

淡江大學 110 學年度第 2 學期課程教學計畫表

課程名稱	企業倫理	授課 教師	張勝雄 SHENG-HSIUNG CHANG
	BUSINESS ETHICS		
開課系級	國企系經管一 A	開課 資料	實體課程 必修 單學期 2學分
	TLFAB1A		
課程與SDGs 關聯性	SDG5 性別平等 SDG7 可負擔的潔淨能源 SDG10 減少不平等 SDG12 負責任的消費與生產		
系 (所) 教育目標			
一、習得瞭解專業知識。 二、有效學習自我規劃。 三、植基理論契合實務。 四、人際溝通團隊合作。 五、分析問題提供建議。 六、道德知覺全球公民。			
本課程對應院、系(所)核心能力之項目與比重			
A. 熟悉商管專業的基本知識。(比重：50.00) B. 具備專業知識的表達能力。(比重：50.00)			
本課程對應校級基本素養之項目與比重			
4. 品德倫理。(比重：80.00) 5. 獨立思考。(比重：20.00)			
課程簡介	本課程目的是要幫助學生在當今全球化的職場環境下。思考並了解企業倫理在複雜課程簡介的企業決策過程中所扮演的角色。本課程主要是從管理的觀點檢視國際企業與社會的關係，同時介紹透過實務案例的分析和討論，期望同學在修習完畢後，對於倫理於企業的重要性與運作皆有所認識，培養正確的倫理價值及運作企業決策的正面態度。		

	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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本課程教學目標與認知、情意、技能目標之對應

將課程教學目標分別對應「認知 (Cognitive)」、「情意 (Affective)」與「技能(Psychomotor)」的各目標類型。

- 一、認知(Cognitive)：著重在該科目的事實、概念、程序、後設認知等各類知識之學習。
- 二、情意(Affective)：著重在該科目的興趣、倫理、態度、信念、價值觀等之學習。
- 三、技能(Psychomotor)：著重在該科目的肢體動作或技術操作之學習。

序號	教學目標(中文)	教學目標(英文)
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.
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.
3		This Course aims to teach Business Ethics.
4	本課程擬建立學生對企業倫理認知之渠道	this course aims to teach students about the essential of business ethics.

教學目標之目標類型、核心能力、基本素養教學方法與評量方式

序號	目標類型	院、系(所)核心能力	校級基本素養	教學方法	評量方式
1	認知	AB	45	講述	測驗
2	認知	AB	45	講述	測驗
3	認知	AB	45	講述	測驗
4	認知	AB	45	講述、討論	測驗、作業、討論(含課堂、線上)

授課進度表

週次	日期起訖	內容 (Subject/Topics)	備註
1	111/02/21~ 111/02/25	Course Orientation	
2	111/02/28~ 111/03/04	self- introduction	Team Building
3	111/03/07~ 111/03/11	selected topics	

4	111/03/14~ 111/03/18	selected topics	quiz 1(10 pts)
5	111/03/21~ 111/03/25	blood diamond	Assignment 1(10pts)
6	111/03/28~ 111/04/01	selected topics	
7	111/04/04~ 111/04/08	selected topics	quiz 2 (10 pts)
8	111/04/11~ 111/04/15	spring break	
9	111/04/18~ 111/04/22	review for midterm	
10	111/04/25~ 111/04/29	期中考試週	
11	111/05/02~ 111/05/06	selected topic(s)	
12	111/05/09~ 111/05/13	selected topic(s)	
13	111/05/16~ 111/05/20	selected topic(s)	quiz 3 (10 pts)
14	111/05/23~ 111/05/27	selected topics	
15	111/05/30~ 111/06/03	Group presentation week	20pts
16	111/06/06~ 111/06/10	Group Presentation week	
17	111/06/13~ 111/06/17	group presentation week	
18	111/06/20~ 111/06/24	期末考試週	
修課應 注意事項	<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>		
教學設備	電腦、投影機		
教科書與 教材	Fraedrich et al, 2022, Ethical Decision Making for Business, 13th edition, South Western.		

參考文獻	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
批改作業 篇數	2 篇 (本欄位僅適用於所授課程需批改作業之課程教師填寫)
學期成績 計算方式	◆出席率： 15.0 % ◆平時評量：10.0 % ◆期中評量：15.0 % ◆期末評量：10.0 % ◆其他〈Presentation&quizes〉：50.0 %
備考	「教學計畫表管理系統」網址： https://info.ais.tku.edu.tw/csp 或由教務處 首頁→教務資訊「教學計畫表管理系統」進入。 ※不法影印是違法的行為。請使用正版教科書，勿不法影印他人著作，以免觸法。