



## 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	企業社會責任研究		學年/學期 Academic Year/Semester	112/1	
課程名稱(英文) Course Name in English	Corporate Social Responsibility Research				
科目代碼 Course Code	FIN_M0340	系級 Department & Year	碩士	開課單位 Course-Offering Department	財務金融學系
修別 Type	必修 Required	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>Corporate Responsibility and Sustainability will deepen student understanding and stimulate critical thinking in these areas. Student will have the opportunity to practice problem-focused decision-making on a range of economic, social and environmental issues that affect the operation of contemporary organizations. The course will be of benefit if student wish to develop further insights into corporate responsibility and sustainability as part of your career, or if you have limited knowledge of the subject but would like to embark on a career in this sector.</p>					
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	具備財務金融的分析能力 Understanding the financial analysis.			●	
B	具備企業財務管理專業能力 Capabilities for business financial management.			●	
C	具備英語閱讀溝通協調等能力 English reading ability of communication and coordination.			●	
D	具備獨立研究之技能，以進行財金議題研究 Independent research skills to research financial issues.			●	
E	具備個人投資理財能力 Investment and financial management.			○	
F	具備電腦程式運算及設計能力 Ability of computer programs, algorithms and application.			○	
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 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	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)