



2024

BUSINESS

Ethics

Sep

陳淑惠
Gloria

CYCU Information Management PhD

Glasgow University MBA

Teaching Experience:

- Luxury Leisure - Yacht Professional Instructor
- Lecturer at the National University of Science and Technology, China:
 - Massive Data Analysis, Internet of Things Overview, Project Management, Network Introduction, Software Testing, Online Marketing Strategy
- Lecturer at Taiwan Hospitality & Tourism College:
 - Management Studies, Tourism Management
- Assistant Professor at Chung Yuan Christian University: Business Ethics, Research writing for international students

Areas of Expertise:

- Information Management
- Public Relations and Project Management
- Business Management
- Human Resource Management
- Academic Research writing

Classroom Rules:

- ◆ Speaking in languages other than English is prohibited.
- ◆ Please set your mobile phones to silent mode as a sign of respect to others.
- ◆ Full participation in the class is expected; absences and tardiness will not be tolerated.
- ◆ Assignment must be handed in before Wednesday.

Self introduction

- 1) Name and Hometown:
- 2) Academic Background:
- 3) Research Interests:
- 4) Research Achievements:
- 5) Professional Skills:
- 6) Experience and Achievements:
- 7) Other Interests and Personal Traits:

Please make me impressed!



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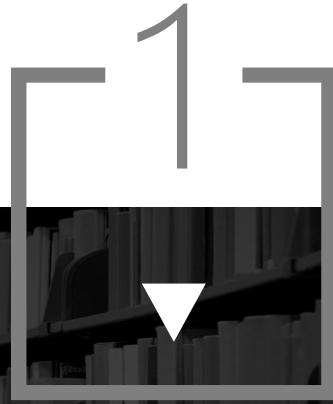
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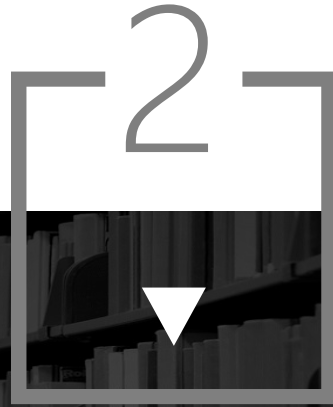
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課程目標/Course Objectives

Course objectives



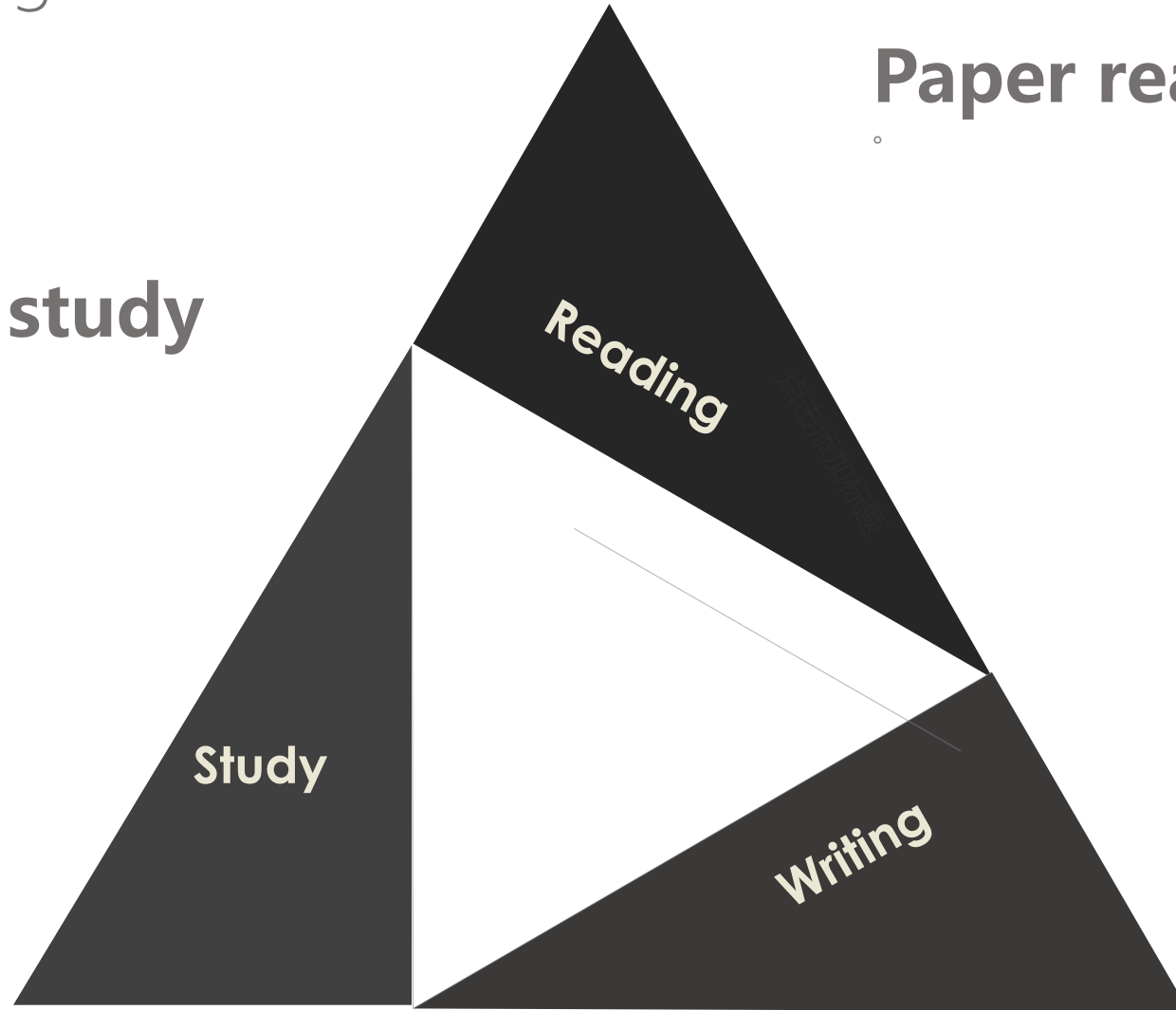


課程設計/Course Design

Course design

Case study

Paper reading



Paper writing

Case study

Preview Case study

預習個案

Role playing

角色扮演

Take other perspective

換位思考



What went wrong?

個案中問題點

What you can do?

你能如何改善?

whistleblower

有關吹哨者

Paper reading

Knowledge acquisition and in-depth understanding

Building research background

Discovering research trends and dynamics

Literature review and writing

About Business Ethic



IF (Impact Factor) higher than 3: I expect everyone to find a journal of sufficient quality.



Citation count > 20: This indicates that the journal has been referenced by other researchers.



Publication within the past 10 years. That means please find articles after 2014.

<https://jcr.clarivate.com/jcr/home?app=jcr&referrer=target%3Dhttps:%2F%2Fjcr.clarivate.com%2Fjcr%2Fhome&Init=Yes&authCode=null&SrcApp=IC2LS>

EASY

Claim a paper
Sep 19, 2024

Format: PPT
(1 slide)

Business Ethic

Fit requirement?

Why you find it interesting?

How are you going to replicate the paper.
Structure? Research method? Or~

Note: Please make sure that your font size is larger than 24 points.

Paper Writing

Why you need to start paper writing!



Why you should start your Paper Writing

- 1) Academic Communication and Expressive Ability:
- 2) Systematic Thinking and Organizational Skills:
- 3) Critical Thinking and Research Skills:
- 4) Research Critique and Innovation:
- 5) Academic Achievement and Professional Development:
- 6) Refining Writing Skills:
- 7) Learning Self-Management and Time Management:



Evaluation criteria.



1. The attendance rate is fundamental.
2. For each classmate's presentation, it is necessary to provide feedback and actively participate in discussions.

Schedule.

Date	12, Sep	19, Sep	26, Sep	3, Oct	17, Oct	24, Oct	31, Oct	14, Nov	21, Nov	28, Nov	5, Dec	12, Dec	19, Dec	26, Dec	02, Jan
16:10-17:10	Introduction	Lecture	Enron/ Boeing	Sackler Family	Facebook	Ticktok	Trafigure	J&J	Tesla/ Volkswagen	Nestlé/Philip Morris	Norfolk Southern/ NIKE	BP (British Petroleum) /Monsanto	Jeffrey Epstein	The first three Chapter on your writing (PPT)	The first three Chapter on your writing (PPT)
17:10-18:00	Business Ethics	Paper & writing topic	Ben & Jerry's	Paper Reading 1 · 2	Paper Reading 3 · 4	Paper Reading 5 · 6	Paper Reading 7 · 8	Paper Reading 9 · 10	Paper Reading 11 · 12	Paper Reading 13	Paper Reading 14 · 15	Paper Reading 16	Paper Reading 17		

Schedule-Case study .

Date	12, Sep	19, Sep	26, Sep	3, Oct	17, Oct	24, Oct	31, Oct	14, Nov	21, Nov	28, Nov	5, Dec	12, Dec	19, Dec	26, Dec	02, Jan
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Professor: Gloria

Note:

1. Prepare in advance.
2. Be ready with potential questions I might ask.

You:

- ✓ Time: 30 mins
- ✓ Slides: (including videos, if necessary)
- ✓ Q&A: 10 mins (prepare 3 questions)

Note: Please adjust the font size to at least 24

Lottory -Case study.

Date	12, Sep	19, Sep	26, Sep	3, Oct	17, Oct	24, Oct	31, Oct	14, Nov	21, Nov	28, Nov	5, Dec	12, Dec	19, Dec	26, Dec	02, Jan
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1: Please join the Line group.

2: Pick your lucky draw. (Number for reading, Company name for case study).

3. Post your lucky number and case study name on the line group.



Paper and writing topic.

Date	12, Sep	19, Sep	26, Sep	3, Oct	17, Oct	24, Oct	31, Oct	14, Nov	21, Nov	28, Nov	5, Dec	12, Dec	19, Dec	26, Dec	02, Jan
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Presentation: (5 mins)

1. Does the article meet the aforementioned requirements?
2. Why did you choose this particular article?
3. What are the strengths or advantages of this article in your opinion?
4. How will this article impact your writing?
5. What is the topic of the article you will be writing?

How you choose paper

1. IF (Impact Factor) higher than 3
2. Citation count > 20:
3. Publication within the past 10 years. (2014)
4. Within your capability to simulate learning.

**POST the paper on Monday
in line group**

Ppaper Reading

Date	12, Sep	19, Sep	26, Sep	3, Oct	17, Oct	24, Oct	31, Oct	14, Nov	21, Nov	28, Nov	5, Dec	12, Dec	19, Dec	26, Dec	02, Jan
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Guide for your paper reading :

1. Research Question and Objectives:
2. Research Methodology:
3. Research Results and Findings:
4. Discussion and Interpretation:
5. Limitations and Recommendations
6. Citation and References:

Time: 30 minutes

Questions:5 minutes

Note: (30 slides)

Each student is required to ask a question, so please be prepared with your question.

The first three chapters.

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10 minutes presentation, 5mins Q&A

ANY QUESTIONS?



**SEE YOU
NEXT WEEK!**

