

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

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| 當期課號 | 3062 | Course Number | 3062 |
| 授課教師 | 劉東皋 | Instructor | LIU,TONG KAU |
| 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(四進)一A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 為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 | 企業倫理／第四版 作者：Linda K. Trevino and Katherine A. Nelson 譯者：簡俊成 書局：滄海書局 | Teaching Materials | Textbook: Managing business ethics: straight talk about how to do it right 4/E Authors: Linda K. Trevino and Katherine A. Nelson |
| 成績評量方式 | 報告及課堂參與：40% 期中考：30% 期末考：30% | Grading | Participation in class and presentation: 40% Mid exam. : 30% Final exam. : 30% |
| 教師網頁 | - | | |
| 教學內容 | 一、倫理道德與個人 二、倫理道德與經理人 三、倫理道德與組織 四、企業倫理管理 五、國際商業環境中的倫理行為管理 | Syllabus | 1. Individual ethical cognition and the ethical dilemmas. 2. The ethical dilemmas of managers. 3. Ethical problems of organizations. 4. How to manage the business ethics. 5. Managing for ethical conduct in a global business environment. |

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