

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	114/2
課程名稱(英文) Course Name in English	Corporate Social Responsibility Research				
科目代碼 Course Code	FIN_M0340	系級 Department & Year	碩士	開課單位 Course-Offering Department	財務金融學系
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)		3.0/3.0	
授課教師 Instructor	/侯介澤				
先修課程 Prerequisite					
課程描述 Course Description					
Companies influence society not only through products and employment but also through working conditions, human rights, public health, and environmental impact. As societal expectations evolve, a narrow focus on financial performance is no longer sufficient. Stakeholders increasingly demand ethical conduct, sustainable practices, and active engagement in social and environmental issues. Corporate Social Responsibility (CSR) has therefore become essential. Strategic CSR—aligned with long-term goals and market positioning—can enhance both corporate performance and societal outcomes. This course is grounded in the principle that strategic CSR offers the most comprehensive and effective framework for addressing stakeholder concerns.					
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Understanding the financial analysis.				●
B	具備企業財務管理專業能力Capabilities for business financial management.				●
C	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，以進行財金議題研究Independent research skills to research financial issues.				●
E	具備個人投資理財能力Investment and financial management.				○
F	具備電腦程式運算及設計能力Ability of computer programs, algorithms and application.				○
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	Introduction				

2	Theoretical Foundations	
3	Research Frameworks in ESG/CSR	
4	Environmental Dimension	
5	Social Dimension	
6	Governance Dimension	
7	Spring break	
8	ESG in Finance & Investment	
9	期中考試週 Midterm Exam	
10	Research Methods I	
11	Research Methods II	
12	Technology & Innovation in ESG	
13	Global Case Studies	
14	Research Proposal Development	
15	Final Presentations & Future Directions	
16	Final Presentations & Future Directions	
17	Final exam	
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:

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(含出缺席) General Performance (Attendance Record)	30%								
期中考成績 Midterm Exam	20%								
期末考成績 Final Exam	20%								
作業成績 Homework and/or Assignments	30%								
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) Teaching Aids & Teacher's Website(Including online teaching information. Personal website can be listed here.)									
其他補充說明 (Supplemental instructions)									