

97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	企業社會責任	Serial No. / ID	1663 / IRM3121
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部3年1班
Lecturer	姚惠忠	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(三)6 / B204 (四)78 / B204	Language	Chinese

Introduction
<p>This course belongs to C system, the teaching objectives through lectures and case analysis, students of ethics [E]; the other students through the lab exercises problem solving [S]; for students to stage a presentation by way of example, Block, and strengthen Students with the skills to listen to [C]; last through labor rights, workplace ethics and consumer protection, the design and discussion topics, in order to strengthen the professional capabilities of students [P].</p>

Outline
<ol style="list-style-type: none"> 1. Overview of corporate social responsibility of today ' s workplace 2. business ethics and corporate social responsibility? Who is responsible for the enterprise? Interested parties 3. business ethics issues; classification of corporate social responsibility 4. business ethics system construction 5. employee ethics training 6. the consumer ' s interest 7. to c r e a t e e a sustainable environment 8. Community participation and public marketing 9. employed (employee) benefits 10. employment discrimination and workplace ethics 11. ethical corporate governance and competition 12. Cultural Differences and ethical point of view 13. Ethical Issues of Internet technology

Prerequisite
The basic concepts of public relations