

97-2 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
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| Title | 企業倫理 | Serial No. / ID | 1685 / BAM3071 |
| Dept. | 企業管理學系 | School System / Class | 大學日間部3年1班 |
| Lecturer | 陳怡萍 | Full or Part-time | 專任 |
| Required / Credit | Required / 3 | Graduate Class | NO |
| Time / Place | (二)2 / B301 (五)34 / B301 | Language | Chinese |

| Introduction |
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| The corporate social responsibility of enterprises become an importance issue these days. This course will let student know the importance and know the stakeholders of the enterprises. This course will watch 2 films which are relevant to CSR. |

| Outline |
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| Week 1 : why do we need business ethics? |
| Week 2 : the role of teh corporation |
| Week 3 : the basic concept of ethics |
| Week 4 : Corporate Social Responsibility (film from BBC) |
| Week 5 : Utilitarianism |
| Week 6 : Deontology |
| Week 7 : Justice |
| Week 8 : stakeholders |
| Week 9 : corporate social responsibility Week 10 : Enron |
| Week 11 : corporate goverance |
| Week 12 : business ethic of human resources |
| Week 13 : business ethic of marketing |
| Week 14 : business ethic for competitors |
| Week 15 : environmental and social responsibility |
| Week 16 : business ethics in blobal economy |
| Week 17 : final exam |

| Prerequisite |
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| none |