## ② 图o支束 華大學 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/Se	112/1					
課程名稱(英文) Course Name in English		Corporate Social Responsibility							
科目代碼 Course Code 修別		MSF_10460	系級 Department & Year		開課單位 Course-Offering Department	管理科學	管理科學與財金國際學士 學位學程		
修別 Type	一受程 Program					3.0/3.0			
授課教師 Instruct		/侯介澤							
先修課 Prerequis									
課程描述 Course Description									
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.									
課程目標 Course Objectives									
<ol> <li>familiar with</li> <li>able to analy</li> <li>these can be add</li> </ol>	n completion of the course the students will be: . familiar with the rhetoric surrounding CSR and its various meanings and implications . able to analyze and discuss challenges surrounding the implementation of CSR practices and how hese can be addressed . able to develop CSR plans and value statements that reflect a wider view on business								
系専業能力 Basic Learning Outcomes						課 Cort Cort	程目標與系專業能 力相關性 relation between urse Objectives and Dept.'s Education		
	Education Objectives								
	去分析與解決 itative meth		and solve probl	ems.			$\bigcirc$		
<sup>B</sup> Equipped wi	具備財務金融領域之分析能力。 Equipped with the ability to analyze finance.						0		
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.						0			
	予與專業外語; th a global		to analyze and solve problems. o analyze finance. ふ 統整與呈現。 y to analyze, integrate, and present data. o anal specialized foreign language proficiency. 対經趨勢之能力。 o master topics of finance and economy, and other current						
E Equipped wi news, and t	th the abili to diagnose i	financial and eco	oics of finance		my, and other currer	ıt	•		
F具備一般管理的基礎知識。 Equipped with basic knowledge of management in general.									
圖示說明Illustration :● 高度相關 Highly correlated ○中度相關 Moderately correlated									

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 Industy-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	草及多元	評量方式	र Gradi	ng & As	sessmen	ts		
配分項目				多元評量	量方式 A	ssessme	nts		
Items	配分比例 Percentage	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 ()									
	Grading & A		量方式 <sup>。</sup> ents Sup	· · · · - · ·		ruction	.S		
	教科書與參考	主日(-	圭 2 、 作	去、主,	吕、仔细	商、邰用	月)		
Textbook & Ot	her References							ks, etc.	)
Ferrell/Business Ethics:									
楊政學/企業倫理:倫理決策 /13版	訂定與案例(Fe	rrell/B	usiness	Ethics	: Ethica	al Deci	sion Mal	king and	Cases 13e)
Assigned readings during t	the class								
	教材網址(含線 ids & Teacher' Persor	s Websi	te(Incl	uding c		eaching			
	其他補	充說明	(Supple	nental	instruct	tions)			
						/			