國立台灣科技大學 114學年 第2學期　課程大綱

Spring 2026 NTUST Course Outline

授課教師：翁晶晶

Instructor:Jing Jing, Weng

課程名稱：企業倫理與永續

Course Title：Business Ethics and Sustainability

2026/11/3

課程代號： TB2014701 Course Code 學分數： 3 Credits	必選修：選修/半學年 Required/Electve:Elective/Half Yr. 先修課程： Prerequisites
節次教室： Time/Location	F6(TR-812) F7(TR-812) F8(TR-812)
專業核心能力： Core Professional Competencies	□倫理意識與社會責任(Ethic & Social responsibility)
課程網址： Course Website	N/A
課程宗旨： Course Objectives	旨在提高學生做為未來商業領袖所應具備的企業倫理決策與永續觀念。通過課程學習，學生可以理解現代商業環境中不同組織所面臨的倫理與永續策略挑戰，能夠辨認商業運作中的道德因素以及可持續發展議題，並了解如何通過商業活動實踐社會創新與永續發展。 The objective of the course is to improve students' ethical decision-making ability and sustainability awareness as future business professionals. By the end of this course, participants shall be able to: (1) Develop a general understanding of the strategic challenges faced by different organizations in today's global environment; (2) Identify the ethical issues and the sustainability implications in business practices; (3) Develop an appreciation of the potential for sustainability and social innovation through business activities.
課程大綱： Outline of Lectures	(1)何謂企業倫理決策與永續發展策略 (2)利害關係人與企業社會責任(3)倫理文化和組織管理(4)企業社會責任與可持續發展(5)社會創新個案分析與討論 (6)全球永續策略與社會創新發展趨勢 (1) What are business ethics and sustainability; (2) The stakeholder relationship and CSR; (3) The role of ethical culture and organizational management; (4) CSR and sustainability; (5) Social innovation case analysis (6) The global trend of sustainability and social innovation.
授課方式： Method of Instruction	講授 Lecture：30% 分組討論 Group discussion：20% 案例研討 Case study：20% 操做練習 Practical exercises：30% 講授 Lecture：N/A%
教科書： Textbooks	教師自選教材，無指定教科書 No specific textbook, with diverse teaching material provided by the instructor.
參考書目： References	教師自選教材。 Diverse teaching material provided by the instructor.
修課須知： Notice	N/A

評量方式： Grading	Class attendance (15%): including the industry expert guest talks Individual class performance (20%): class participation, individual idea proposal, individual reflection and case sharing. Mid-term Group project (20%): Group social innovation project Final Case Presentation/Exhibition (250%): Present a real case of social innovation or social enterprises Individual end-term feedback (20%) : Review and reflection by the end of the course
備註說明： Notes	Each week: lecture + seminar on a specific topic Course material: PPT, handouts and supplementary readings uploaded to Moodle each week Valuable industry experts guest talks A highly interactive course—everyone needs to participate in the class!