

國立東華大學
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	113/2
課程名稱(英文) Course Name in English	Corporate Social Responsibility Research				
科目代碼 Course Code	FIN_52720	系級 Department & Year	碩士	開課單位 Course-Offering Department	財務金融學系
修別 Type	必修 Required	學分數/時間 Credit(s)/Hour(s)		3.0/3.0	
授課教師 Instructor	/李明龍				
先修課程 Prerequisite					
課程描述 Course Description					
本課程介紹企業社會責任的概念及相關研究。企業社會責任涉及研究企業是否應該將重點從服務股東擴展到考慮公司活動對不同利害關係人的影響。					
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				●
B	具備企業財務管理專業能力				●
C	具備英語閱讀溝通協調等能力				●
D	具備獨立研究之技能，以進行財金議題研究				●
E	具備個人投資理財能力				○
F	具備電腦程式運算及設計能力				○
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	Week 1: Introduction				
2	Week 2: Research method foundations				
3	Week 3: Research method foundations				
4	Week 4: The CSR concepts				

5	Week 5: Foundations and key concepts: Stakeholders and Supply chain management	
6	Foundations and key concepts: Business models and Culture	
7	Week 7 (4/3兒童節補假(放假))	
8	Week 8: Foundations and key concepts: CSR communication	
9	Week 9: 期中評量(04/14-18), 期中考試週 Midterm Exam	
10	Week 10: Foundations and key concepts: Policies and regulatory instruments	
11	Week 11: CSR research: CSP and FP	
12	Week 12: CSR research: Employees	
13	Week 13: CSR research: Customers	
14	Week 14: CSR research: Resource efficiency	
15	Week 15: CSR research: Cost of Capital	
16	Week 16: CSR research: Greenwash, ESG washing	
17	Week 17: 期末評量	
18	Week 18: 彈性週	

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(含出席) General Performance (Attendance Record)	60%			✓			✓		分組報告和評論須 繳交PPT
期中考成績 Midterm Exam	15%	✓							
期末考成績 Final Exam	15%	✓							
作業成績 Homework and/or Assignments									
其他 Miscellaneous (課程參與)	10%								包括個人評論及出 席
評量方式補充說明 Grading & Assessments Supplemental instructions 評量方式：期中考15%、期末考15%、分組報告40%，分組評論(心得) 20%，課程參與(包括個人評論及出席)10%。分組報告和評論須口頭發表及繳交PPT。 提醒：學生須要自行取得指定的報告和評論所須資料及補充資料。									
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.)									
e學苑									
其他補充說明 (Supplemental instructions)									