

## Tamkang University Academic Year 109, 1st Semester Course Syllabus

|                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                             |            |                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|----------------------------------------------------------------------------------------------------------------|
| Course Title                                                                                                                                                                                                                                                                                                               | BUSINESS ETHICS                                                                                                                                                                                                                                                                                                                                                                                                                             | Instructor | LII, PEI-CHI                                                                                                   |
| Course Class                                                                                                                                                                                                                                                                                                               | TGLXM0B<br>ELECTIVES COURSES BY COLLEGE OF BUSINESS<br>AND MANAGEMENT-MASTER, 0B                                                                                                                                                                                                                                                                                                                                                            | 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.<br/>(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:<br>1. The theory of moral reasoning so as to analyze moral issues in business;<br>2. The individual actions in business environments within various moral frameworks;<br>3. Morally responsible actions of individuals and organizations in business settings;<br>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 | Testing, Discussion(including classroom and online), Report(including oral and written) |

**Course Schedule**

| Week | Date                  | Course Contents             | Note |
|------|-----------------------|-----------------------------|------|
| 1    | 109/09/14 ~ 109/09/20 | Course introduction         |      |
| 2    | 109/09/21 ~ 109/09/27 | No class                    |      |
| 3    | 109/09/28 ~ 109/10/04 | Article and case discussion |      |
| 4    | 109/10/05 ~ 109/10/11 | No class                    |      |
| 5    | 109/10/12 ~ 109/10/18 | Article and case discussion |      |
| 6    | 109/10/19 ~ 109/10/25 | No class                    |      |
| 7    | 109/10/26 ~ 109/11/01 | Article and case discussion |      |

|                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                             |  |
|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|--|
| 8                                | 109/11/02 ~<br>109/11/08                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | No class                    |  |
| 9                                | 109/11/09 ~<br>109/11/15                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Mid-term                    |  |
| 10                               | 109/11/16 ~<br>109/11/22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | No class                    |  |
| 11                               | 109/11/23 ~<br>109/11/29                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Article and case discussion |  |
| 12                               | 109/11/30 ~<br>109/12/06                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | No class                    |  |
| 13                               | 109/12/07 ~<br>109/12/13                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Article and case discussion |  |
| 14                               | 109/12/14 ~<br>109/12/20                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | No class                    |  |
| 15                               | 109/12/21 ~<br>109/12/27                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Article and case discussion |  |
| 16                               | 109/12/28 ~<br>110/01/03                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | No class                    |  |
| 17                               | 110/01/04 ~<br>110/01/10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Final exam                  |  |
| 18                               | 110/01/11 ~<br>110/01/17                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                             |  |
| Number of Assignment(s)          | (Filled in by assignment instructor only)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                             |  |
| Grading Policy                   | ◆ Attendance : 40.0 %   ◆ Mark of Usual :   %   ◆ Midterm Exam : 20.0 %<br>◆ Final Exam : 20.0 %<br>◆ 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> .<br><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b> |                             |  |