

99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	企業社會責任	Serial No. / ID	1794 / BAM4173
Dept.	企業管理學系	School System / Class	大學日間部3年2班
Lecturer	陳怡萍	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(一)56 / B303 (二)1 / B303	Language	Chinese

Introduction
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
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
none