

Tamkang University Academic Year 104, 2nd Semester Course Syllabus

Course Title	TOURISM INDUSTRY ETHICS	Instructor	TSAI, TSUNG-PO
Course Class	TQTXB4A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 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			
To develop talented managers with international competitive advantage in the tourism industry.			
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			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems. B. Ability to communicate in English. C. Proper service and work attitude. D. Tourism management knowledge. E. Tourism management skills. 			
Course Introduction	<p>This course discusses the decision making of ethics facing the complex business environment; The theory of ethics, concepts, and decision-making process will be integrated with case studies to provide students an overall framework for the text; Updated cases and issues will be discussed in class to reflect the latest in the global business environment.</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	Understanding the meaning of business ethics	C2	D
2	Understanding the process of decision-making for business ethics	C2	D
3	Strengthening the ability to analyze individual cases involving business ethics	C4	AD
4	Strengthening the ability to self-reflection through ethic review	C5	C

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Understanding the meaning of business ethics	Lecture, Discussion	Written test
2	Understanding the process of decision-making for business ethics	Lecture, Discussion	Written test
3	Strengthening the ability to analyze individual cases involving business ethics	Discussion, Problem solving	Report
4	Strengthening the ability to self-reflection through ethic review	Discussion, Appreciation	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	105/02/15 ~ 105/02/21	Course Introduction	
2	105/02/22 ~ 105/02/28	The Importance of Business Ethics	
3	105/02/29 ~ 105/03/06	Stakeholder Relationships, Social Responsibility, and Corporate Governance	
4	105/03/07 ~ 105/03/13	Case Discussion 1	
5	105/03/14 ~ 105/03/20	Emerging Business Ethics Issues	
6	105/03/21 ~ 105/03/27	The Institutionalization of Business Ethics & Ethical Decision Making and Leadership	
7	105/03/28 ~ 105/04/03	Case Discussion 2	
8	105/04/04 ~ 105/04/10	Spring Break	
9	105/04/11 ~ 105/04/17	Review of Chapters	
10	105/04/18 ~ 105/04/24	Midterm Exam Week	
11	105/04/25 ~ 105/05/01	Individual and Organizational Factors for Business Ethics	

12	105/05/02 ~ 105/05/08	Developing, Implementing, and Auditing an Effective Ethics Program	
13	105/05/09 ~ 105/05/15	Case Discussion 3	
14	105/05/16 ~ 105/05/22	Globalization of Ethical Decision Making	
15	105/05/23 ~ 105/05/29	Graduate Exam Week	
16	105/05/30 ~ 105/06/05	---	
17	105/06/06 ~ 105/06/12	---	
18	105/06/13 ~ 105/06/19	---	
Requirement			
Teaching Facility	Computer, Projector		
Textbook(s)	O. C. Ferrell, John Fraedrich, Linda Ferrell (2008), Business ethics: ethical decision making and cases, 7th edition.		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 30.0 % ◆ Mark of Usual : 15.0 % ◆ Midterm Exam : 15.0 % ◆ Final Exam : % ◆ Other <Discussion&Presentat > : 40.0 %		
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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		