

Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	BUSINESS ETHICS	Instructor	TSAI, YI-YING
Course Class	TLFBB2B DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 2B	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG3 Good health and well-being for people SDG4 Quality education SDG5 Gender equality SDG6 Clean water and sanitation		
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. II. Learning effective self-planning. III. Theoretical application of practical matters. IV. Interpersonal communication and teamwork. V. Analysis of problems and recommendations. 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:40.00) B. Students can demonstrate that they have capability in professional knowledge expression. (ratio:40.00) C. Students can demonstrate that they have capability in using information technology. (ratio:10.00) D. Students can demonstrate that they are critical thinkers.(ratio:10.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:15.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:30.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:15.00)			

7. A spirit of teamwork and dedication. (ratio:5.00)

8. A sense of aesthetic appreciation. (ratio:5.00)

Course Introduction

The course provides concepts of business ethics, and to explain why it is important for personal and career development. The class emphasizes the applications and tactics by means of realistic cases rather than formal theories. Students are expected to understand how important business ethics is, and be able to make wise decisions confronting relevant issues.

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	By discussion method, to let students understand how important business ethics is, and be able to make wise decisions confronting relevant issues	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online)

Course Schedule

Week	Date	Course Contents	Note
1	112/02/13 ~ 112/02/19	Course Introduction	
2	112/02/20 ~ 112/02/26	The Importance of Business Ethics	
3	112/02/27 ~ 112/03/05	Stakeholder Relationships, Social Responsibility, and Corporate Governance	

4	112/03/06 ~ 112/03/12	Emerging Business Ethics Issues	
5	112/03/13 ~ 112/03/19	The Institutionalization of Business Ethics	
6	112/03/20 ~ 112/03/26	Ethical Decision Making	
7	112/03/27 ~ 112/04/02	Ching Ming Festival-No Class	
8	112/04/03 ~ 112/04/09	Individual Factors: Moral Philosophies and Values	
9	112/04/10 ~ 112/04/16	Organizational Factors: The Role of Ethical Culture and Relationships	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	case study	
12	112/05/01 ~ 112/05/07	Developing, Managing and Controlling an Effective Ethics Program	
13	112/05/08 ~ 112/05/14	Globalization of Ethical Decision Making	
14	112/05/15 ~ 112/05/21	Ethical Leadership	
15	112/05/22 ~ 112/05/28	Sustainability: Ethical and Social Responsibility Dimensions	
16	112/05/29 ~ 112/06/04	Group Presentation	
17	112/06/05 ~ 112/06/11	Group Presentation	
18	112/06/12 ~ 112/06/18	Final Exam Week	
Requirement	1: Don't be late 2: Respect others 3: Implementing anti-epidemic policy 4: Roll call will be made every week due to the real-name system policy under covid-19 pandemic		
Teaching Facility	Computer		
Textbooks and Teaching Materials	Business Ethics : Ethical Decision Making and Cases" 12e (Asia Edition) , by Ferrel, Fraedrich and Ferrel, ISBN : 9789814846394		
References			
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other < > : %		

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>.

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