

## Tamkang University Academic Year 108, 2nd Semester Course Syllabus

Course Title	BUSINESS ETHICS	Instructor	LII, PEI-CHI
Course Class	TGLXM0D ELECTIVES COURSES BY COLLEGE OF BUSINESS AND MANAGEMENT-MASTER, 0D	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</li> </ul>
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>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.</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	The objective of this course is to help students understand: 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	BE	14	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)

**Course Schedule**

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Course introduction	
2	109/03/09 ~ 109/03/15	No class	
3	109/03/16 ~ 109/03/22	Article and case discussion	
4	109/03/23 ~ 109/03/29	No class	
5	109/03/30 ~ 109/04/05	No class	
6	109/04/06 ~ 109/04/12	Article and case discussion	
7	109/04/13 ~ 109/04/19	No class	

8	109/04/20 ~ 109/04/26	Article and case discussion	
9	109/04/27 ~ 109/05/03	No class	
10	109/05/04 ~ 109/05/10	Mid-term	
11	109/05/11 ~ 109/05/17	No class	
12	109/05/18 ~ 109/05/24	Article and case discussion	
13	109/05/25 ~ 109/05/31	No class	
14	109/06/01 ~ 109/06/07	Article and case discussion	
15	109/06/08 ~ 109/06/14	No class	
16	109/06/15 ~ 109/06/21	Article and case discussion	
17	109/06/22 ~ 109/06/28	Final exam	
18	109/06/29 ~ 109/07/05	No class	
Requirement	Class meetings will be held every other week. The main idea of this course is to discuss some business cases that are considered either ethical or unethical. Your participation in class discussion is highly expected.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	No assigned textbooks		
References	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 : 40.0 %   ◆ Mark of Usual :   %   ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other 〈Participation〉 : 20.0 %		
Note	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> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		