

NATIONAL DONG HWA UNIVERSITY

The Syllabus for Business Ethics Seminar 企業倫理講座

Fall 2024

Course ID: CM1001AA (國企系)、CM1001AB (會計系)、CM1001AC (資管系)

Room#: 管二講堂 D124

Session: Fri. 10:10~12:00

Lecturer: 侯佳利教授、陳柏元教授、姚維仁教授

Course Objectives:

This course is designed to provide students with opportunities to apply ethical reasoning to the demands of business management. We will analyze select readings and case studies to explore fundamental ethical principles and how business practitioners and ethical theorists address the issues that commonly arise in the business world.

This course aims to enhance students' ethical awareness and appreciation of the complexity of ethical decision-making in business organizations, develop students' analytical skills for understanding and resolving ethical issues, and facilitate students' self-understanding of themselves as ethical agents.

Grades:

1. Speech Feedback and Assignments 30% (AACSB 5.2)

We have arranged a series of practical speeches for the semester, and these speeches are designed to help the students understand the practices of firms' corporate social responsibility and sustainable development (AACSB 5.2). Each participant must hand in their comment and feedback with a limited space A4-size and well-typed via MS Word within 24 hours after that speech. Additional assignments in the semester will be discretionary, if any. For fair evaluation, no late submissions will be allowed.

2. Comprehensive Exam 20% (AACSB 5.1)

Examinations aim to test students' comprehensiveness on concepts, contents, and critical issues (AACSB 5.1) related to this course to evaluate individual differences. Because the exams test what you should know in the course (rather than what you do not know), do not worry too much if you fully participate.

3. Term Project Presentation 30%

This Project will allow students to explore the ethical decisions of businesses in greater depth and apply what has been learned in the course in a specific context. It is expected that your

efforts on this Project will add significant value to your understanding of managing ethical dilemmas based on the theoretical foundations of business ethics. To the extent possible, you should choose a company and context of a moral dilemma most relevant to your career development.

Due to the significant effort required for the Project, you can team up with nine students across at least three departments. In this case, team-based students will receive identical grades, whereas we may refer to peer reviews to make differences between the students within the same group.

The Project is to be a film of about 5 minutes. More details can be discussed during the class. Furthermore, as to the presentation, you will have approximately 5 minutes to present the term paper, followed by 5 minutes of Q&A and discussion. The presentations are expected to be formal, as if you were presenting the plan to executives from your company. As such, all students are expected to dress in formal business attire. Please inform me one week in advance if you require audio/visual equipment.

4. Class Participation 20%

Although various pedagogical methods will be used, such as lectures, case discussions, in-class exercises, and guest speakers, classroom time will predominately revolve around the cases and associated readings. Thus, one of the essential requirements for this course is a thorough preparation and analysis of the assigned case and reading material, as well as active participation in the classroom. Absence check requirements will be delivered in the first session of the semester.

Honor Code:

We expect all students to maintain high standards of personal and scholarly conduct. Students found responsible for academic dishonesty are subject to disciplinary action. Scholastic dishonesty includes but is not limited to, cheating on an examination or other scholarly work, plagiarism, collusion, and the abuse of resource materials. The faculty members are responsible for initiating action for each case of academic dishonesty and reporting the incident to the Director of Student Affairs.

Teaching Materials:

1. Cases- we may select cases related to ethical issues, such as Harvard Business School Cases (if necessary), and students should pay copyrights (about US\$4.5) for each case; cases from other sources may be applied as well.
2. Lecture notes, if any, will be offered in each class, and other teaching materials will be also provided if necessary.

Class schedule:

Week	Date	Chapter	Note
1	0913	<i>Introduction of the Course</i>	Semester Beginning
2	0920	<i>Business ethic issues (1)</i>	姚維仁 老師
3	0927	<i>Business ethic issues (2)</i>	陳柏元 老師
4	1004	<i>Business ethic issues (3)</i>	侯佳利 老師
5	1011	<i>Particular Topic Speech (1)</i>	國企系
6	1018	<i>Particular Topic Speech (2)</i>	Joint (學活 A101) 企管系
7	1025	<i>Particular Topic Speech (3)</i>	Joint (學活 A101) 企管系
8	1101	<i>Particular Topic Speech (4)</i>	國企系
9	1108	<i>Particular Topic Speech (5)</i>	資管系
10	1115	<i>Particular Topic Speech (6)</i>	會計系
11	1122	<i>Particular Topic Speech (7)</i>	會計系
12	1129	<i>Particular Topic Speech (8)</i>	Joint (學活 A101) 國企系
13	1206	<i>Particular Topic Speech (9)</i>	資管系
14	1213	<i>Term Project Presentation (1)</i>	
15	1220	<i>Term Project Presentation (2)</i>	
16	1227	<i>Term Project Presentation (3)</i>	
17	0103	<i>Comprehensive Exam</i>	
18	0110	<i>Supplementary Teaching</i>	