

Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	BUSINESS ETHICS	Instructor	MENG-HSIU LEE
Course Class	TGLXM0D ELECTIVES COURSES BY COLLEGE OF BUSINESS AND MANAGEMENT-MASTER, 0D	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG3 Good health and well-being for people SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure 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. 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 advanced knowledge of business and management.(ratio:5.00) B. Students can demonstrate that they have analytical and problem-solving capability. (ratio:5.00) C. Students can demonstrate their oral and written communication skills.(ratio:5.00) D. Students can demonstrate team and interpersonal skill.(ratio:5.00) E. Students are able to demonstrate effective considerations of ethical issues in business situation.(ratio:80.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:20.00) 4. Moral integrity. (ratio:30.00) 5. Independent thinking. (ratio:20.00)			

6. A cheerful attitude and healthy lifestyle. (ratio:5.00)

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

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

**Course
Introduction**

This module provides a critical review of current theoretical concepts in Business Ethics and Sustainable Development and their application to practical case studies. The module covers the key elements to be considered in the formulation of a sustainable development strategy, the approaches that can be adopted to enter international markets and the operational issues encountered in the implementation of these strategies.

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	Analyze the main factors involved in the formulation of the business ethics and sustainable development; Identify factors in the macro environment that have to be considered in the formulation of the business ethics and sustainable development; Assess the different methods utilized in entering international markets; Critically evaluate the implementation of the business ethics and sustainable development strategies in international markets;	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
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1	ABCDE	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
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Course Schedule

Week	Date	Course Contents	Note
1	112/02/13 ~ 112/02/19	no class (every other week)	
2	112/02/20 ~ 112/02/26	Introduction: What is business ethics and sustainability	
3	112/02/27 ~ 112/03/05	no class (every other week)	
4	112/03/06 ~ 112/03/12	How Much Does Business Ethics and CSR Matter	
5	112/03/13 ~ 112/03/19	no class (every other week)	
6	112/03/20 ~ 112/03/26	Ethics and Business	
7	112/03/27 ~ 112/04/02	no class (every other week)	
8	112/04/03 ~ 112/04/09	no class (Children's Day)	
9	112/04/10 ~ 112/04/16	no class (every other week)	
10	112/04/17 ~ 112/04/23	The Corporate Culture—Impact and Implications	
11	112/04/24 ~ 112/04/30	no class (every other week)	
12	112/05/01 ~ 112/05/07	Corporate Social Responsibility	
13	112/05/08 ~ 112/05/14	no class (every other week)	
14	112/05/15 ~ 112/05/21	Ethical Decision Making: Technology and Privacy in the Workplace	
15	112/05/22 ~ 112/05/28	no class (every other week)	
16	112/05/29 ~ 112/06/04	Business and Environmental Sustainability	
17	112/06/05 ~ 112/06/11	no class (every other week)	
18	112/06/12 ~ 112/06/18	Final Exam	

Requirement	

Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	Business Ethics: Decision Making for Personal Integrity & Social Responsibility. Authors: Hartman, DesJardins, & MacDonald. Publisher: McGraw Hill
References	
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : %</p> <p>◆ Final Exam : 50.0 %</p> <p>◆ Other < > : %</p>
Note	<p>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.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>