

97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	國際企業倫理	Serial No. / ID	1953 / IBM4082
Dept.	國際企業管理學系	School System / Class	大學日間部3年1班
Lecturer	楊豐華	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(三)56 / B309 (四)4 / B309	Language	Chinese

Introduction
<p>This course introduces the theory of business ethics and important international business ethics issues. Students will learn to set up a good business ethics strategy and to solve the business ethics problem.</p> <p>This course emphasizes society quotient (SQ) that includes problem-solving, communication, ethics and profession. This course uses lecture to strengthen students' professional knowledge ability and case study to improve students' probing ability. This course also improves students' social intelligence ability by upgrading team cohesion and listening presentation from others. The international business ethics is emphasized in this course.</p>

Outline
<p>1 : Chapter 1 Understanding Business Ethics</p> <p>2 : Chapter 2 Leadership of Business Ethics</p> <p>3 : Chapter 3 Decision of Ethics</p> <p>4 : Chapter4 Ethics Issues of company management</p> <p>5 : Chapter5 Global Business Ethics</p> <p>6 : Case Study (Chapter2,3)</p> <p>7 : Chapter 6 Service Ethics</p> <p>8 : Chapter 7 Business Ethics of the Cross Straits</p> <p>9 : Mid-term Exam</p> <p>10 : Chapter8 Non-profit Organizational Ethics Issues</p> <p>11 : Case Study (Chapter5,7)</p> <p>12 : Chapter 9 New Ethics Issues of E-commerce</p> <p>13 : Chapter 10 Operational Type of Business Ethics</p> <p>14 : Chapter 11 Educational of Business Ethics</p> <p>15 : Case Study (Chapter9,10)</p> <p>16 : Chapter 12 Ethical Business and Government</p> <p>Chapter 13 Building Ethical Company</p> <p>17 : Final Exam</p>

Prerequisite
management