

Tamkang University Academic Year 104, 1st Semester Course Syllabus

Course Title	BUSINESS ETHICS	Instructor	CHANG, CHING-HSUN
Course Class	TGLXM0B ELECTIVES COURSES BY COLLEGE OF BUSINESS AND MANAGEMENT-PH.D, 0B	Details	<ul style="list-style-type: none"> ◆ Required ◆ One Semester ◆ 1 Credits
D e p a r t m e n t a l A i m o f E d u c a t i o n			
<p>I. Acquisition of professional knowledge.</p> <p>II. Learning effective self-planning.</p> <p>III. Theoretical application of practical matters.</p> <p>IV. Interpersonal communication and teamwork.</p> <p>V. Analysis of problems and recommendations.</p> <p>VI. Awareness of Ethics as a global citizen.</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. Students are equipped with professional knowledge of core courses.</p> <p>B. Students can follow the course schedule and complete the assignment.</p> <p>C. Students can apply their profession to practice matters.</p> <p>D. Students can communicate in business environment.</p> <p>E. Students can perform the ability of professional analysis and thinking.</p> <p>F. Students can recognize ethical issues in local and international business environment.</p>			
Course Introduction	<p>Managers and researchers have turned their attention to business ethics because of recent corporate scandals. Some sense of ethical behavior is needed as well. In this course, we will investigate some of the ethical issues facing businesses including acceptable risk, intellectual property, worker' s rights, and ethical issues in marketing. Students will come to realize the various bases from traditional philosophical and theological sources for ethical practices.</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-Charaterizing, 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	1.Understanding the practices of business ethics 2.Developing critical thinking skills 3.Generating ideas for programs and practices to solve ethical problems.	C2	F

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	1.Understanding the practices of business ethics 2.Developing critical thinking skills 3.Generating ideas for programs and practices to solve ethical problems.	Lecture, Discussion	Written test, Report, Participation

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	104/09/14 ~ 104/09/20	Course Orientation課程簡介	
2	104/09/21 ~ 104/09/27	雙週休息 No classes	
3	104/09/28 ~ 104/10/04	(颱風假停課)	Hand over group members' list 繳交分組名單
4	104/10/05 ~ 104/10/11	雙週休息 No classes	
5	104/10/12 ~ 104/10/18	Ch1: The importance of business ethics 企業倫理的重要性	
6	104/10/19 ~ 104/10/25	雙週休息 No classes	
7	104/10/26 ~ 104/11/01	Ch2:Stakeholders relationships, social responsibility, and corporate governance 社會責任	
8	104/11/02 ~ 104/11/08	雙週休息 No classes	
9	104/11/09 ~ 104/11/15	Ch6: Individual factors: Moral philosophies and values 道德哲學	Group presentation topic 確認期末報告個案主題
10	104/11/16 ~ 104/11/22	雙週休息 No classes	

11	104/11/23 ~ 104/11/29	Midterm Exam 期中考	
12	104/11/30 ~ 104/12/06	雙週休息 No classes	
13	104/12/07 ~ 104/12/13	Final report: Group presentation 期末報告 Ch10: Globalization of ethics decision making 全球範疇的倫理 決策	
14	104/12/14 ~ 104/12/20	雙週休息 No classes	
15	104/12/21 ~ 104/12/27	Final report: Group presentation 期末報告	
16	104/12/28 ~ 105/01/03	雙週休息 No classes	
17	105/01/04 ~ 105/01/10	Final report: Group presentation 期末報告	
18	105/01/11 ~ 105/01/17	雙週休息 No classes	
Requirement	<p>1. Midterm exam: written test.</p> <p>2. Final exam: oral presentation, no written report.</p> <p>(1) Each group is required to find a course-related company to make an oral presentation.</p> <p>(2) The PPT file must be uploaded to TKU teaching platform.</p> <p>(3) Please answer the following questions in final report.</p> <p>□ In your opinion, is it a socially responsible company? (Take positive cases and negative cases as examples).</p> <p>3. Attendance is required.</p> <p>1. 期中考試務必出席應考。</p> <p>2. 期末報告需團隊合作，以小組為單位進行報告，上傳到教學平台之報告，組員務必為正確版，授課教師將依據教學平台上傳之名單作為評分依據。期末報告自選一家企業進行個案報告，請回答以下問題：該企業真的有盡到「企業社會責任」嗎（可提出正面案例或是反面案例）</p> <p>3. 授課教師將不定期的針對當週授課主題，請修課學生以小組或個人的方式，在課堂中進行測試與練習，並以此作為出席分數評量之依據。</p>		
Teaching Facility	Computer, Projector		
Textbook(s)	楊政學、俞慧芸 (2013) · 企業倫理 倫理決策制訂與案例。華泰文化(第9版) Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2014). Business ethics: Ethical decision making & cases. (10th edition)		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 40.0 % ◆ Final Exam : 30.0 % ◆ Other () : %		

Note

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>.

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