

 國立東華大學  
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	企業倫理講座AA			學年/學期 Academic Year/Semester	112/1
課程名稱(英文) Course Name in English	Business Ethics Seminar				
科目代碼 Course Code	CM__1001AA	系級 Department & Year	學三	開課單位 Course-Offering Department	管理學院
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)		2.0/2.0	
授課教師 Instructor	/樂錦榮/張益誠/侯佳利				
先修課程 Prerequisite					
課程描述 Course Description					
<p>This course is designed to provide students with opportunities to apply ethical reasoning to the demands of business management. We will analyze select readings and case studies to explore key ethical principles and the various ways in which business practitioners and ethical theorists address the issues that commonly arise in the business world.</p> <p>The overall objective of this course is to enhance students’ ethical awareness and appreciation of the complexity of ethical decision making in business organizations, to develop students’ analytical skills for understanding and resolving ethical issues, and to facilitate student self-understanding of themselves as ethical agents.</p> <p>Upon successful completion of this Business Ethics course, the student will be able to:</p> <p>Demonstrate understanding of the definition of ethics and the importance and role ethical behavior serves in the business world today.</p> <p>Demonstrate understanding of how business ethics relates to larger moral and philosophical frameworks.</p> <p>Identify various ethical issues that occur in the workplace.</p> <p>Evaluate an ethical situation by applying the steps involved in ethical decision making.</p> <p>Evaluate the concept of Corporate Social Responsibility, and explore its relevance to ethical business activity.</p> <p>Identify the moral obligations of businesses to the environment and specifically global competitors and global stakeholders.</p> <p>Comprehensively analyze in professional business caliber writing real-world business firm’ s activities regarding ethical and social responsibility via written case study analyses.</p> <p>Formulate a particular stance on a business ethics issues and defend in professional business caliber writing that stance.</p> <p>Apply rules of netiquette and use clear writing in web-based interactions with colleagues on issues of business ethics and social responsibility.</p>					
課程目標 Course Objectives					
<p>The overall objective of this course is to enhance students’ ethical awareness and appreciation of the complexity of ethical decision making in business organizations, to develop students’ analytical skills for understanding and resolving ethical issues, and to facilitate student self-understanding of themselves as ethical agents.</p>					
院基本素養與核心能力 College Basic Learning Outcomes					課程目標與院基本素養與核心能力 Correlation between Course Objectives and Basic Learning Outcomes
A	完備的商學與管理基礎知識。Sound basic knowledge of business and management				○
B	運用理性分析與創新思維從事問題解決。Ability to utilize rational and creative critical thinking in problem solving				●

C	專業外語能力。Professional foreign language skills	○
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	Introduction of the Course	
2	Special Topic Speech I	
3	Class Cancelled- Mid-autumn Festival	
4	Business Ethic Issues	
5	Business Ethic Decision Making Process I	
6	Business Ethic Decision Making Process II	
7	Special Topic Speech II	
8	Special Topic Speech III	
9	Special Topic Speech IV	
10	Special Topic Speech V	
11	Term Paper Presentation I	
12	Term Paper Presentation II	
13	Term Paper Presentation III	
14	Term Paper Presentation III	
15	Discussion for Term Paper R&R	
16	期末考試週 Final Exam	
17	Term Paper Re-submission Due	
18	Course Wrap-up & Supplementary Teaching	

### 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: 講座演講內容回饋

### 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:

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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	0%								
期末考成績 Final Exam	30%	✓							
作業成績 Homework and/or Assignments	30%			✓	✓				
其他 Miscellaneous (期末報告)	20%			✓	✓				
<p style="text-align: center;">評量方式補充說明 Grading &amp; Assessments Supplemental instructions</p> <p>Speech Feedback and Assignments      30%</p> <p>Comprehensive Exam                      30%</p> <p>Term Project w Presentation              20%</p> <p>Class Participation                         20%</p>									
<p style="text-align: center;">教科書與參考書目 (書名、作者、書局、代理商、說明)</p> <p style="text-align: center;">Textbook &amp; Other References (Title, Author, Publisher, Agents, Remarks, etc.)</p> <p>Textbook- Business Ethics: Ethical Decision Making and Cases, 12th Edition, Ferrell, O.C., Fraedrich, J. &amp; Ferrell, L, Cengage Learning, ©2019, ISBN#9781337614436.</p> <p>Cases- we may selected cases related to ethical issues; Harvard Business School Cases (if necessary), and students should pay copyrights (about US\$4.5) for each case; cases from other sources may be applied as well</p> <p>Lecture notes, if any, will be offered in each class, and other teaching materials will be also provided if necessary.</p> <p>Recommended- WSJ (Wall Street Journal); HBR (Harvard Business Review)</p>									
<p style="text-align: center;">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)</p> <p style="text-align: center;">Teaching Aids &amp; Teacher's Website(Including online teaching information. Personal website can be listed here.)</p>									

#### School Mission

The College of Management (COM) emphasizes internationalization, education and localization, which shapes its mission to cultivate outstanding management and academic talents who are aware of the impact of globalization and ethical issues and are able to integrate a diversity of knowledge and possess the analytical decision-making and execution abilities to build a brighter future. Students can achieve the five learning goals derived from the school mission, including LG1-integration of a diversity of business and management knowledge, LG2-analytical decision-making ability, LG3-execution, LG4-global vision, and LG5-ethics

This course covers essential topics of seminar on Business Ethics, and is chosen to evaluate undergraduate students for the following learning goals and learning objectives.

Learning Goals- LG5 Ethics

Learning Objectives- 5.1 Understand professional ethics and be able to identify unethical behaviors;  
5.2 Understand corporate social responsibility and sustainable development

Assessment methods for intended LGs and LOs:

The evaluation of learning effectiveness of the course includes two parts, the end-of-term assessment (final exam) and feedback concerning a series of special topic speeches (speech report), and each account for 50%.

After studying a series of key topics on this course, students should be equipped with related skills and knowledge to distinguish ethical behaviors from unethical ones, as well as the fundamental decision making process of ethics. Reports concerning special topic speeches is well suited for evaluate the intended learning objectives because each student can absorb how companies, varying different industries, do about their social responsibilities and how they try to sustain the environment. The packages including aforementioned skills and knowledge would be further tested by the final exam.

Rubrics for Simulation:

LO 5.1 Understand professional ethics and be able to identify unethical behaviors

Needs Improvement- Fail to identify ethical dilemma faced in making managerial decisions and unethical business behaviors. Provide little discussion of viewpoints of the stakeholders

Satisfactory- Identifies ethical dilemma faced in making managerial decisions and unethical business behaviors. Address some viewpoints of the stakeholders

Exemplary- Clearly identifies and discusses ethical dilemma faced in making managerial decisions and unethical business behaviors. Reflects various viewpoints of the stakeholders.

LO 5.2 Understand corporate social responsibility and sustainable development

Needs Improvement- Show little perception of the concepts of corporate social responsibility and sustainable development.

Satisfactory- Show perception of the concepts of corporate social responsibility and sustainable development and be able to interpret the related practices.

Exemplary- Show excellent perception of the concepts of corporate social responsibility and sustainable development and well interpret the related practices.