國立東華大學

課　綱　Course Outline

企業管理學系國際組

中文課程名稱 Course Name in Chinese	企業倫理研討				
英文課程名稱 Course Name in English	Business Ethics Seminar				
科目代碼 Course Code	BM__M0450	班　別 Degree	碩士班 Master's		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時　數 Hour(s)	3.0
先修課程 Prerequisite					

課程目標
Course Objectives

1.　　This course provides an important opportunity for students to learn the core concepts of business ethics and understand how to apply those concepts to their professional lives.

2.　　This course provides the core theories and practical concepts of business ethics. It emphasizes the reality of today's global business community and shows that geography, culture, and time contribute to ethical concepts and constructs. A consequence is the necessity of ethical decision-making.

3.　　The course seeks to help students recognize legal and moral issues, reason through the consequences of different courses of action, and promote social responsibility. It emphasizes connections between topics such as ethical theories, legal responsibilities, the prioritization of stakeholders, and corporate social responsibility.

系教育目標
Dept.'s Education Objectives

1	培養具國際觀之企業經理人。 Cultivating professional managers equipped with international perspective
2	培養具資訊科技能力之專業經理人。 Cultivating professional managers equipped with IT management proficiency
3	培養具人文素養之專業經理人。 Cultivating equipped with human culture professional managers
4	培養理論與實務並重之專業經理人。 Cultivating business professionals with both theoretic expertise and practical experience

系專業能力 Basic Learning Outcomes		課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives
A	具備企業管理理論的核心專業知識。 Core knowledge of theories related to business management	●
B	具備邏輯思考與企業經營管理問題解決的能力。 Capability of logical thinking and problem solving to business management	●
C	具備領導、溝通協調與團隊運作的能力。 Capability of leadership, communication, and collaboration	●
D	具備國際觀以及外語溝通的能力。 Global perspective and capability of communication in foreign languages	
E	具備資訊科技之妥善運用能力，以培育企業經營之運籌帷幄。 Capability of IT applications for business operations	○
F	具備企業倫理以奠定經營觀念之認知與堅持。 Having recognition and persistence of business ethics	●

圖示說明Illustration：● 高度相關 Highly correlated ○中度相關 Moderately correlated

課程大綱
Course Outline

1 Class introduction
2 Topic 1. The Importance of Business Ethics
3 Topic 2. Stakeholder Relationships, Social Responsibility, and Corporate Governance
4 Topic 3. Sustainability: Social and Ethical Dimensions I
5 (Topic 3 Continued:) Sustainability: Social and Ethical Dimensions II: Case Studies
6 Topic 4. The Institutionalization of Business Ethics
7 Topic 5. Emerging Business Ethics Issues
8 Topic 6. Ethical Decision Making
9 Topic 7. Individual Factors: Moral Philosophies and Values
10 Topic 8. Organizational Factors: The Role of Ethical Culture and Relationships
11 Topic 9. Developing and Implementing an Effective Ethics Program I
12 (Topic 9 Continued:) Developing and Implementing an Effective Ethics Program II: Case Studies
13 Topic 10. Global Business Ethics Issues I
14 (Topic 10 Continued:) Global Business Ethics Issues II: Case Studies
15 Topic 11. Ethical Leadership I
16 (Topic 11 Continued:) Ethical Leadership II: Case Studies
17 Topic 12. Technology: Ethics and Social Responsibility Issues
18 Summary/ Course reflection

資源需求評估（師資專長之聘任、儀器設備的配合···等）
Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

電腦、單槍等

課程要求和教學方式之建議
Course Requirements and Suggested Teaching Methods

・　　　Lectures
・　　　Readings
・　　　Case studies and discussion

•   Team project •   Oral Presentations
其他 Miscellaneous
Reference textbook Business Ethics, 2022, 13th Edition, O.C. FERRELL, John FRAEDRICH, and Linda FERRELL, Cengage.