# 朝陽科技大學 098學年度第1學期教學大綱
# Business Ethics and Social Responsibility 企業倫理與社會責任

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| 當期課號 | 1167 | Course Number | 1167 |
| 授課教師 | 楊文蘭 | Instructor | YANG,WEN LAN |
| 中文課名 | 企業倫理與社會責任 | Course Name | Business Ethics and Social Responsibility |
| 開課單位 | 企業管理系(四日)一A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 爲關心生活與企業倫理議題，引發學生省思，進而奠定信念與態度， 本課程擬定的課程目標：<br>（一）提昇學生對企業認知，培養責任感與道德感。<br>（二）提升學生對企業情境的覺知能力。<br>（三）在企業基本倫理與生涯發展，培養學生分析判斷與抉擇的能力。<br>（四）提升學生實踐及解決困難的能力。 | Objectives | This course aims at encouraging students to care for issues concerning business ethics and life management, in order to establish stronger devotion and better attitude concerning work. This course has four objectives:<br>1. enhance students' understanding of personal career possibilities, and develop a sense of responsibility and ethics;<br>2. strengthen students' comprehension ability within business scenarios;<br>3. develop students' analysis and decision-making ability concerning business ethics and career planning.<br>4. better students' execution and problem-solving abilities. |
| 教材 | 1、企業倫理：倫理決策訂定與案例/O.C. Ferrell, John Fraedrich, Linda Frrell; 黎正中譯.，七版，華泰，2008.01.<br>2、沒有企業倫理這回事/ John C. Maxwell;李蓁譯，初版，基督橄欖文化事業基金會出版；華宣發行，2007.01.<br>3、企業倫理：倫理責任與社會責任/楊正學編著，初版，全華圖書。 | Teaching Materials | 1、企業倫理：倫理決策訂定與案例/O.C. Ferrell, John Fraedrich, Linda Frrell; 黎正中譯.，七版，華泰，2008.01.<br>2、沒有企業倫理這回事/ John C. Maxwell;李蓁譯，初版，基督橄欖文化事業基金會出版；華宣發行，2007.01.<br>3、企業倫理：倫理責任與社會責任/楊正學編著，初版，全華圖書。 |
| 成績評量方式 | 期中考,33%,<br>期末考,33%,<br>服務學習,34%. | Grading | midddle test33%<br>final test 33%<br>report 34% |
| 教師網頁 | _ | | |
| 教學內容 | 法制爲世界社會潮流的主幹，然而法律僅爲道德最低界線。從事企業經營難遠與社會相關，透過本課程課堂研習，參與「服務學習」活動，實際作中學，而經由國家、社會、個人不同角度，對於其中各項倫理秩序衝突，正確觀察其事實，蒐集相關資訊，以邏輯思考方式，有效評估價值判斷，予以適當的企業決策，以兼顧企業精神與社會責任。 | Syllabus | Rule by law has become today's mainstream, and law provides ethics a set of minimum standard of conduct to follow. A corporation cannot exist in a vacuum, thus corporate management must take this society into consideration. Through this course's material, in-class discussion, clinical participation, and observation through the state's, society's, and individual's point of view, not only do we learn from the real work experience, but we also able to study various ethical standards and their conflicts. Finally, we are able collect related information and use logical reasoning to effectively evaluate the facts and to make appropriate business decisions so to be a responsible citizen and corporate manager at the same time |

尊重智慧財產權，請勿非法影印。