朝陽科技大學 099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	1114	Course Number	1114
授課教師	黃文聰	Instructor	Huang,Wen Tsung
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： （一）提昇學生對企業認知，培養責任感與道德感。 （二）提升學生對企業情境的覺知能力。 （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。 （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: 1. enhance students' understanding of personal career possibilities, and develop a sense of responsibility and ethics; 2. strengthen students' comprehension ability within business scenarios; 3. develop students' analysis and decision-making ability concerning business ethics and career planning. 4. better students' execution and problem-solving abilities.
教材	1.企業倫理：商業的道德規範，余坤東，前程文化。 2.企業倫理的實踐(3/e)，吳成豐，前程文化。 3.企業倫理：倫理決策訂定與案例(7/e)，Ferrell著，黎正中譯，華泰文化。	Teaching Materials	1.Business Ethics, Kung-Don Ye, FCMC. 2.The Practices of Business Ethics(3/e), Chen-Fong Wu, FCMC. 3.Business Ethics(7/e), Ferrell, Houghton Mifflin.
成績評量方式	1.期中考 25% 2.期末報告 25% 3.課堂參與表現 25% 4.平時作業 15% 5.出席 10%	Grading	1.Midterm exam 25% 2.Case Study 25% 3.Discussion 25% 4.Assignment 15% 5.Attendance 10%
教師網頁	_		
教學內容	1.企業的社會責任 2.道德法則與道德研判 3.專業經理人的經營倫理 4.行銷倫理 5.環境倫理 6.科技與資訊應用倫理 7.全球化經營的倫理問題 8.內部管理機制與企業倫理政策 9.外部規範與企業倫理 10.公司治理的倫理議題 11.服務倫理 12.電子商務下的倫理議題 13.非營利組織的倫理議題	Syllabus	1. Business Ethics and Social Responsibility 2. The Moral Principles and The Moral Evaluate 3. Specialized Manager's Management Ethics 4. Marketing Ethics 5. Environment Ethics 6. Technology and Information Application Ethics 7. Globalization Management's Ethics Questions 8. Internal Management Mechanism and Business Ethics Policy 9. Exterior Standard and The Business Ethics 10. Corporate Governance Ethics 11. Service Ethics 12. Electronic Commerce Ethics 13. NPO Ethics

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