

## Tamkang University Academic Year 107, 1st Semester Course Syllabus

Course Title	BUSINESS ETHICS	Instructor	WANG, MEI-LING
Course Class	TGLXM0A ELECTIVES COURSES BY COLLEGE OF BUSINESS AND MANAGEMENT-MASTER, 0A	Details	<ul style="list-style-type: none"> <li>◆ Required</li> <li>◆ One Semester</li> <li>◆ 1 Credits</li> </ul>
<b>Departmental Aim of Education</b>			
<ul style="list-style-type: none"> <li>I. Acquisition of professional knowledge.</li> <li>II. Learning effective self-planning.</li> <li>III. Theoretical application of practical matters.</li> <li>IV. Interpersonal communication and teamwork.</li> <li>V. Analysis of problems and recommendations.</li> <li>VI. Awareness of Ethics as a global citizen.</li> </ul>			
<b>Departmental core competences</b>			
<ul style="list-style-type: none"> <li>A. Students can demonstrate that they have program advanced knowledge of business and management.</li> <li>B. Students can demonstrate that they have analytical and problem-solving capability.</li> <li>C. Students can demonstrate their oral and written communication skills.</li> <li>D. Students can demonstrate team and interpersonal skill.</li> <li>E. Students are able to demonstrate effective considerations of ethical issues in business situation.</li> </ul>			
Course Introduction	<p>The current course introduces the ethical relationships between the business and the society, and help students understand the multi ethical obligations of businesses toward stakeholders inclusive employees, stockholders, competitors, community, and 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-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	Students will be able to comprehend the contents of business ethics, including social responsibility, ethics of managers, marketing ethics, technology ethics, environment ethics, business ethical policy, and external regulations. Students will be able to understand and discuss the application and development of business ethics to functions of business administration	C4	ABCE

**Teaching Objectives, Teaching Methods and Assessment**

No.	Teaching Objectives	Teaching Methods	Assessment
1	Students will be able to comprehend the contents of business ethics, including social responsibility, ethics of managers, marketing ethics, technology ethics, environment ethics, business ethical policy, and external regulations. Students will be able to understand and discuss the application and development of business ethics to functions of business administration	Lecture, Discussion, Problem solving	Practicum, 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	107/09/10 ~ 107/09/16	Introduction	
2	107/09/17 ~ 107/09/23	-	
3	107/09/24 ~ 107/09/30	The Importance of Business Ethics	
4	107/10/01 ~ 107/10/07	-	
5	107/10/08 ~ 107/10/14	Day off	
6	107/10/15 ~ 107/10/21	-	
7	107/10/22 ~ 107/10/28	Stakeholder Relationships and Social Responsibility	
8	107/10/29 ~ 107/11/04	-	
9	107/11/05 ~ 107/11/11	Emerging Business Ethics Issues(Moodle)	
10	107/11/12 ~ 107/11/18	-	
11	107/11/19 ~ 107/11/25	Site Visit	
12	107/11/26 ~ 107/12/02	-	

13	107/12/03 ~ 107/12/09	Site Visit Sharing about CSR issue	
14	107/12/10 ~ 107/12/16	-	
15	107/12/17 ~ 107/12/23	The Institutionalization of Business Ethics (Moodle)	
16	107/12/24 ~ 107/12/30	-	
17	107/12/31 ~ 108/01/06	Final Oral Presentation	
18	108/01/07 ~ 108/01/13	-	
Requirement	<ol style="list-style-type: none"> <li>Teaching will consist of lectures, site visit, discussions, long-distance teaching and final group presentations.</li> <li>Each lecture will last less than one hour, mainly discussing the concepts and key issues of business ethics and corporate social responsibility. Please note, all lectures will be taught in English. However, the guest speaker or site guidance may be presenting in Mandarin Chinese.</li> <li>Mid-term project is sharing your experiences of site visit for Tamkang campus.</li> <li>Final oral presentation is to demonstrate your understanding about business ethics. Use movies as your material, extract some parts, and explain the concerning BE and/or CSR issues.</li> <li>Each student has to complete and personalize the information card. The attendance will be recorded in the back of the card weekly.</li> </ol>		
Teaching Facility	Computer, Projector		
Textbook(s)	Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2017). Business ethics: Ethical decision making and cases (11th ed.). Boston, MA: Cengage Learning. ISBN: 9781305500846.		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 %    ◆ Mark of Usual : 25.0 %    ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 35.0 %</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>		