

## 98-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	企業社會責任	Serial No. / ID	1826 / IRM3121
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部3年2班
Lecturer	林睿俐	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(五)678 / 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"> <li>1. Overview of corporate social responsibility of today ' s workplace</li> <li>2. business ethics and corporate social responsibility? Who is responsible for the enterprise? Interested parties</li> <li>3. business ethics issues; classification of corporate social responsibility</li> <li>4. business ethics system construction</li> <li>5. employee ethics training</li> <li>6. the consumer ' s interest</li> <li>7. to c r e a t e e a sustainable environment</li> <li>8. Community participation and public marketing</li> <li>9. employed (employee) benefits</li> <li>10. employment discrimination and workplace ethics</li> <li>11. ethical corporate governance and competition</li> <li>12. Cultural Differences and ethical point of view</li> <li>13. Ethical Issues of Internet technology</li> </ol>

Prerequisite
The basic concepts of public relations