

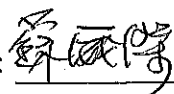
表二

103 學年度 商學院 英語授課課程大綱

<p>課程名稱 Course Title 模組 個別</p>	<p>(中文) 社會責任與倫理</p> <p>(英文) Social Responsibility and Ethics</p>														
<p>課程目標 Course Objectives</p>	<p><b>Learning Goal</b> The learning goal of this course is that students will understand and be able to identify ethical/social responsibility issues and apply ethics to business decisions.</p> <p><b>Learning Objectives</b> (1) Students are able to identify ethical issues. (2) Students are able to clearly state positions on ethical issues (3) Students are able to recognize the ethical implications of business decision.</p>														
<p>課程大綱 Course Description</p>	<p>The course is designed to educate future business leaders concerning the corporate social responsibility and business ethics. It will increase students' awareness of key ethical, sociopolitical, and financial dimensions that affect managerial decisions.</p>														
<p>上課進度 Weekly Course Schedule</p>	<table border="1" data-bbox="405 904 1347 1144"> <thead> <tr> <th>Lesson</th> <th>Topic</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Ethics</td> </tr> <tr> <td>2</td> <td>Corporate Responsibility</td> </tr> <tr> <td>3</td> <td>Stakeholder Management I</td> </tr> <tr> <td>4</td> <td>Stakeholder Management II</td> </tr> <tr> <td>5</td> <td>Group projects</td> </tr> <tr> <td>6</td> <td>Open-book, in-class exam</td> </tr> </tbody> </table> <p>Please attend the class in accordance with your enrolled course number.</p>	Lesson	Topic	1	Ethics	2	Corporate Responsibility	3	Stakeholder Management I	4	Stakeholder Management II	5	Group projects	6	Open-book, in-class exam
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<p>教學方式 Instructional Method</p>	<p><u>Group projects</u> 12 groups will be formed in the first class. Six groups will choose to do Project I while the other six groups will do Project II. Project I: Admirable Companies Six groups will report how admirable companies conduct CSR. Please access their latest CSR/sustainability reports and choose two or three CSR activities of interesting: (1) Describe how these companies implement these CSR practices. (2) Comment on their activities by any concepts you learn from this class. Project II: Social Entrepreneurs Six groups will introduce some remarkable social entrepreneurs. Please search related information on the Internet and report: (1) who the person is and what organization he/she ventures, (2) how these organizations address social issues, and (3) what you think. Eight out of the twelve groups will deliver their projects by oral presentation whereas four groups will deliver by written reports. Due for any group is the same. There is no specific formation requirement for either presentation or written. But professionalism is expected. In the end of the presentation/report, you have to briefly describe each group member's duty or contribution. Freeloading will be severely punished. If any group member fails to provide his or her fair share of the work, the group should report this misconduct to the instructor as soon as possible. Group members will receive the same grade except for the individual who does not contribute to the project properly.</p>														

<p>課程要求 Course Requirements</p>	<p><u>Exam</u> This exam is open-book. You can bring any hardcopy notes. You are NOT allowed to borrow other students' notes or use any electronic gadgets such as cellphones and laptops.</p> <p><u>Class participation</u> Students are expected to participate in discussion during the class. Cold call will be given. Please also expect roll call. Assessment for regularly attending students will be based on individual discussion quality and engagement.</p> <p>Any absence, late attendance or early departure is discouraged. If a student is absent to a class meeting, it will be his or her responsibility to catch up with the missed materials including any announcement. No make-up lectures or quizzes will be given. It is also the student's responsibility to accept any consequences that may result from absence.</p> <p><b>Topics for Group Projects</b></p> <table border="1" data-bbox="403 667 1506 981"> <thead> <tr> <th>Project I: Admirable Companies</th> <th>Project II: Social Entrepreneurs, Organizations</th> </tr> </thead> <tbody> <tr> <td>Microsoft</td> <td>Chase Adam, Watsi</td> </tr> <tr> <td>The Walt Disney Company</td> <td>Mark Arnoldy, Possible</td> </tr> <tr> <td>H&amp;M</td> <td>Ben Rattray, Change.org</td> </tr> <tr> <td>BMW</td> <td>Terri Ludwig, Enterprise Community Partners</td> </tr> <tr> <td>Sony</td> <td>William Foote, Root Capital</td> </tr> <tr> <td>Intel</td> <td>Jane Chen, Embrace</td> </tr> <tr> <td>Nestle</td> <td>Lauren Bush, FEED</td> </tr> </tbody> </table>	Project I: Admirable Companies	Project II: Social Entrepreneurs, Organizations	Microsoft	Chase Adam, Watsi	The Walt Disney Company	Mark Arnoldy, Possible	H&M	Ben Rattray, Change.org	BMW	Terri Ludwig, Enterprise Community Partners	Sony	William Foote, Root Capital	Intel	Jane Chen, Embrace	Nestle	Lauren Bush, FEED
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<p>評量方式 Evaluation</p>	<p><b>Course Requirements</b> Exam (40%) Group project (30%) Class participation (30%)</p>																
<p>教材及參考書目 Textbooks &amp; Suggested Materials</p>	<p>There is no required textbook for this course. All handouts will be sent through school email.</p>																
<p>課程相關連結 網址 Course Website</p>																	
<p>備註 Remarks</p>																	

申請教師簽章：



開課單位主管簽章：

