



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Social Responsibility Projects							
Course Code		AŞL115		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The iami of this course is to encourage students to learn about non-governmental organizations, contemplate about social problems, develop social responsibility projects, participate in social events and projects, become helpful and conscious individuals.							
Course Content		Social Responsibility, Ethics, Philanthropy, Volunteering, Charity, Significance of socail responsibility, Organizational Social Responsibility, Corporate Image, Investigating sample social responsibility projects							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Project Based Study, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Kurumsal Sosyal Sorumluluk – Coşkun Can AKTAN
2	Türkiye'den Uygulama Örnekleriyle Kurumsal Sosyal Sorumluluk- Tuğçe GÜREL BORAN
3	Kurumsal Sosyal Sorumluluk Projeleri, Ebru ÖZGEN
4	Topluma Hizmet Uygulamaları- Kemalettin KUZUCU- S. Tunay KAMER

Week	Weekly Detailed Course Contents	
1	Theoretical	Social Responsibility Concept, Purpose and Importance
2	Theoretical	Corporate Social Responsibility Concept, Purpose and Importance
3	Theoretical	Explaining the concept such as Social Responsibility , Ethics, morality , philanthropy , volunteerism and sponsorship
4	Theoretical	Development of Corporate Social Responsibility , Advantages and Disadvantages
5	Theoretical	The concept of Social Responsibility in Marketing Concept
6	Theoretical	Place in the Social Responsibility of Non-Governmental Organizations
7	Theoretical	Investigation of the Social Responsibility Project Successful Implementation Example in the world and Turkey
8	Theoretical	Social Responsibility Projects for Students
9	Theoretical	Social Responsibility Projects for Students
10	Theoretical	Social Responsibility Framework Panel , conferences, seminars Regulatory Disclosure
11	Theoretical	Students Social Responsibility Project Applications
12	Theoretical	Students Social Responsibility Project Applications
13	Theoretical	Students Social Responsibility Project Presentations
14	Theoretical	Students Social Responsibility Project Presentations

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Project	1	9	1	10
Midterm Examination	1	5	1	6



Final Examination	1	5	1	6
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Create awareness of social responsibility
2	Develop social responsibility projects
3	Carry out the project with teamwork
4	Be sensitive to social problems
5	Located on a voluntary basis in projects of social responsibility

Programme Outcomes (*Tourism and Hotel Management*)

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	

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

	L1
P1	5

