

 **國立東華大學**  
**教學計劃表 Syllabus**

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| 課程名稱(中文)<br>Course Name in Chinese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 企業倫理講座AA                                                                                        |                             |         | 學年/學期<br>Academic Year/Semester    | 114/1                                                                                |
| 課程名稱(英文)<br>Course Name in English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Business Ethics Seminar                                                                         |                             |         |                                    |                                                                                      |
| 科目代碼<br>Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | CM__1001AA                                                                                      | 系級<br>Department & Year     | 學三      | 開課單位<br>Course-Offering Department | 管理學院                                                                                 |
| 修別<br>Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 學程 Program                                                                                      | 學分數/時間<br>Credit(s)/Hour(s) | 2.0/2.0 |                                    |                                                                                      |
| 授課教師<br>Instructor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | /陳柏元/姚維仁/劉英和                                                                                    |                             |         |                                    |                                                                                      |
| 先修課程<br>Prerequisite                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                 |                             |         |                                    |                                                                                      |
| 課程描述 Course Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                 |                             |         |                                    |                                                                                      |
| <p>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.</p> <p>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.</p> |                                                                                                 |                             |         |                                    |                                                                                      |
| 課程目標 Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                 |                             |         |                                    |                                                                                      |
| <p>The overall objective of this course is to enhance students' ethical awareness and appreciation of the complexity of ethical decision making in business organizations, to develop students' analytical skills for understanding and resolving ethical issues, and to facilitate student self-understanding of themselves as ethical agents.</p>                                                                                                                                                                                                                                                                                                                            |                                                                                                 |                             |         |                                    |                                                                                      |
| 院基本素養與核心能力<br>College Basic Learning Outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                 |                             |         |                                    | 課程目標與院基本素養與核心能力<br>Correlation between Course Objectives and Basic Learning Outcomes |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 完備的商學與管理基礎知識。Sound basic knowledge of business and management                                   |                             |         |                                    | ○                                                                                    |
| B                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 運用理性分析與創新思維從事問題解決。Ability to utilize rational and creative critical thinking in problem solving |                             |         |                                    | ●                                                                                    |
| C                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 專業外語能力。Professional foreign language skills                                                     |                             |         |                                    | ○                                                                                    |
| 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                 |                             |         |                                    | 本課程包含上課、實務演講，實際進度將依課程進行方式調整                                                          |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                 |                             |         |                                    |                                                                                      |
| 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                 |                             |         |                                    |                                                                                      |
| 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                 |                             |         |                                    |                                                                                      |

|    |                    |  |
|----|--------------------|--|
| 5  |                    |  |
| 6  |                    |  |
| 7  |                    |  |
| 8  |                    |  |
| 9  | 期中考試週 Midterm Exam |  |
| 10 |                    |  |
| 11 |                    |  |
| 12 |                    |  |
| 13 |                    |  |
| 14 |                    |  |
| 15 |                    |  |
| 16 |                    |  |
| 17 |                    |  |
| 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:

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| 學期成績計算及多元評量方式 Grading & Assessments                                                                                                                    |                    |                    |          |          |          |          |          |          |    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------|----------|----------|----------|----------|----------|----------|----|
| 配分項目<br>Items                                                                                                                                          | 配分比例<br>Percentage | 多元評量方式 Assessments |          |          |          |          |          |          |    |
|                                                                                                                                                        |                    | 測驗<br>會考           | 實作<br>觀察 | 口頭<br>發表 | 專題<br>研究 | 創作<br>展演 | 卷宗<br>評量 | 證照<br>檢定 | 其他 |
| 平時成績(含出缺席)<br>General Performance<br>(Attendance Record)                                                                                               |                    |                    |          |          |          |          |          |          |    |
| 期中考成績 Midterm Exam                                                                                                                                     |                    |                    |          |          |          |          |          |          |    |
| 期末考成績 Final Exam                                                                                                                                       |                    |                    |          |          |          |          |          |          |    |
| 作業成績 Homework and/or<br>Assignments                                                                                                                    |                    |                    |          |          |          |          |          |          |    |
| 其他 Miscellaneous<br>(_____)                                                                                                                            |                    |                    |          |          |          |          |          |          |    |
| 評量方式補充說明<br>Grading & Assessments Supplemental instructions<br>實際評量方式與課程進度將於首次上課說明，請修課同學務必參與首次課程。                                                      |                    |                    |          |          |          |          |          |          |    |
| 教科書與參考書目（書名、作者、書局、代理商、說明）<br>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)<br>Teaching Aids & Teacher's Website(Including online teaching information.<br>Personal website can be listed here.) |                    |                    |          |          |          |          |          |          |    |
|                                                                                                                                                        |                    |                    |          |          |          |          |          |          |    |
| 其他補充說明 (Supplemental instructions)                                                                                                                     |                    |                    |          |          |          |          |          |          |    |
|                                                                                                                                                        |                    |                    |          |          |          |          |          |          |    |