

## Tamkang University Academic Year 109, 2nd Semester Course Syllabus

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| Course Title  | BUSINESS ETHICS   | Instructor | SHENG-HSIUNG<br>CHANG  |
| Course Class  | TLFBB2A<br>DIVISION OF GLOBAL COMMERCE,<br>DEPARTMENT OF INTERNATIONAL BUSINESS<br>(ENGLISH-TAUGHT PROGRAM), 2A                         | Details    | <ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</li> </ul> |
| Relevance to SDGs   | SDG5 Gender equality<br>SDG7 Affordable and clean energy<br>SDG10 Reducing inequalities<br>SDG12 Responsible consumption and production |            |  |
| 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.<br>II. Learning effective self-planning.<br>III. Theoretical application of practical matters.<br>IV. Interpersonal communication and teamwork.<br>V. Analysis of problems and recommendations.<br>VI. Awareness of Ethics as a global citizen. |   |            |  |
| Subject Departmental core competences   |   |            |  |
| A. Students can demonstrate that they have program basic knowledge of business and management.(ratio:50.00)<br>B. Students can demonstrate that they have capability in professional knowledge expression. (ratio:50.00)  |   |            |  |
| Subject Schoolwide essential virtues  |   |            |  |
| 4. Moral integrity. (ratio:80.00)<br>5. Independent thinking. (ratio:20.00)   |   |            |  |

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| Course<br>Introduction | Recent scandals such as Enron indicate us that even in business there' s a lot more at stake than the bottom line. Some sense of ethical behavior is needed as well. In this course, I' ll lecture some of the ethical issues facing international businesses . I will also lead to explore the question, "How can I be a good person and a good businessperson?" as well as the dark side of business ethics. |
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**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   | At the end of the course, you should be able to not only identify possible ethical problems in business contexts, but generate ideas for programs and practices to solve ethical problems.   | Cognitive         |
| 2   | At the end of this semester, u should be able to understand several ethical issues facing businesses and business people in today' s world and the context surrounding them. At final , you should be able to define leadership and begin to develop thoughts on ethical leadership. | Cognitive         |
| 3   | This Course aims to teach Business Ethics.   | Cognitive         |

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

| No. | Core Competences | Essential Virtues | Teaching Methods | Assessment |
|-----|------------------|-------------------|------------------|------------|
| 1   | AB               | 45                | Lecture          | Testing    |
| 2   | AB               | 45                | Lecture          | Testing    |
| 3   | AB               | 45                | Lecture          | Testing    |

**Course Schedule**

| Week | Date | Course Contents | Note |
|------|------|-----------------|------|
|------|------|-----------------|------|

|             |  |                         |                     |
|-------------|--|-------------------------|---------------------|
| 1           | 110/02/22 ~<br>110/02/28   | Course Orientation      |                     |
| 2           | 110/03/01 ~<br>110/03/07   | self- introduction      | Team Building       |
| 3           | 110/03/08 ~<br>110/03/14   | selected topics         |                     |
| 4           | 110/03/15 ~<br>110/03/21   | selected topics         | quiz 1(10 pts)      |
| 5           | 110/03/22 ~<br>110/03/28   | blood diamond           | Assignment 1(10pts) |
| 6           | 110/03/29 ~<br>110/04/04   | selected topics         |                     |
| 7           | 110/04/05 ~<br>110/04/11   | selected topics         | quiz 2 (10 pts)     |
| 8           | 110/04/12 ~<br>110/04/18   | spring break            |                     |
| 9           | 110/04/19 ~<br>110/04/25   | review for midterm      |                     |
| 10          | 110/04/26 ~<br>110/05/02   | Midterm Exam Week       |                     |
| 11          | 110/05/03 ~<br>110/05/09   | selected topic(s)       |                     |
| 12          | 110/05/10 ~<br>110/05/16   | selected topic(s)       |                     |
| 13          | 110/05/17 ~<br>110/05/23   | selected topic(s)       | quiz 3 (10 pts)     |
| 14          | 110/05/24 ~<br>110/05/30   | selected topics         |                     |
| 15          | 110/05/31 ~<br>110/06/06   | Group presentation week | 20pts               |
| 16          | 110/06/07 ~<br>110/06/13   | Group Presentation week |                     |
| 17          | 110/06/14 ~<br>110/06/20   | group presentation week |                     |
| 18          | 110/06/21 ~<br>110/06/27   | Final Exam Week         |                     |
| Requirement | <p>note: Mark of Usual pts refers to the assignments</p> <p>Active participation means making contributions to the “intellectual” conversation. My interest is not based on the “right” or “wrong” , it is based on if you have make a contribution to the development of the issues under study by the class (group), and whether you have moved the class (group) forward.</p> <p>Failure to participate penalizes you and the class in depriving all of us from your insights into the course. That is, you lose the chance to learn from others, and eventually you will lose incentive to learn from the course.</p> <p>To maximize the communication outcomes, students are required to submit individual background information and choose group partners after the first class. I will help to organize your team structure and inform you by the end of the second class.</p> <p>2 Group Presentation</p> <p>Each group is required to choose one course-related topic to provide oral presentation/debate in the end of this semester. The topic for presentation will be discussed in theclass. Each group’ s presentation shall be limited by 30 minutes. There is no need for the presentation group to submit an extra written-report.</p> |                         |                     |

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| Teaching Facility                | Computer, Projector  |
| Textbooks and Teaching Materials | Fraedrich et al, 2019, Ethical Decision Making for Business, 12th edition, South Western.  |
| References                       | Ferrell, O.C., Fraedrich, John, and Ferrell, Linda (2010). Business Ethics, Ethical Decision Making & Cases, 8th Edition. Boston, MA: Prentice Hall. ISBN: 978-1-4390-4223-6   |
| Number of Assignment(s)          | 2 (Filled in by assignment instructor only)  |
| Grading Policy                   | <ul style="list-style-type: none"> <li>◆ Attendance : 15.0 %</li> <li>◆ Mark of Usual : 10.0 %</li> <li>◆ Midterm Exam : 15.0 %</li> <li>◆ Final Exam : 10.0 %</li> <li>◆ Other (Presentation&amp;quizes) : 50.0 %</li> </ul>  |
| 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> |