

Tamkang University Academic Year 102, 1st Semester Course Syllabus

Course Title	BUSINESS ETHICS	Instructor	SHENG-HSIUNG CHANG
Course Class	TLFXB3A DEPARTMENT OF INTERNATIONAL BUSINESS, 3A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
D e p a r t m e n t a l t e a c h i n g o b j e c t i v e s			
<p>I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>II. By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems.</p> <p>III. To oversee the trend and foresee the development of global economy, the department aims to produce the graduates with expertise in the fields of International Business and Trade.</p>			
D e p a r t m e n t a l c o r e c o m p e t e n c e s			
<p>A. Breeding professionals with expertise in general International Trade and International Business.</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education.</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.</p>			
Course Introduction	<p>Recent scandals such as Enron indicate us that even in business there' s a lot more at stake than the bottom line. Some sense of ethical behavior is needed as well. In this course, I' ll lecture some of the ethical issues facing international businesses .I will also lead to explore the question, "How can I be a good person and a good businessperson?" as well as the dark side of business ethics.</p>		

The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I. Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,
A4-Organizing, A5-Characterizing, A6-Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A, AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	At the end of the course, you should be able to not only identify possible ethical problems in business contexts, but generate ideas for programs and practices to solve ethical problems.	C4	ABCD
2	At the end of this semester, you should be able to understand several ethical issues facing businesses and business people in today's world and the context surrounding them. At final, you should be able to define leadership and begin to develop thoughts on ethical leadership.	A5	ABCD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	At the end of the course, you should be able to not only identify possible ethical problems in business contexts, but generate ideas for programs and practices to solve ethical problems.	Lecture, Discussion, Appreciation, Visit, Problem solving	Written test, Report, Participation

2	At the end of this semester, u should be able to understand several ethical issues facing businesses and business people in today' s world and the context surrounding them. At final , you should be able to define leadership and begin to develop thoughts on ethical leadership.	Lecture, Discussion, Appreciation, Simulation, Problem solving	Written test, Report, Participation
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This course has been designed to cultivate the following essential qualities in TKU students

Essential Qualities of TKU Students	Description
◇ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◇ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◇ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◇ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◇ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◇ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

Course Schedule

Week	Date	Subject/Topics	Note
1	102/09/16~ 102/09/22	Course Orientation	
2	102/09/23~ 102/09/29	The Importance of Business Ethics	Team Building
3	102/09/30~ 102/10/06	Stakeholder Relationships, Social Responsibility and Corporate Governance	
4	102/10/07~ 102/10/13	Emerging Business Ethics Issues	Video: Thomas Friedman' s "Green Revolution" (2008)
5	102/10/14~ 102/10/20	Institutionalization of Business Ethics	

6	102/10/21~ 102/10/27	Ethical Decision Making and Ethical Leadership	Reading : Cocreating New Social Compact (HBR, 2007)
7	102/10/28~ 102/11/03	Moral Philosophies and Values	
8	102/11/04~ 102/11/10	Review for Midterm	
9	102/11/11~ 102/11/17	Guest Speaker on Business Ethics: Business Ethics in Real Life	Assignment 1:10%
10	102/11/18~ 102/11/24	Midterm Exam Week	
11	102/11/25~ 102/12/01	Enron Week:The smartest Guys in the Room	Assignment 2: 10%
12	102/12/02~ 102/12/08	The Role of Ethical Culture and Relationships	
13	102/12/09~ 102/12/15	Developing an Effective Ethics Program	
14	102/12/16~ 102/12/22	Implementing and Auditing Ethics Programs	
15	102/12/23~ 102/12/29	Globalization of Ethical Decision Making	
16	102/12/30~ 103/01/05	Group Presentation on Business Ethics(I)	
17	103/01/06~ 103/01/12	Group Presentation on Business Ethics(II) & Course Review	
18	103/01/13~ 103/01/19	Final Exam Week	
Requirement	<p>1. Active participation means making contributions to the “intellectual” conversation. My interest is not based on the “right” or “wrong” , it is based on if you have make a contribution to the development of the issues under study by the class (group), and whether you have moved the class (group) forward. Failure to participate penalizes you and the class in depriving all of us from your insights into the course. That is, you lose the chance to learn from others, and eventually you will lose incentive to learn from the course. To maximize the communication outcomes, students are required to submit individual background information and choose group partners after the first class. I will help to organize your team structure and inform you by the end of the second class.</p> <p>2 Group Presentation Each group is required to choose one course-related topic to provide oral presentation/debate in the end of this semester. The topic for presentation will be discussed in theclass. Each group’ s presentation shall be limited by 30 minutes. There is no need for the presentation group to submit an extra written-report.</p>		
Teaching Facility	Computer, Projector		
Textbook(s)	Fraedrich et al, 2011, Ethical Decision Making for Business, 8th edition, South Western.		
Reference(s)	Ferrell, O.C., Fraedrich, John, and Ferrell, Linda (2010). Business Ethics, Ethical Decision Making & Cases, 8th Edition. Boston, MA: Prentice Hall. ISBN: 978-1-4390-4223-6		

Number of Assignment(s)	1 (Filled in by assignment instructor only)
Grading Policy	<ul style="list-style-type: none"> ◆ Attendance : 10.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other (Presentation&Assigns) : 40.0 %
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>