



# 課 綱 Course Outline

## 國際企業學系碩士班國際組

中文課程名稱 Course Name in Chinese	國際企業倫理				
英文課程名稱 Course Name in English	International Business Ethics				
科目代碼 Course Code	IB__M0260	班 別 Degree	碩士班 Master' s		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
This course provides the core theories and practical concepts of business ethics. The course emphasizes the reality of today' s global business community and shows that geography, culture, and time contribute to ethical concepts and constructs. A consequence is the necessity of ethical decision-making. The course seeks to help students recognize legal and moral issues, reason through the consequences of different courses of action, and promote social responsibility. The course emphasizes connections between topics such as ethical theories, legal responsibilities, the prioritization of stakeholders, and corporate social responsibility.					
系教育目標 Dept.' s Education Objectives					
1	培養具國際企業知識之高階管理人才。 Build a foundation of international business knowledge to prepare students for being higher-level managers.				
2	培養創新與傑出之高階管理人才。 Prepare students for being innovative and excellent higher-level managers.				
3	培養優秀國際服務業高階管理人才。 Offer a program with an emphasis on proficiency in higher-level management of international service business.				
4	培養在地經營理念之高階管理人才。 Offer a program with an emphasis on higher-level management philosophy responsive to the Taiwanese business context				
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	具備國際企業管理之進階知識。 Students will have advanced knowledge of international business.	
B	具備多元邏輯思考、問題分析與解決之能力。 Students will be able to identify, analyze and solve business problems using logical and critical thinking.	
C	具備領導、溝通協調與團隊合作之能力。 Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.	●
D	具備國際視野以及外語溝通的能力。 Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.	○
E	具備跨國企業進階經營管理之能力。 Students will be able to demonstrate the advanced managerial skills for international business.	○
F	培養進階資訊科技運用之能力。 Students will be able to demonstrate proficiency in use of advanced information technology.	
G	培養國際企業倫理之素養。 Students will be able to identify and understand the importance of ethical decision making for international business.	●

圖示說明 Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

### 課程大綱 Course Outline

課程大綱(Course Outline):

1. Introduction
2. Why Ethics Matter
3. Ethics from Antiquity to the Present
4. Defining and Prioritizing Stakeholders
5. Three Special Stakeholders: Society, the Environment, and Government
6. The Impact of Culture and Time on Business Ethics
7. What Employers Owe Employees
8. What Employees Owe Employers
9. Case Study I
10. Recognizing and Respecting the Rights of All
11. Professions under the Microscope
12. Case Study II
13. Changing Work Environments and Future Trends
14. Business Ethics in an Evolving Environment
15. The Lives of Ethical Philosophers
16. Contemporary Thought Leaders
17. Case Study III
18. Final Exam

資源需求評估 (師資專長之聘任、儀器設備的配合 . . . 等)

Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

電腦、單槍等

### 課程要求和教學方式之建議

Course Requirements and Suggested Teaching Methods

1. 課堂講授
2. 分組討論
3. 作業

4. 小組報告等

其他  
Miscellaneous