

Tamkang University Academic Year 114, 2nd Semester Course Syllabus

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| Course Title | BUSINESS ETHICS | Instructor | TSAI, YI-YING |
| Course Class | TLFBB2B DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 2B | Details | ◆ General Course ◆ Required ◆ One Semester ◆ 2 Credits |
| 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) | | | |

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| 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. | | | |
| <p>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</p> <p>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</p> <p>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</p> <p>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</p> <p>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</p> | | | | |
| No. | Teaching Objectives | | | objective methods |
| 1 | Understand basic business ethics. Explore ethical decision-making. Enhance ethical practice skills. | | | 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, Publication | Testing, Discussion(including classroom and online), Report(including oral and written) |
| Course Schedule | | | | |
| Week | Date | Course Contents | | Note |
| 1 | 115/02/23 ~ 115/03/01 | Course Introduction | | |
| 2 | 115/03/02 ~ 115/03/08 | The Importance of Business Ethics | | |

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| 3 | 115/03/09 ~ 115/03/15 | Stakeholder Relationships, Social Responsibility, and Corporate Governance | |
| 4 | 115/03/16 ~ 115/03/22 | Emerging Business Ethics Issues | |
| 5 | 115/03/23 ~ 115/03/29 | The Institutionalization of Business Ethics | |
| 6 | 115/03/30 ~ 115/04/05 | Ethical Decision Making | |
| 7 | 115/04/06 ~ 115/04/12 | Ching Ming Festival-No Class | |
| 8 | 115/04/13 ~ 115/04/19 | Individual Factors: Moral Philosophies and Values | |
| 9 | 115/04/20 ~ 115/04/26 | Midterm Exam | |
| 10 | 115/04/27 ~ 115/05/03 | case study | |
| 11 | 115/05/04 ~ 115/05/10 | case study | |
| 12 | 115/05/11 ~ 115/05/17 | Developing, Managing and Controlling an Effective Ethics Program | |
| 13 | 115/05/18 ~ 115/05/24 | Ethical Leadership | |
| 14 | 115/05/25 ~ 115/05/31 | Technology:Ethics and Social REsponsibility Issues | |
| 15 | 115/06/01 ~ 115/06/07 | Sustainability: Ethical and Social Responsibility Dimensions | |
| 16 | 115/06/08 ~ 115/06/14 | Final Week of Diverse Assessments | |
| 17 | 115/06/15 ~ 115/06/21 | Flexible Teaching Week for Teachers(online learning) | |
| 18 | 115/06/22 ~ 115/06/28 | Flexible Teaching Week for Teachers(online learning) | |
| Key capabilities | | self-directed learning Problem solving | |
| Interdisciplinary | | Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics) | |
| Distinctive teaching | | Collaborative teaching (multiple teachers and business teachers in the school) course | |
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| Course Content | Logical Thinking AI application |
| 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 |
| Textbooks and Teaching Materials | Self-made teaching materials:Handouts Using teaching materials from other writers:Presentations |
| References | |
| Grading Policy | <p>◆ Attendance : 10.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other () : %</p> |
| Note | <p>This syllabus may be uploaded at the website of Course Syllabus Management System at https://web2.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>※"Adhere to the concept of intellectual property rights" and "Do not illegally photocopy, download, or distribute." Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p> |