

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

當期課號	3278	Course Number	3278
授課教師	徐文宗	Instructor	Hsu,Wen Chung
中文課名	企業倫理與社會責任	Course Name	Business Ethics and Social Responsibility
開課單位	行銷與流通管理系(四進)一B	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程主要在提供同學建立企業倫理道德的基本概念、學習企業倫理的議題應用、進而在日後進入社會服務成爲企業經理人或企業經營者之後，能夠發展實踐；幫助台灣企業的經營者與經理人，認識及瞭解CSR的重要性的世界潮流，同時掌握落實CSR的步驟，與國際潮流接軌、贏得商機，並獲得尊重，進而能夠傳承永續，真正做到個人、企業、社會、環境都能互利不悖的共存共榮、共好境界。	Objectives	The main objective of this course is to provide students with basic concept of business ethics establishment which is then to apply into business ethics subjects. Students will be able to develop and practice the knowledge when they enter the society and serve as managers or business operators in the future. Besides, this course prepares the students with the capability in assisting the operators and managers in Taiwan enterprises to recognize and understand the importance of CSR as well as the world trend. The knowledge and CSP practices connect enterprises with the international trend for more business opportunities. Enterprises with advantages are then gain reputation and lead to sustainable management. All these realize the harmonious and mutually beneficial coexistence which interconnects individuals, enterprise, society, and environment.
教材	1.企業倫理——開創卓越的永續經營磐石【吳松齡著】。 2.企業社會責任【高希鈞著】 3.企業倫理學【廖勇凱】	Teaching Materials	1.Business Ethics: establishing the for Business sustainability 2.Corporate Social Responsibility 3.Enterprise Ethics Theory and Application
成績評量方式	出席率：20% 作業及參與：20% 期中考試：20% 期末考試：40%	Grading	Attendance : 20% Practice & Participation : 20% Mid-term Assignment : 20% Final exam :40%
教師網頁	-		
教學內容	第一週：師生認識、教學大綱與教學進度、成績評量方式、倫理道德有關的概念。 第二週：企業倫理行爲與道德考量。 第三週：員工滿意的企業倫理行爲。 第四週：股東滿意的企業倫理行爲。 第五週：顧客滿意的企業倫理行爲。 第六週：對其他涉利者的倫理行爲。 第七週：企業社會責任的倫理行爲。 第八週：期中測驗 第九週：組織發展過程的倫理義務。 第十週：以品德爲導向的企業倫理。 第十一週：完全服務的企業倫理。 第十二週：知識經濟時代倫理教育。 第十三週：行動商務時代倫理道德。 第十四週：自我管理的生活倫理。 第十五週：政府公部門與行政倫理。 第十六週：建構永續的企業倫理方案。 第十七週：期末測驗。	Syllabus	Week 1: Introduction, teaching outline and schedule, grade evaluation method, concepts related to ethics and morality. Week 2: Enterprise ethical behaviors and moral considerations. Week3: Employee satisfied enterprise ethical behaviors Week4: Shareholders satisfied enterprise ethical behaviors Week5: Customers satisfied enterprise ethical behaviors Week6: Ethical behaviors related to others involved Week7: Ethical behaviors related to corporate social responsibility Week8: Midterm exam Week9: Ethical obligation during organization's development Week10: Morality lead enterprise ethics Week11: Enterprise ethics with full

		services Week12: Ethics education in the era of knowledge-based economy Week13: Ethic morality in the era of mobile commerce Week14: Self-controlled living ethics Week15: Government's public department and administration ethics Week16: To construct a sustainable enterprise ethics plan Week17: Final exam
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