



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Social Responsibility Projects							
Course Code		HİT181		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	55 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Social responsibility is a communication strategy for companies that must be positioned with great care. The most important factors to manage the corporate reputation are: employees, corporate identity, vision, ethics and corporate social responsibility. This course examines these components with hands-on experience.							
Course Content		This course is designed to improve students' ability to read, write and express themselves on ethical issues and to enable them to think critically and analytically on ethical issues. The course covers the development and meaning of the term social responsibility and the different socio-cultural practices of the term. It is also designed to create each student's own social responsibility project in collaboration with a governmental or non-governmental organization.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Project Based Study					
Name of Lecturer(s)		Ins. Burçak ÖNDER, Ins. Elçin BASOL, Ins. Nupel AZİZOĞLU							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Özgen, Ebru. Kurumsal Sosyal Sorumluluk Projeleri, (Corporate Social Responsibility Projects) İstanbul:Mavi Ağaç Yayınları, 2006.
2	Kotler, Philip. Kurumsal Sosyal Sorumluluk,(Corporate Social Responsibility) İstanbul:MediaCat Yayınları, 2006.

Week	Weekly Detailed Course Contents	
1	Theoretical	Meet the lecturer / subject
2	Theoretical	The Concept, Purpose and Importance of Corporate Social Responsibility
3	Theoretical	Development of Corporate Social Responsibility
4	Theoretical	The relation between corporate reputation and social responsibility
5	Theoretical	The Concept of Social Responsibility in Marketing Concept
6	Theoretical	NGO's role in Social Responsibility Projects
7	Theoretical	Social Responsibility
8	Theoretical	The social responsibility projects in Turkey and the world
9	Theoretical	The implementation phases of social responsibility projects
10	Theoretical	Gender and social responsibility
11	Theoretical	Volunteering and social responsibility
12	Theoretical	Corporate social responsibility
13	Theoretical	Social responsibility in public sector
14	Theoretical	Presentations

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	5	1	6
Final Examination	1	6	1	7
Total Workload (Hours)				55
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	To have knowledge of universal principles of public administration and structure and processes of Turkish public administration
2	Believing in the rule of law and universal principles of law and knowing the Turkish legal system
3	To be environmentally sensitive and to be able to develop and implement public policies in this field
4	Developing the ability to follow technological developments and ensure effective use of technology in public and private sectors
5	The understanding of the function of art is the main output objectives

Programme Outcomes (Automotive Technology)

1	Using the basic knowledge and skills acquired in his/her field of study, to have the ability to evaluate and interpret the data, to define and analyze the problems, to make solution suggestions based on evidence and proofs.
2	To choose and use efficiently contemporary techniques and means as well as information technologies required for the applications related to the field of study.
3	The ability to apply the processes related to industrial and service sector by examining.
4	To gain the ability to produce solutions to unforeseen situations, take responsibility in teams and to have the skill to conduct individual works.
5	To achieve an awareness of the necessity of lifelong learning and consistently self-improving besides of following the developments in science and technology.
6	To become skillful at using computer hardware and software in a baseline level required by the field of study.
7	To be aware of Business Law, Job Security, environmental protection and quality concepts.
8	To have a command of communication skills and foreign language in order to communicate efficiently and follow the latest developments in his/her field of study.
9	Acquiring enough conceptual and applied knowledge in Mathematics, Science and Basic Engineering issues related to his/her field.
10	To plan the processes in automotive technology field to meet the expectations of the sector.
11	To become skillful at making designs by means of technical and computer-aided drawings and simulation programs, and by using various software programs to be able to choose systems and components required in by the field apart from making the basic sizing computations and drawing the architectural and static projects and details.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.
13	To provide them with knowledge about substance use and addiction problem and prevention methods.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	3				
P2		3			
P3			3		
P4				3	
P5					4

