

Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	BUSINESS ETHICS	Instructor	HSING-YIN WEN
Course Class	TGLXM0B ELECTIVES COURSES BY COLLEGE OF BUSINESS AND MANAGEMENT-MASTER, 0B	Details	<ul style="list-style-type: none"> ◆ 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			
<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>			
Subject Departmental core competences			
<p>B. Students can demonstrate that they have analytical and problem-solving capability. (ratio:30.00)</p> <p>E. Students are able to demonstrate effective considerations of ethical issues in business situation.(ratio:70.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:20.00)</p> <p>4. Moral integrity. (ratio:80.00)</p>			
Course Introduction	<p>This course attempts to build students' theoretical and practical foundations as manager to solve the dilemma of business ethics. In addition to Professor Wen's lecturing on the framework of ethical decision-making, 5 team-case workshops are designed for improving students' analytical capabilities of business ethics and corporate social responsibilities (CSR).</p>		

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	Analytical capabilities of business ethics and CSR.	Affective

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	BE	14	Lecture, Discussion, Case-study	Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	108/09/09 ~ 108/09/15	Orientation on Business Ethics	
2	108/09/16 ~ 108/09/22		
3	108/09/23 ~ 108/09/29	Guest Speakers: How to use business as a force for good.	
4	108/09/30 ~ 108/10/06		
5	108/10/07 ~ 108/10/13	Case 1: Simulation Workshop based on the BE news	
6	108/10/14 ~ 108/10/20		
7	108/10/21 ~ 108/10/27	Case 2: B Corp Case A	
8	108/10/28 ~ 108/11/03		
9	108/11/04 ~ 108/11/10	Case 3: B Corp Case B	
10	108/11/11 ~ 108/11/17		
11	108/11/18 ~ 108/11/24	Case 4: B Corp Case C	

12	108/11/25 ~ 108/12/01		
13	108/12/02 ~ 108/12/08	Case 5: B-Corp Case D	
14	108/12/09 ~ 108/12/15		
15	108/12/16 ~ 108/12/22	Lecture: The future of B-corp.	
16	108/12/23 ~ 108/12/29		
17	108/12/30 ~ 109/01/05	National Holiday: No Class.	
18	109/01/06 ~ 109/01/12		
Requirement	Team 3 (WORD 2 & PPT 1) ; Individual 5 (4 Short Essay · 1 Case-Report)		
Teaching Facility	Computer, Projector, Other (JANDI)		
Textbooks and Teaching Materials	No textbook. https://www.bacademyasia.org/resources-for-educators		
References			
Number of Assignment(s)	8 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : % ◆ Final Exam : % ◆ Other 〈Case-report〉 : 70.0 %		
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.		