



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	企業社會責任		學年/學期 Academic Year/Semester	112/1
課程名稱(英文) Course Name in English	Corporate Social Responsibility			
科目代碼 Course Code	MSF_10460	系級 Department & Year	學四	開課單位 Course-Offering Department
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/侯介澤			
先修課程 Prerequisite				
課程描述 Course Description				
<p>This course examines the role of corporate responsibility as a strategy to improve products, profits, and brand equity. The idea of corporations as simply a wealth creating organizations with no obligations to the environment is no longer acceptable. We will examine numerous corporate initiatives that attempt to address these challenges as well as how they are being evaluated in the public eye. Globalization combined with increased transparency of corporate operations has revealed significant variations in how organizations are attempting to balance the pursuit of profits and good corporate citizenship. Increased measurement of natural resources, pollution controls, monitoring ethical supply chains, and expanded training of employees are growing globally revealing interesting results. Stakeholder expectations have also accelerated the need to monetize these initiatives however lack of standardized methodologies and metrics has resulted in confusion within many industries hindering greater progress. Continued progress of corporate responsibility represents a significant emerging opportunity for organizations these new competitive advantages.</p>				
課程目標 Course Objectives				
<p>On completion of the course the students will be:</p> <ol style="list-style-type: none"> 1. familiar with the rhetoric surrounding CSR and its various meanings and implications 2. able to analyze and discuss challenges surrounding the implementation of CSR practices and how these can be addressed 3. able to develop CSR plans and value statements that reflect a wider view on business 				
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	能以數量方法分析與解決問題。 Using quantitative methods to analyze and solve problems.			○
B	具備財務金融領域之分析能力。 Equipped with the ability to analyze finance.			○
C	能善用資訊科技進行資料分析、統整與呈現。 Using information technology to analyze, integrate, and present data.			○
D	具備國際視野與專業外語能力。 Equipped with a global vision and specialized foreign language proficiency.			●
E	具備掌握財經時事議題及研判財經趨勢之能力。 Equipped with the ability to master topics of finance and economy, and other current news, and to diagnose financial and economic tendencies			●
F	具備一般管理的基礎知識。 Equipped with basic knowledge of management in general.			●
<p>圖示說明 Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated</p>				

授課進度表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	Course introduction	
2	The Importance of Business Ethics	
3	Stakeholder Relationships, Social Responsibility, and Corporate Governance	
4	Emerging Business Ethics Issues	
5	National holiday	
6	Coursework I (submit on Oct 31)	
7	The Institutionalization of Business Ethics	
8	Midterm examine revision PART I: AN OVERVIEW OF BUSINESS ETHICS PART II: ETHICAL ISSUES AND THE INSTITUTIONALIZATION OF BUSINESS ETHICS	
9	期中考試週 Midterm Exam	
10	Ethical Decision Making	
11	Individual Factors: Moral Philosophies and Values	
12	Organizational Factors: The Role of Ethical Culture and Relationships	
13	Developing an Effective Ethics Program	
14	Sustainability: Ethical and Social Responsibility Dimensions	
15	Final examine revision	
16	期末考試週 Final Exam	
17		
18		

教學策略 Teaching Strategies

- 課堂講授 Lecture 分組討論 Group Discussion 參觀實習 Field Trip
 其他 Miscellaneous:

教學創新自評 Teaching Self-Evaluation

創新教學 (Innovative Teaching)

- 問題導向學習 (PBL) 團體合作學習 (TBL) 解決導向學習 (SBL)
 翻轉教室 Flipped Classroom 磨課師 Moocs

社會責任 (Social Responsibility)

- 在地實踐 Community Practice 產學合作 Industry-Academia Cooperation

跨域合作 (Transdisciplinary Projects)

- 跨界教學 Transdisciplinary Teaching 跨院系教學 Inter-collegiate Teaching

- 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	20%		✓	✓		✓	✓		
期中考成績 Midterm Exam	20%	✓					✓		
期末考成績 Final Exam	30%	✓					✓		
作業成績 Homework and/or Assignments	30%		✓	✓	✓		✓		
其他 Miscellaneous (_____)									

評量方式補充說明

Grading & Assessments Supplemental instructions

教科書與參考書目 (書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

Ferrell/Business Ethics: Ethical Decision Making and Cases (Asia Edition) /12版

楊政學/企業倫理: 倫理決策訂定與案例(Ferrell/Business Ethics: Ethical Decision Making and Cases 13e) /13版

Assigned readings during the class

課程教材網址(含線上教學資訊, 教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information.
Personal website can be listed here.)

其他補充說明 (Supplemental instructions)