②国of東華大學 教學計劃表 Syllabus

Cour	課程名稱(中文) urse Name in Chinese 企業社會責任研究			Τ	學年/學期 Academic Year/Se	113/1				
	課程名稱(英文)	Corporate Social Responsibility Research								
	Course Name in English Corporate A 目代碼 FIN_M034		系級 Department 碩士 & Year			開課單位 Course-Offering Department		財務金融學系		
	修別 Type	必修 Required								
	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.										
課程目標與系專業 介相關性 S專業能力 Correlation betwee Basic Learning Outcomes and Dept.'s Education Objectives							力相關性 relation between ourse Objectives and Dept.'s Education			
A	具備財務金融的分析能力Understanding the financial analysis.									
В	具備企業財務管理專業能;	靖企業財務管理專業能力Capabilities for business financial management.								
С	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š financial issues.	以進行財金議題研究Independent research skills to research								
E	具備個人投資理財能力Inv	Investment and financial management.								
F	具備電腦程式運算及設計會	能力Ability of co	omputer program	s, algori	i thn	ns and application.		0		
圖示言	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 参觀實習 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							
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 多元評量方式 Assessments								
Items	Percentage	測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗	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) Tasahian Aida & Tasahan'a Wahaita (Jashudian andina tasahian information									
Teaching Aids & Teacher's Website(Including online teaching information. Personal website can be listed here.)									
其他補充說明(Supplemental instructions)									