

National Dong Hwa University
2024 Fall Semester
International Business Ethics
(國際企業倫理)
(IB__53500/ IB__M0260/ PUAD60400/ APRSD2000)

2024.09.11

Course Instructor: **Prof. Markus PORSCHE-LUDWIG**

Email: **porsche-ludwig@gms.ndhu.edu.tw**

Office: Humanity and Social Science building I. D407 (人社一館 D407)

Class session: **Wednesday, 2:10~5:00pm**

Classroom: Management building, **D135** (管理學院 D135)

Class TA: **David Chen** (Chia-En/陳加恩); Email: 411130006@gms.ndhu.edu.tw

I. Course description and Objective

1. Course description:

This course provides an important opportunity for students to learn the core concepts of business ethics and understand how to apply those concepts to their professional lives.

2. Course objective:

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.

II. Teaching and Learning Strategy

- Lectures
- Readings
- Case studies and discussion
- Team project
- Oral Presentations

III. Course Schedule (subject to change):

Week/ Date	Topic	Note
W1/ 09.11	Class introduction	
W2/ 09.18	Topic 1. <i>The Importance of Business Ethics</i>	
W3/ 09.25	Topic 2. <i>Stakeholder Relationships, Social Responsibility, and Corporate Governance</i>	
W4/ 10.02	Topic 3. <i>Sustainability: Social and Ethical Dimensions</i>	
W5/ 10.09	Topic 4. <i>The Institutionalization of Business Ethics</i>	
W6/ 10.16	Topic 5. <i>Emerging Business Ethics Issues</i>	
W7/ 10.23	Topic 6. <i>Ethical Decision Making</i>	
W8/ 10.30	Topic 7. <i>Individual Factors: Moral Philosophies and Values</i>	
W9/ 11.06	Topic 8. <i>Organizational Factors: The Role of Ethical Culture and Relationships</i>	
W10/ 11.13	*Holiday (no class): Sports Day	
W11/ 11.20	Topic 9. <i>Developing and Implementing an Effective Ethics Program I</i> <i>Developing and Implementing an Effective Ethics Program II</i> Case 12 Big-Box Retailer Walmart Makes Big Moves in Social Responsibility / Case 17 Wells Fargo Banks on Recovery	
W12/ 11.27	Topic 10. <i>Global Business Ethics Issues I</i>	
W13/ 12.04	(Topic 10 Continued:) <i>Global Business Ethics Issues II</i> Case 13 Volkswagen Cleans Up Reputation After Emissions Scandal / Case 16 The Hershey Company's Bittersweet Success	
W14/ 12.11	Topic 11. <i>Ethical Leadership I</i>	

W15/ 12.18	(Topic 11 Continued:) <i>Ethical Leadership II</i> Case 09 Home Depot Works on Stakeholder Relationships / Case 19 The NCAA Enforces Penalties in College Athletics / Case 20 Enron: Not Accounting for the Future	
W16/ 12.25	Topic 12. Technology: Ethics and Social Responsibility <i>Issues</i>	
W17/ 01.01	*Holiday (no class)	

IV. Grading policy

Item	Points	Description
Class participation	40	Class attendance and class participation
Oral presentation (Team-based)	60	Group (or, Individual) presentation
(Optional) personal assignment	(10)	Based on the topic for each week, students can select one topic to work on personal assignment for 1-2 pages (*Note: students can preview the class material assigned in advance and work on the personal assignment).
Total points	100 +(10)	

V. Reference textbook

Business Ethics, 2022, 13th Edition, O.C. FERRELL, John FRAEDRICH, and Linda FERRELL, Cengage.