

Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	BUSINESS ETHICS	Instructor	LII, PEI-CHI
Course Class	TGLXJ0C ELECTIVES COURSES BY COLLEGE OF BUSINESS AND MANAGEMENT-EMBA, 0C	Details	◆ General Course ◆ Required ◆ One Semester
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			
I . Acquisition of professional knowledge. II. Learning effective self-planning. III. Theoretical application of practical matters. IV. Interpersonal communication and teamwork. V . Analysis of problems and recommendations. VI. Awareness of Ethics as a global citizen.			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:20.00) 4. Moral integrity. (ratio:80.00)			
Course Introduction	What other issues dose a business should attend to in addition to its "bottom line" ? When a business operates globally, should it modify its ethical standard based on local laws and regulations? This course covers such questions and hopes to provide students with some generally accepted guidelines. Students will not only read about relevant theories in business ethics but also discuss various business ethics issues.		

The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	<p>The objective of this course is to help students understand:</p> <ol style="list-style-type: none"> 1. The theory of moral reasoning so as to analyze moral issues in business; 2. The individual actions in business environments within various moral frameworks; 3. Morally responsible actions of individuals and organizations in business settings; 4. The current and pressing moral issues in contemporary global business environment. 	Affective

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABC	14	Lecture, Discussion	Study Assignments, Discussion(including classroom and online)

Course Schedule

Week	Date	Course Contents	Note
1	108/09/09 ~ 108/09/15	課程介紹	
2	108/09/16 ~ 108/09/22	個案討論與分析	
3	108/09/23 ~ 108/09/29	個案討論與分析	
4	108/09/30 ~ 108/10/06	個案討論與分析	
5	108/10/07 ~ 108/10/13	假日；國慶日	
6	108/10/14 ~ 108/10/20	個案討論與分析	
7	108/10/21 ~ 108/10/27	個案討論與分析	
8	108/10/28 ~ 108/11/03	個案討論與分析	

9	108/11/04 ~ 108/11/10	個案討論與分析	
10	108/11/11 ~ 108/11/17	期中考	
11	108/11/18 ~ 108/11/24	個案討論與分析	
12	108/11/25 ~ 108/12/01	個案討論與分析	
13	108/12/02 ~ 108/12/08	個案討論與分析	
14	108/12/09 ~ 108/12/15	個案討論與分析	
15	108/12/16 ~ 108/12/22	個案討論與分析	
16	108/12/23 ~ 108/12/29	個案討論與分析	
17	108/12/30 ~ 109/01/05	個案討論與分析	
18	109/01/06 ~ 109/01/12	期末考	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		每週提供指定閱讀	
References		李培齊 (2013) · 在兩難中學管理：管理的主導邏輯 · 華泰文化 楊政學譯 · 企業倫理--倫理決策訂定與案例 · 華泰文化。(原著：Ferrell, Fraedrich & Ferrell, Business Ethics--Ethical decision making and cases)	
Number of Assignment(s)		(Filled in by assignment instructor only)	
Grading Policy		◆ Attendance : 50.0 % ◆ Mark of Usual : % ◆ Midterm Exam : % ◆ Final Exam : % ◆ Other 〈討論參與〉 : 50.0 %	
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.	