

Business Ethics

PHIL 334

Summer 2012, (6-week) May 8-June 19

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(The preferred way to contact the instructor is by e-mail, or online during office hours.)

Office Hours: Tuesdays, Noon-2PM, POT 1435 or online
Thursdays, 10AM-Noon, POT 1435 or online
(or by appointment)

(For technical requirements and contact numbers, see p. 14.)

Course Description:

In this course, students will develop their ability to reflect on questions about whether particular actions taken by a company and its employees are morally acceptable. To achieve this goal, students will study a series of theoretical tools that will assist them in analyzing ethical arguments – both their own arguments and those of their colleagues. They will also read arguments on different sides of a series of issues and practice applying general ideas about moral behavior to specific cases.

The readings and assignments will cover three main topics:

First, students will study a series of techniques that will help them to analyze arguments about whether a proposed business transaction is morally acceptable. These tools include three moral theories (act utilitarianism, rule utilitarianism, and Kantianism), one economic theory (neo-classical economics), and two theories of corporate social responsibility (stakeholder theory and stockholder theory).

Second, students will use these tools to examine arguments on different sides of a series of ethical questions. The course will focus primarily on issues that are directly applicable to students who are preparing for careers in marketing, advertising, account management, and finance. The issues covered will also be relevant to careers in other fields, such as accounting and business administration.

Third, students will consider ways that they can help motivate their fellow employees to behave morally. We will discuss ways that structural problems can encourage unethical behavior, and ways that companies can remove these obstacles. We will also examine ways that unethical behavior undermines companies, so that students can explain to their colleagues why unethical behavior is usually financially self-destructive, as well as morally wrong.

Finally, this course will place a strong emphasis on writing skills. When ethical issues come up, business professionals need to be able to explain their positions clearly and respond constructively to others' arguments. Students will learn a series of formal techniques that help writers clearly and effectively explain why they object to their colleagues' ethical arguments.

Student Learning Outcomes:

After completing this course, the students will be able to:

- Develop, articulate, and defend their own ethical views on questions related to business ethics.
- Apply ethical ideals to particular situations.
- Analyze their colleagues' ethical arguments and recommend improvements or corrections.
- Summarize the major positions on specific topics in business ethics.
- Recognize institutional structures that encourage or discourage ethical behavior.
- Provide unethical colleagues with principled and pragmatic reasons to avoid immoral behavior.

Course Goals:

In this course, students will achieve the learning outcomes by:

- Reading and analyzing articles related to business ethics.
- Analyzing case studies.
- Writing papers that respond to these articles.
- Engaging in regular discussion of ethical questions.

Required Textbooks:

- Marianne Jennings. *The Seven Signs of Ethical Collapse*, New York: St. Martin's Press, 2006.
- Course Packet.

Students can order the course packet from University Readers at www.universityreaders.com.

Marianne Jennings' book will be available through the following bookstores. (Used copies may be available for a lower price at Amazon, Barnes and Noble, or other online bookstores.)

- Kennedy Bookstore, 405 S. Limestone, (606) 252-0331 or 1-800-892-5165, or go to the website: <http://www.kennedys.com>

- Wildcat Text Books, 563 S. Limestone, (606) 225-7771, or go to the website:
<http://www.wildcattext.com>
- UK Bookstore 106 Student Center Annex, phone (606) 257-6304 or 1-800-327-6141, or go to the website: <http://www.ukbookstore.com>

Description of Course Activities and Assignments

Online Lectures

The bulk of the material in this course will be presented through readings and online lectures.

For each Monday morning, Tuesday morning, Wednesday morning, Thursday morning, and Thursday evening, the instructor will post an online session. This session will consist of a set series of short online lectures and accompanying activities. Each session should take between 50 and 70 minutes to complete.

Students are expected to watch all of the lectures. The lectures must be watched sequentially. Students will not be allowed to view any lecture until they have watched all previous lectures.

Please note that many of the lectures will end with a short online activity designed to help the student process the material. These activities are mandatory. The student will not be allowed to proceed with the next lecture until he/she has completed the relevant activity. The next lecture will give a brief discussion of the activity.

The activities will *not* be graded. However, the instructor will sometimes check to make sure that the student made a good faith effort to complete the activity. If a student does not do so and is caught, he/she will be penalized 1/3 of a letter grade for the course.

Course Assignments

First Exam:	30 points
Second Exam:	50 points
Third Exam:	55 points
First Paper:	30 points
Second Paper:	60 points
Third Paper:	85 points
Third Paper Outline:	5 points
Final Exam:	75 points
Quizzes:	10 points
Total Points:	400 points

Summary/Description of Course Assignments

Exams: Each exam will consist of a combination of *difficult* multiple choice, short answer (3-4 sentences) and short essay (1.5-2.5 page) questions. The first three exams will cover the material from the preceding two weeks. The final exam will be cumulative.

All exams will be open-book, open-note. Consequently, the instructor will expect written answers to show a higher level of insight than he would require on a closed-book test. These exams are primarily designed to test whether or not the students are familiar with the ideas contained in the articles, and understand them well enough to recognize them and apply them in novel situations. The tests will place very little emphasis on memorization.

Each of the first three exams is scheduled on a Friday, from 10AM-11:15AM.

The second exam and the final exam will be proctored. Students have two options to meet this requirement:

- a) Students may take the exams at a designated proctoring facility. Students are responsible to select a proctoring site (from the list of NCTA or KCTCS locations if in the USA), inform the professor of the selected site (so the test information, password, etc. can be sent to the proctoring site in advance), and to pay the proctoring fee (usually \$25 per exam). Students should arrive early to make sure that they are able to complete all paperwork before the time that the exam is scheduled to begin.
- b) Students may use the service "ProctorU". This service allows students to take a proctored exam from any computer in the world, provided that they have an adequate webcam, microphone, and internet connection. (See the handout under "Syllabus" on blackboard for more information.) The service is administered by a for-profit company based in Nashville, TN. A proctor who works for this company will monitor each student remotely through their webcam. There is a fee associated with ProctorU.

The other two exams will be administered through Blackboard. Students should be online at least 15 minutes early in case that there are technical or administrative issues that need to be addressed.

Papers: The three papers are designed to teach the students how to clearly summarize an author's argument and provide constructive criticism. As the semester continues, the papers will increase in difficulty and length. Also, each paper will build on the skills employed in the previous paper.

The first paper will primarily require the student to summarize one of the author's arguments. The second paper will require the student to summarize and criticize another author's arguments. The third paper will require the student to provide a more complex response to the author's arguments.

Quizzes: There will be five pop quizzes on randomly chosen days. Each quiz will be administered at the beginning of one of the mandatory chat sessions.

Please Note: In the interest of preventing cheating and plagiarism, the students will be required to do the following:

- a) Take the first exam and the final exam at one of several proctoring facilities, located throughout the Commonwealth of Kentucky.
- b) Submit each paper to Safe Assign through Blackboard.

Activities: As noted above, the activities associated with the lectures will not be graded. However, if the instructor discovers that a student has failed to make a good faith effort to complete the activity, he will penalize the student 1/3 of a letter grade on the *final grade for the course* each time that the student fails to make a good faith effort.

Course Grading

There are 400 possible points for this course. The instructor will assign grades as follows:

A:	91%-100%
B:	81%-90%
C:	71%-80%
D:	61%-70%
F:	0-60%

Final Exam Information

The final exam will be held on [a date to be determined by the registrar]. It will be similar in format to the previous exams, but it will be longer. Students must take the exam at a designated proctoring center. (See the instructions above.)

Mid-term Grade

Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/Registrar/AcademicCalendar.htm>)

Course Policies:

Submission of Assignments:

All papers and outlines must be submitted through Safe Assign. Prior to the day that the assignment each assignment is due, the instructor will provide a link in the Assignments folder on Blackboard. The students should upload their assignments through this link. Assignments must be submitted by 7PM on the date that they are due. If a paper is late,

the instructor will reduce the grade by one letter grade for each day that it is late.

Please note: Safe Assign will not accept compressed files. In particular, it will not accept Microsoft Word 2007 or later. Students should be prepared to save their file in a Microsoft Word 97-2003 format (.doc) or Rich Text Format (.rtf). If you do not know how to do this, please contact the Customer Service Center. (See contact information under “minimum technical requirements”).

Tests must be taken and submitted online at a proctoring center. (See instructions above.)

The activities associated with the online lecture should be completed on Blackboard.

The instructor will administer 5 pop quizzes, on Blackboard, on randomly chosen days. Each quiz will be given at the *beginning* of one of the required online chat sessions. If you are not online at the beginning of the chat session, then you may not make up the quiz. The policy on excuses for later arrival is the same as the policy for excused absences.

Attendance Policy:

Attendance: For the purposes of this course, attendance means attending an online chat session or attending an exam at a proctoring center.

Each student must attend two mandatory online chat sessions per week. Each student should log in through Blackboard, on a separate computer. The instructor will have a “roll call” and the beginning of the session, and will occasionally ask questions of specific students. Students who are absent at the beginning or when called upon will be counted as absent.

Before the course begins, students should sign up for one of two groups. Each group will have a maximum of 25 students.

One group will hold discussions online at the following times:

Tuesdays, 11AM-Noon

Thursdays, 11AM-Noon

The other group will hold discussions online at the following times:

Tuesdays, 7-8PM

Thursdays, 7-8PM

Before his/her group’s Tuesday session, each student will be expected to complete all readings, lectures, and assignments up to and including those assigned for Tuesday morning.

Before his/her group's Thursday session, each student will be expected to complete all readings, lectures, and assignments up to and including those assigned for Thursday morning.

Penalties for Failure to Attend: The instructor will take attendance at the beginning of each online meeting. You may have up to 2 unexcused absences. If you arrive late, you must see the instructor immediately at the end of class to get on the sign-up sheet. If you are more than ten minutes late, you will not receive credit for attendance.

If a student has more than 2 unexcused absences, then he/she will be penalized one letter grade on the final grade for the course for *each* additional absence.

Excused absences are generally limited to illness, weddings, funerals, university-sponsored trips, and major religious holidays. If you have another good reason to miss class, please try to contact the instructor in advance. Also, you must provide documentation, by e-mailing a copy to the instructor. If you have ongoing issues that will prevent you from attending tests or online meetings, please discuss these issues with the instructor before the end of the 1st week.

Excused Absences:

Students need to notify the professor of absences prior to class when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy. In this case, "classes scheduled" refers to the exams and the mandatory online chat sessions.

Please note: Failure to establish a reliable internet connection does *not* count as an excuse for missing the chat session. If you have a poor internet connection at home, then you should consider finding a place where you can obtain reliable access to the internet. Local libraries and community colleges may be able to accommodate you. Some copy shops will also provide service for a fee.

Makeup Assignments:

If you have an excused absence on the day of a test, quiz, or assignment, please e-mail

the instructor to set up a time to make up what you missed. Please note that if you miss a test, the makeup test will be in a somewhat more challenging format than the original test. However, the instructor will attempt to grade you by the same standard as the students who attended the original test.

Verification of Absences:

Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request “appropriate verification” when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence.

Academic Integrity:

This is an *ethics* class. The instructor will not tolerate cheating in any form. Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of *Student Rights and Responsibilities* (available online <http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else’s work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a

student submits as his/her own, whoever that other person may be.

Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1).

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Also note: The *University of Kentucky's* minimum penalty for cheating is a failing grade on the assignment. The *instructor's* standard penalty for cheating in an ethics class is that the student fail the course.

Accommodations due to disability:

If you have a documented disability that requires academic accommodations, please contact the instructor by phone or e-mail as soon as possible. In order to receive accommodations in this course, you must provide the instructor with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 859-257-2754, email address: jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities.

If you need academic accommodations for an exam, please pay close attention to these requirements. Please notify the instructor of the needed accommodations, and your choice of proctoring centers. He will need enough advance notice that he can properly inform the proctors. Also, students who need additional time on the test should let the instructor know if they prefer to take the test at an alternate time.

Classroom Behavior Policies

All members of the UK community are expected to treat one another with civility. Moreover, part of the purposes of this class is to teach students to engage in civil, productive discussions with their colleagues about ethics. So, it is especially important that all students (and the instructor) treat each other with courtesy and respect.

All students must treat all other students with courtesy at all times. No student may make derogatory comments about others based on their personal characteristics, background, or opinions. When there is a disagreement, students are expected to respond to others' opinions with respectful arguments -- preferably *well-reasoned* respectful arguments. The same rules apply to the instructor.

Please note that students have an especially strong obligation to remain civil during online sessions. A disrespectful remark online is still a disrespectful remark. Moreover, students should remember that comments made online often seem harsher than similar comments made in person. In a face-to-face encounter, gestures, facial expressions, and other visual cues can soften the impact of a comment. So, students should be especially careful to keep online comments civil.

Office Hours

The instructor will be available for office hours at the times listed above. He will also have office hours by appointment.

Students may attend office hours in one of four ways – through the online chat on Blackboard, through Skype, through Adobe Connect, or in person. During scheduled office hours, the instructor will be at his computer in his office. If the student makes an appointment, he/she should agree with the instructor on the time and means of communication.

If students contact the instructor at another time, he will usually respond within 24 hours on weekdays, or the next business day on weekends.

Rough Drafts

Students are encouraged, but not required, to send rough drafts to the instructor for review. Students may send these drafts through e-mail, or meet with the instructor during his online office hours.

Students who wish to submit a rough draft should follow the following procedure. First, they should send the instructor a detailed outline of their paper. The instructor will respond with comments. Then, they may send a rough draft. The instructor will read up to 3 rough drafts (including the outline) for each student *for each paper*. Also, he will stop reading papers 48 hours before the assignment is due. Editing papers takes time, for both students and instructors. So, plan ahead.

Also, please note that for each outline or rough draft, the instructor will only make one or two suggestions, primarily about the content of the paper. When the student has made these changes, then the instructor will read the new draft and make additional comments. Writing a paper is a step-by-step process. So, again, plan ahead and leave yourself time for multiple drafts.

Final Comments

Relax! This course includes some difficult material. But it can be a lot of fun. You will learn a lot, and it is a valuable chance to reflect on your own views about important

issues. Work hard, but don't worry. If they do the reading and pay attention in lecture, most students are capable of passing the class.

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Course Schedule

Week	Topic	Readings	Test or Assignment
Week One			
Tuesday	Introduction to Business Ethics	No reading – but make sure you watch the lecture.	
Wednesday	Nepotism	Joan Ciulla, Review of “In Praise of Nepotism” (8pp.) (BB) Case Study: <i>Vaughn v. Lawrenceburg</i> (11p.) (BB)	
Thursday Morning	Preferential Hiring	DesJardins, “Diversity and Discrimination” (CP) Case Study: “Job Discrimination” (2pp.) (CP)	
Thursday Afternoon	Act Utilitarianism	Snoeyenbos and Humbert, “Act Utilitarianism and Business Ethics (13pp.) (CP) Case Study: Shaw, “The Ford Pinto Case” (5pp.) (CP)	
Friday			First Test

Week Two			
Monday	Rule Utilitarianism	(Please Review Snoeyenbos and Humbert) Case Study: “An Invitation to Dinner” (1p.) (BB)	
Tuesday	Marketing Ethics: Harmful Products	Marketing Harmful Products: Cigarettes Reading: Cunningham, “The Case for Plain Packaging” (7pp.) (BB)	
Wednesday	Marketing Ethics: Harmful Products	Bowie: “A Kantian Approach to Business Ethics” (14pp.) (CP)	
Thursday Morning	Kantianism	Dryden: “Autonomy” (BB) Case Study: Hartley, “Herman Miller”, (14pp.) (CP)	

Thursday Afternoon	Kantianism	Marketing Harmful Products: Gambling Case Study: "Gambling with Lives" (5pp.) (BB)	
Friday			First Paper

Week Three			
Monday	Duties to Clients	Faber, "Client and Professional" (9pp.) (BB) Case Study: Council of Financial Planners, "ACH #21866" (2pp.) (BB) Case Study: Council of Financial Planners, "ACH #21547" (3pp.) (BB)	
Tuesday	Public Relations Ethics – Advocacy	Day, "Truth and Honesty in Media Communications" (20pp.) (CP) Case Study: PRSA, "Disclosure of Information" (2pp.) (BB)	
Wednesday	Public Relations Ethics – Social Responsibility	Martinson, "Is it Ethical .." (4 pp.) (BB) Case Study: "The Perils of Ignoring History" (BB) (36 pp.) (BB) (Optional Reading: Franklin, "Apology for Printers") (BB)	
Thursday Morning	Neo-Classical Economics	Friedman, "The Power of the Market" (30 pp.) (CP)	
Thursday Afternoon	Marketing Ethics – Sales and Advertising	Ebejer, "Paternalism in the Marketplace?" (3pp.) (BB) Case Study: AACSL, "Life Insurance" (1p.) (BB)	
Friday			Second Test

Week Four			
Monday		(No Lecture – Enjoy Memorial Day!)	
Tuesday	Neo-Classical Economics	No Reading – but make sure that you watch the lecture.	
Wednesday	Marketing Ethics – Sales and Advertising	Carson, "Deception and Withholding Information in Sales" (12pp.) (BB) Case Study: AACSL, "The Speedy Sale" (1p.) (BB)	

Thursday Morning	Marketing Ethics – Sales and Advertising	Case Study: AACSL, “The Pizza Puzzle” (1p.) (BB)	
Thursday Afternoon	Marketing Ethics – Sales and Advertising	McCall, “Deceptive Advertising” (6 pp.) (CP) Case Study: “... Labeling of Fruit-Flavored Drinks” (1 p.) (BB) Case Study: “Bumble Bee Tuna” (1 p.) (BB)	
Friday			Second Paper

Week Five			
Monday	Corporate Social Responsibility	Friedman, “The Social Responsibility of the Corporation is to Increase its Profits” (8pp.) Case Study: Hartley, “Union Carbide’s Bhopal Catastrophe” (12pp.) (CP)	
Tuesday	Corporate Social Responsibility	Evans, “A Stakeholder Model of the Corporation” (6pp.) (CP)	
Wednesday	Environmental Issues	Bowie, “Money, Morality, and Motor Cars” (9pp.) (CP)	
Thursday Morning	Environmental Issues	Arnold and Bustos, “Business, Ethics, and Global Climate Change” (20pp.) (BB)	
Thursday Afternoon	Environmental Issues	Reading: Excerpts from Porter and Kramer (BB) Lovins, “Natural Capitalism” (16pp.) (BB)	
Friday			Third Test

Week Six			
Monday	Obstacles to Moral Behavior: Pressure to Maintain Numbers	Jennings, “Pressure to Maintain those Numbers” (42pp.) (7S)	
Tuesday	Obstacles to Moral Behavior: Fear and Silence	Jennings, “Fear and Silence” (39pp.) (7S)	

Wednesday	Obstacles to Moral Behavior: Conflicts of Interest	Jennings, "Conflicts of Interest" (26pp.) (7S) (Please review Council of Financial Planners, "ACH #21866" (BB)	
Thursday Morning	Dealing with Immoral Behavior: Whistleblowing	James, "In Defense of Whistle-blowing" (13 pp.) (CP) Case Study: Fry, "The Nurse who Blew the Whistle ..." (2pp.) (CP) Case Study: Bagad, "Challenger Case Study" (8pp.) (BB)	
Thursday Afternoon	Dealing with Immoral Behavior: Whistleblowing	Glazer, "Ten Whistleblowers and How they Fared" (9pp.) (BB)	
Friday			Third Paper
Final Exam: (Date to be determined by the Registrar.)			

Technical Requirements:

Contacts for Technical Questions:

Library Resources: Carla Cantagallo, DL Librarian
Email: dlservice@email.uky.edu
Local phone number: (859) 257-0500, ext. 2171;
Long-distance phone number: (800) 828-0439 (option #6)

Computer-Related: Teaching and Academic Support
Local phone number: (859) 257-8272

Access: The course will be on Blackboard. You can access at elearning.uky.edu. Use the username and password from your LinkBlue account to log in. Also, students will be required to attend two online sessions per week using Adobe Connect.

Minimum Technology Requirements: In order to participate in this course, you will need access to a computer with the minimum hardware, software and internet configuration described at this site: <http://wiki.uky.edu/blackboard/Wiki%20Pages/FAQs.aspx>. Additionally, you are required to purchase a basic headset/microphone unit in order to participate in the online office hours and the online synchronous sessions. A web camera may be helpful for online office hours, but it is not required.

Note: the use of Internet Explorer is NOT recommended for use with Blackboard. Firefox is the only recommended Internet browser for this course.

If you don't already have this, you will need to install the following software:

- Microsoft Office 2007 (Office 2008 for the Mac).
- Flash
- Adobe Acrobat Reader
- Windows Media Player
- QuickTime
- Adobe Shockwave

A free edition of Microsoft Office is available through the University at <http://download.uky.edu/>.

Free editions of the other software are also available through the University. Go to <http://wiki.uky.edu/blackboard/Wiki%20Pages/Browser%20Check.aspx>, then click BbGO! If you do not have these installed, you can download them from this site.

Additionally, you should probably upgrade your computer system to the latest version of Java (www.java.com). Without the latest version you may not be able to complete the exams or certain homework assignments. If you are using a UK computer this software should all be installed already.

If you experience technical difficulties with accessing course materials, the Customer Service Center may be able to assist you. Their hours are 7am – 6pm Monday through Friday. You may reach them at 859-218-4357 or by e-mail at helpdesk@uky.edu. Please also inform the course instructor when you are having technical difficulties.

The **Teaching and Academic Support Center** (TASC) website (<http://www.uky.edu/TASC/>) offers additional information and resources that can promote a successful distance learning experience. They may also be reached at 859-257-8272.

For issues related to library resources, please contact the Distance Learning Library Services :

Distance Learning Library Services
(<http://www.uky.edu/Libraries/DLLS>)

- Carla Cantagallo, DL Librarian, Email: dlservice@email.uky.edu
- Local phone number: 859. 257.0500, ext. 2171;
- Long-distance phone number: (800) 828-0439 (option #6)

Getting Started with Blackboard: Students who are taking their first online course at UK are highly encourage to use the following resource before the course begins:

Bb 101 for First-Time Online Students

(This is a brief introduction for students using Blackboard for the first time.)

- Go to <http://elearning.uky.edu> and log in with your Link Blue ID.
- Click on the Courses link near the top left of the page (to the right of My Bb and under the Library tab).
- In the Course Search line, type Bb9-101 (exactly as you see it there, including the hyphen).
- Find the Course ID (first column) Bb9-101-OnLine-Stu, and click the down arrow next to the Course ID. Click Enroll then Submit.