AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Social Responsibility Projects						
Course Code		HİT181		Couse 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 BAŞOL, Ins. Nupel AZİZOĞLU PALABIYIK

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Özgen, Ebru. Kurumsal Sosyal Sorumluluk Projeleri, (Corporate Social ResponsibilityProjects) 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 *(Fashion Design)*

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12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.
13	To have 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	3	3	4	4
P2	3	3	3	4	4
P3	3	3	3	4	3
P4	4	4	4	4	3
P5	4	4	4	4	4
P6	3	3	3	4	3
P7	2	2	2	4	4
P8	3	3	3	4	4
P9	3	3	3	4	4
P10	2	2	2	4	4
P11	2	2	2	4	4