

# 中国社会科学院大学企业伦理与社会责任课程大纲

课程基本信息 (Course Information)					
课程编号 (Course ID)	102133022062	*学时 (Credit Hours)	32	*学分 (Credits)	2
*课程名称 (Course Name)	企业伦理与社会责任				
	Corporate Ethics and Social Responsibility				
先修课程 (Prerequisite Courses)	无				
*课程简介 (Description)	<p>企业伦理与社会责任课程是国内外商学院普遍开设的一门专业课程,对于商科学生拓展专业视野、树立科学的商业伦理价值观具有重要意义。课程将以马克思主义价值观为指导,有机融合企业伦理与社会责任的基本理论与中国特色企业管理实践,从企业内部伦理与外部伦理两个方面,着重探讨企业与相关利益者,企业与环境,企业与技术看创新,企业与全球化等多方面关系,并在基本理论概述与典型案例分析的基础上,从企业、政府与社会理论的高度带领学生去思考深层次的企业、政府与社会之间的相互关系,巧妙融入课程思政内容,引导学生树立科学的社会主义价值观。</p> <p>课程的重点在于梳理国内外企业伦理与社会责任相关领域的理论脉络,总结、分析具有中国特色的企业管理道德实践,启发学生树立科学的商业伦理价值观,提升在管理实践中的道德判断能力与实践创新能力。难点在于如何应对技术创新、组织创新、发展理念创新以及全球化背景下的伦理挑战和更高的社会责任要求。</p> <p>教学方法以课堂讲授、案例分析、文献阅读相结合的方式,在传递知识的同时帮助学生提升思考问题、解决问题和发现问题的能力,不断强化社会责任意识,提升职业道德素养。</p> <p>课程学习过程中有适量的文献阅读、案例分析等课后作业。</p>				
*课程简介 (Description)	<p>The course of Corporate Ethics and Social Responsibility is a professional course generally offered by business schools at home and abroad. It is of great significance for students to establish scientific business ethics values. Guided by Marxist values, the course organically combines the basic theories of corporate ethics and social responsibility with the practice of corporate management with Chinese characteristics. From the perspectives of corporate internal ethics and external ethics, it focuses on the discussion of corporate and stakeholders, corporate and the natural environment, corporate and technological innovation, corporate and globalization, etc. On the basis of the basic theory overview and typical case analysis, from the perspective of business, government and society theory, we will lead students to think about the the relationship between business and government, business and society . It will integrate the ideological and political content of the curriculum to guide students to establish scientific socialist values.</p> <p>The focus of the course is to sort out the theoretical context in the fields of corporate ethics and social responsibility at home and abroad, to summarize and analyze the practice of corporate management ethics with Chinese characteristics, to inspire students to</p>				

	<p>establish scientific business ethics values, and improve the ability of moral judgment and practical innovation ability in management practice. The difficulty lies in how to deal with the ethical challenges from technological innovation, organizational innovation, development concept innovation, and higher social responsibility requirements in the context of globalization.</p> <p>The teaching method combines classroom lectures, case analysis, and literature reading to help students improve their ability to think, solve and discover problems while passing on knowledge, continuously strengthen their awareness of social responsibility, and improve their professional ethics.</p> <p>During the course study, there will be a moderate amount of after-school homework such as literature reading and case analysis.</p>
<p>*教材 (Textbooks)</p>	<p>高勇强：《企业伦理与社会责任》，清华大学出版社 2021 年。</p>
<p>参考资料 (Other References)</p>	<p>约翰·斯坦纳、乔治·斯坦纳：《企业、政府与社会》，人民邮电出版社 2015 年。 詹姆斯·E·波斯特等：《企业与社会：公司战略、公共政策与伦理》（第十版），中国人民大学出版社 2005 年。</p>