

## Tamkang University Academic Year 106, 2nd Semester Course Syllabus

Course Title	BUSINESS ETHICS	Instructor	HSING-YIN WEN
Course Class	TLWXB2A BACHELOR'S PROGRAM IN GLOBAL FINANCIAL MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2A	Details	<ul style="list-style-type: none"> <li>◆ Required</li> <li>◆ One Semester</li> <li>◆ 2 Credits</li> </ul>
<b>Departmental Aim of Education</b>			
<ul style="list-style-type: none"> <li>I. Learning and instanding international financial theory.</li> <li>II. Learn to plan the future.</li> <li>III. Enhance the ability of practical analysis.</li> <li>IV. Increase the team research ability.</li> <li>V. Master the international financial pulsation.</li> <li>VI. Cultivate morality and global civilization.</li> </ul>			
<b>Departmental core competences</b>			
<ul style="list-style-type: none"> <li>A. The student to have a basic knowledge of international financial management theory and practice.</li> <li>B. To have a good grounding of relevant financial laws.</li> <li>C. To understand the basic moral principles within the international financial industry.</li> <li>D. To have a global perspective of the subject and a basic command of foreign language abilities.</li> <li>E. To obtain international professional qualifications that will aid their future career.</li> <li>F. To obtain a basic ability to examine domestic and global financial situations.</li> </ul>			
<b>Course Introduction</b>	<p>This course attempts to build students' theoretical and practical foundations as manager to solve the dilemma of business ethnics. In addition to Professor Wen' lecturing based on the textbook, 5 team-case workshop are designed for improving students' analytical capabilities of business-ethnics trends and corporate social responsibilities.</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	to solve the dilemma of business ethnics.	A6	ABCDE

#### Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	to solve the dilemma of business ethnics.	Lecture, Discussion, Appreciation, Simulation, Problem solving	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	107/02/26~ 107/03/04	Course Orientation; Team-Case Overview JANDI ; Textbook	JANDI ; Textbook
2	107/03/05~ 107/03/11	1. The importance of Business Ethics	
3	107/03/12~ 107/03/18	7. Organizational Factors: The Role of Ethical Culture and Relationships	
4	107/03/19~ 107/03/25	8. Developing an Effective Ethic Program	3/22 Team + Case Priority-List
5	107/03/26~ 107/04/01	9. Managing and Controlling Ethics Programs	Team Case Assignment
6	107/04/02~ 107/04/08	Spring Break ; No Class	
7	107/04/09~ 107/04/15	10. Globalization of Ethical Decision Making	
8	107/04/16~ 107/04/22	11. Ethical Leadership	
9	107/04/23~ 107/04/29	12. Sustainability: Ethical & Social Responsibility Dimensions	Midterm Exam ( CH1,7,8,9,10,11,12 )
10	107/04/30~ 107/05/06	Midterm Exam Week	
11	107/05/07~ 107/05/13	Ethical Case Workshop	

12	107/05/14 ~ 107/05/20	Team-Case A	
13	107/05/21 ~ 107/05/27	Team-Case B	
14	107/05/28 ~ 107/06/03	Team-Case C	
15	107/06/04 ~ 107/06/10	Guest Speaker of Social Entrepreneur	
16	107/06/11 ~ 107/06/17	Team-Case D	6/14 Peer Review; Individual report by JANDI
17	107/06/18 ~ 107/06/24	Feedback on Team-Cases	Final Exam (Individual Report; No exam.)
18	107/06/25 ~ 107/07/01	Final Exam Week	
Requirement	<p>□ Your course participation will be deducted for one point, if you ask for leave before the class by email or short message; and for two points without any notice. No point will be deducted if you present any official documents.</p> <p>If your peer-review is under 60, your grade of team portion (40%) will be discounted; if 0 (indicating no participation at all), your grade of team portion will be 0.</p>		
Teaching Facility	Computer, Projector, Other (JANDI)		
Textbook(s)	Ferrell, Fraedrich, & Ferrell, 2017. Business Ethics: Ethical Decision Makin and Cases. 11th(華泰文化)		
Reference(s)			
Number of Assignment(s)	3 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 %    ◆ Mark of Usual : 40.0 %    ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other ( ) : %</p>		
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> .</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>		