chair & Professor
Department of Philosophy
9201 University City Boulevard
University of North Carolina at Charlotte
Charlotte, NC 28223
mjkelly1@uncc.edu
704-687-2780; FAX: 704-687-2172

ETHICS AND GLOBAL CAPITALISM

Required Texts:

- Heilbroner, *The Essential Adam Smith* (W.W. Norton) 2004
Hull and Peikoff, *The Ayn Rand Reader* (Signet) 1987
Pojman, *Justice* (Pearson-Prentice Hall) 1999
Pralhalad, *The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits*, Revised Edition (Wharton) 2009

Catalog Description:

Study of ethical arguments supporting and critical of capitalist economic and social systems in relation to business strategy and public policy. Topics to be addressed may include property rights, justice, desert, equality, and sustainable capitalism.

Value and Purpose:

An understanding of ethics and global capitalism is important for the exercise of managerial leadership. Ethical judgments inform public policy decisions regarding market regulation, business regulation, taxation, environmental policy, health care policy, international trade policy, and international law. Each of these areas of governmental policy-making impacts business activities and strategies. Managers operating in a global economic environment are better able to engage with policy makers, non-governmental organizations, and a range of stakeholders on these topics, and to engage in strategic planning, if they understand ethics and global capitalism and can appreciate ethical criticisms of specific market practices. Managers are also better able to fulfill the promise of capitalism to enhance individual, societal, and global welfare if they can appreciate the moral aims of capitalism and support and promote sustainable capitalism.

Course Goals:

- (1) To understand and appreciate ethical arguments about capitalist economic and social systems in a global context, especially with regard to property rights, justice, desert, and equality.
- (2) To help students develop well-reasoned ethical views regarding capitalist economic and social systems in relationship to managerial leadership.
- (3) To understand arguments for sustainable capitalism, especially base of the pyramid strategies that may inform business strategies.
- (4) To significantly improve critical thinking skills, especially as such skills relate to the exercise of managerial leadership.

Course Requirements:

- (1) Regular, *on-time* attendance is required. Regular tardiness will result in a reduced attendance grade. Students are allowed two unexcused absences. Students may be excused from class because of poor health, a death in the family, required UNCC or military events, or for equally significant reasons. Documentation is required in such cases.
- (2) It is essential that you read the assigned material prior to each class meeting. It will be assumed that you have completed the assigned reading prior to class.
- (3) Thoughtful discussion is an essential part of this class and an acquired skill. Students are expected to fully participate in class discussion where this means actively listening as well as speaking.
- (4) There will be a five-point, in-class short answer quiz over the readings during twelve weeks of the semester. The top ten of these will count toward this portion of your grade (i.e., you may drop the two lowest scores).
- (5) The midterm and final exam will be in the form of paper topics distributed one to two weeks in advance of the due date.
- (6) Students are responsible for reading this syllabus and understanding the course requirements. If you have any questions please ask me as soon as possible.

Grading:

The ten in-class quizzes combined are worth 30% of your final grade; the midterm paper is worth 30%; the final paper is worth 30%. Failure to complete any one of these assignments will result in the student failing the class (for the quizzes, a minimum of eight must be completed with a score of at least 1/5 for the assignment to be regarded as complete). Attendance is worth 10%. Grades will be posted on Moodle. The grading scale is as follows:

- A = 90 -100
- B = 80 - 89.99
- C = 70 - 79.99
- D = 60 - 69.99
- F = < 60

Moodle Environment:

This course includes a significant and required use of the Moodle on-line environment. You must be able to access course materials and announcements on-line. You can login to Moodle here: <http://moodle.uncc.edu>

Diversity:

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate

diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Academic Honesty:

You are required to complete 100% of your own work in this class. Cheating violates the UNCC Code of Academic Integrity and may result in course failure, suspension, and/or expulsion. For more information see the following: <http://integrity.uncc.edu/>

Disability and Impairment Accommodation:

If you require course adaptations or accommodations because of a disability, or if you have emergency medical information about which I should be informed, please speak with me as soon as possible. Students are responsible for notifying me of any conditions that may impair their academic performance for which reasonable accommodation can be made. Without advance warning, such difficulties cannot be used later as a basis for requesting deadline extensions or reconsideration of grades. Students who require such accommodations must work with the Office of Disability Services (704-687-4355).

Schedule of Class Meetings:

Week I Introductions

Pojman, *Justice*, Chp. 1 "Introduction," pp. 1-15

Week II Classical Perspectives

Locke, "Of Property," (available online)

Hume, "Of Justice," (available online)

Week III Introduction to Smith's Ethical System

Smith, "The Theory of Moral Sentiments, Part I" pp. 57-87

Week IV Justice as Desert

Smith, "The Theory of Moral Sentiments, Part II" pp. 88-99 in Heilbroner

Pojman, *Justice*, Chp. 2 "The Classical Theory of Justice as Desert," pp. 16-32

Week V Smith on Duty, Utility, and Virtue

Smith, "The Theory of Moral Sentiments, Part IV-VI" pp. 100-148 in Heilbroner

Week VI The Wealth of Nations

Smith, "The Wealth of Nations, Book I" pp. 149-226 in Heilbroner

Week VII The Wealth of Nations & Marx's Critique

Smith, "The Wealth of Nations, Book II & V," pp. 227-247 and 290-320 in Heilbroner

Marx, "Critique of the Gotha Program" and "Alienated Labor" (available online)

Week VIII Midterm examination

Week IX Selfishness as a Virtue

Hull and Peikoff, *Atlas Shrugged* (excerpts) pp. 151-290

Week X Randian Justice

Hull and Peikoff, "Capitalism vs. Collectivism," pp. 418-450.

Nozick (1971), "On the Randian Argument," *The Personalist* 52: 282-304 (available online)

Week XI Libertarian Justice

Pojman, *Justice*, Chp. 3, "The Libertarian Theory of Justice: Robert Nozick," pp. 33-43

Nozick, "An Entitlement Theory," (available online)

Week XII Liberal Justice

Pojman, *Justice*, Chp. 4, "The Liberal Theory of Justice: John Rawls," pp. 44-58

Rawls, "On Justice as Fairness," (available online)

Week XIII Complex Justice and Equality

Pojman, *Justice*, Chp. 5, "Complex Justice," pp. 59-75

Pojman, *Justice*, Chp. 6, "Equal Opportunity," pp. 76-91

Week XIV Capitalism and Global Poverty Reduction I

Pojman, *Justice*, Chp. 7, "Global Justice," pp. 92-122

Prahalad, *The Fortune at the Bottom of the Pyramid*, pp. 25-102

Week VI Capitalism and Global Poverty Reduction II

Prahalad, *The Fortune at the Bottom of the Pyramid*, pp. 103-170

Week XVI Capitalism and Global Poverty Reduction III

Prahalad, *The Fortune at the Bottom of the Pyramid*, select case studies from
pp. 171-373

Finals Week