

101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	企業倫理	Serial No. / ID	1813 / RGR5119
Dept.	人力資源暨公共關係學系碩士	School System / Class	研究所碩士班2年1班
Lecturer	班睿祥	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(三)234 / C406	Language	Chinese

Introduction
Assist student to familiar business ethics issue. Assist student to familiar ethic principles. Cultivate ethic decision ability of student.

Outline
The nature of business ethics. Business ethics and organization performance. The morale fundamental of business ethics. Influence factors of ethic decision. Organization and ethic decision. New trend of business ethics. Corporate governance. Marketing ethics Business-labor ethics Environmental and community ethics

Prerequisite
no require.