



## 教學計劃表 Syllabus

|   |  |                             |                                 |   |
|---|--|-----------------------------|---------------------------------|---|
| 課程名稱(中文)<br>Course Name in Chinese  | 企業社會責任研究                                 |                             | 學年/學期<br>Academic Year/Semester | 112/2   |
| 課程名稱(英文)<br>Course Name in English  | Corporate Social Responsibility Research |                             |                                 |   |
| 科目代碼<br>Course Code   | BM__85290                                | 系級<br>Department & Year     | 博士                              | 開課單位<br>Course-Offering Department  |
| 修別<br>Type  | 必修 Required                              | 學分數/時間<br>Credit(s)/Hour(s) | 3.0/3.0                         |   |
| 授課教師<br>Instructor  | /蔣念祖                                     |                             |                                 |   |
| 先修課程<br>Prerequisite  |  |                             |                                 |   |
| 課程描述 Course Description   |  |                             |                                 |   |
| <p>企業社會責任 (Corporate Social Responsibility, 簡稱CSR) 不光只是替股東賺錢而已，還要對社會、環境的永續發展有所貢獻。甚至兼顧所有相關的利害關係人 (stakeholders) 的權益。利害關係人就是跟企業運作有關的所有人，從內到外包括員工、客戶、供應商、消費者、社區、國家、與自然環境等。如今CSR的領域廣大，國際逐漸以用ESG原則來看。E是指環境 (environment)、S指社會 (social)、G是公司治理 (governance)，這三方面該如何落實，值得探究。相對所謂的企業社會報告書將逐步進階為企業永續性報告書，對公司治理將產生相當大變化，財務金融系學生應充分瞭解及掌握相關專業知識。</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<br>Basic Learning Outcomes  |  |                             |                                 | 課程目標與系專業能力相關性<br>Correlation between Course Objectives and Dept.'s Education Objectives |
| A   | 具備企業管理理論的核心專業知識                          |                             |                                 | ●   |
| B   | 具備邏輯思考與企業經營管理問題解決的能力                     |                             |                                 | ○   |
| C   | 具備高階財務金融的分析能力                            |                             |                                 |   |
| D   | 具備高階企業財務管理專業能力                           |                             |                                 | ●   |
| E   | 具備英語閱讀溝通協調及教學之能力                         |                             |                                 | ●   |
| F   | 具備前瞻開創新興議題之能力                            |                             |                                 |   |
| G   | 具備金融創新之能力                                |                             |                                 |   |
| 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   | 課程介紹                                     |                             |                                 |   |

|    |   |  |
|----|---|--|
| 2  | 228放假   |  |
| 3  | 第一單元企業社會責任-全球與台灣經濟展望  |  |
| 4  | 1-1企業社會責任起源   |  |
| 5  | 1-2國際間企業社會發展概況  |  |
| 6  | 1-3台灣整體因應策略與法制-台灣2050淨零排放路徑圖分析及氣候變遷因應法重點介紹(氣候變遷與循環經濟)   |  |
| 7  | 1-4ESG在台灣公司法及金管會行政規則之規定   |  |
| 8  | 1-5何謂漂綠(greenwash)<br>1-6永續報告書  |  |
| 9  | 期中考試週 Midterm Exam/漂綠西文選讀分組報告   |  |
| 10 | 期中考試週 Midterm Exam/漂綠西文選讀分組報告   |  |
| 11 | 企業專題講座  |  |
| 12 | 第二單元 社會企業<br>2-1何謂社會企業?   |  |
| 13 | 2-2社會企業之類型與法源基礎   |  |
| 14 | 2-3社會影響力的評估工具—SROI社會投資報酬率   |  |
| 15 | 2-4地方創生與參與式預算   |  |
| 16 | 期末報告- <a href="https://www.dailymotion.com/video/x8e9st9">https://www.dailymotion.com/video/x8e9st9</a> 拿破崙之村影集1. 觀後感想2. 如果你是主角你會怎麼做? |  |
| 17 | 期末報告- <a href="https://www.dailymotion.com/video/x8e9st9">https://www.dailymotion.com/video/x8e9st9</a> 拿破崙之村影集1. 觀後感想2. 如果你是主角你會怎麼做? |  |
| 18 | 彈性上課  |  |

### 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<br>Items                       | 配分比例<br>Percentage | 多元評量方式 Assessments |          |          |          |          |          |          |    |
|-------------------------------------|--------------------|--------------------|----------|----------|----------|----------|----------|----------|----|
|                                     |                    | 測驗<br>會考           | 實作<br>觀察 | 口頭<br>發表 | 專題<br>研究 | 創作<br>展演 | 卷宗<br>評量 | 證照<br>檢定 | 其他 |
| 平時成績 General<br>Performance         | 30%                |                    |          |          |          |          |          |          |    |
| 期中考成績 Midterm Exam                  | 30%                |                    |          |          |          |          |          |          |    |
| 期末考成績 Final Exam                    | 30%                |                    |          |          |          |          |          |          |    |
| 作業成績 Homework and/or<br>Assignments | 40%                |                    |          |          |          |          |          |          |    |
| 其他 Miscellaneous<br>(_____)         |                    |                    |          |          |          |          |          |          |    |

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.)

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.)

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其他補充說明 (Supplemental instructions)