



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	113/1
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
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

Companies significantly impact citizens' lives globally, not just through their products and jobs, but also in areas like working conditions, human rights, health, and the environment. With evolving societal expectations, focusing solely on financial success is no longer viable. Consumers demand ethical, sustainable practices and active roles in social and environmental issues. Corporate Social Responsibility (CSR) is now essential, with strategic CSR aligning with long-term goals and market positioning, leading to better performance.

This course, grounded in the concept that strategic CSR is the most comprehensive and effective approach, covers key CSR concepts and theories. It addresses the complex trade-offs and interconnected interests of various stakeholders through a stakeholder approach. The goal is to equip students with the skills to critically assess the purpose of business and develop a holistic CSR approach by integrating ethical, social, and environmental factors into management practices. The course introduces and examines various empirical methods, focusing on both classical and recent relevant papers.

課程目標 Course Objectives

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.

	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 announcement	Course instructions will be emailed to those who have selected this course.
2	Mid-Autumn Festival	
3	Course introduction/ instructions	
4	CSR history, theories and frameworks	
5	Stakeholder perspective	
6	Business Ethics	
7	Responsible leadership and CSR	
8	Sustainability	
9	期中考試週 Midterm Exam	
10	Innovation and CSR	
11	Involving stakeholders in CSR	
12	CSR impact	
13	CSR frameworks, standards and certifications	
14	CSR reporting and communication	
15	Develop CSR Project	
16	Submit Project	
17	Semester evaluation	
18	期末考試週 Final Exam	

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:

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	0-10%								
期中考成績 Midterm Exam	35%		✓	✓	✓	✓	✓		
期末考成績 Final Exam	40%		✓		✓		✓		
作業成績 Homework and/or Assignments	25%		✓				✓		
其他 Miscellaneous (_____)	0%								

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.)

其他補充說明 (Supplemental instructions)