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# ②國玄東華大學

## 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/Semester		112/1	
課程名稱(英文) Course Name in English	Corporate Social Responsibility						
科目代碼 Course Code	FIN_B0230	系級 Department 學四 & Year		開課單位 Course-Offering Department	財務金融學系		
修別 Type	學程 Program	學分數/時 Credit(s)/Hou		3.0/3.0			
授課教師 Instructor	/侯介澤						
先修課程 Prerequisite							

#### 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

On completion of the course the students will be:

- 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

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						
	教學創新自評 Teaching Self-Evaluation						
創新教學(	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:							

學期成績計算及多元評量方式 Grading & Assessments									
配分項目	配分比例 Percentage	多元評量方式 Assessments							
Items		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%	<b>~</b>					<b>~</b>		
期末考成績 Final Exam	30%	<b>~</b>					<b>~</b>		
作業成績 Homework and/or Assignments	30%		<b>✓</b>	~	~		~		
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)