AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Social Responsibility Project					
Course Code		İKY118		Couse Level	Short Cycle (Associate's Degree)		
ECTS Credit	3	Workload	75 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To give information about Social Responsibility. To ensure that students prepare social responsibility projects.					
Course Content		What is a project? Project Concept and Historical Development, Planning Stages, Measurement and Evaluation Stages, Target Audience Analysis, Determination of Objectives and Targets, Determination of Creative Strategy, Formation of Message Strategy					
Work Placement		Students must have to complete their internship within the required time and properties. The required rules are describes at the Adnan Menderes University, Sultanhisar Vocational School, Student Internship Instructions.					
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Demonstration, 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	Corporate Social Responsibility, KOTLER Philip, Mediacat Publishing, 2006

Week	Weekly Detailed Course Contents	
1	Theoretical	Concept and Scope of Corporate Social Responsibility
2	Theoretical	Historical Development of Corporate Social Responsibility
3	Theoretical	Types of Corporate Social Responsibility
4	Theoretical	Ethics and Types of Ethics
5	Theoretical	Corporate Social Responsibility and Reputation
6	Theoretical	Effects and Principles of Corporate Social Responsibility
7	Theoretical	Stakeholder Concept and Importance in Corporate Social Responsibility
8	Intermediate Exam	Midterm Exam
9	Theoretical	Corporate Social Responsibility Practices
10	Theoretical	Green Marketing
11	Theoretical	Sustainability and Sustainable Development
12	Theoretical	Public Relations Professional Ethics Laws
13	Theoretical	Business Ethics and Social Responsibility for Managers
14	Theoretical	Business Ethics and Corporate Social Responsibility in the World and Turkey
15	Final Exam	Final Exam
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Term Project	1	13	0	13
Midterm Examination	1	9	1	10
Final Examination	1	9	1	10
			Total Workload (Hours)	75
			[Total Workload (Hours) / 25*] = **ECTS**	3

25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Define the concepts of social responsibility, corporate social responsibility in public relations studies and learn the importance of social responsibility.
2	Examines and discusses the effects of corporate social responsibility projects
3	Comprehend and explain the value of ethics in the profession
4	Gains knowledge of how to conduct corporate social responsibility projects in line with ethical principles.
5	Understands how to direct employees to social responsibility within the ethical framework.

Programme Outcomes *(Human Resources and Management)*

1	To use theoretical and applied knowledge in the field of human resources management
2	To examine various concepts and opinions in the field of human resources management, and evaluate related data.
3	To undertake individual and group responsibility in order to solve nonforeseen complex problems and issues which are confronted in application process.
4	To be able to transmit self opinions and solutions to problems in the field of human resources management via written and oral channels.
5	To support self opinions and solutions to problems by qualitative and quantitative data and share this with other professionals or nonpofessionals.
6	To benefit from other diciplines which are related to human resources management and be acknowledged about these diciplines.
7	Legislation relevant to the profession and to follow the basic law to have knowledge in the field of public administration
8	To have societal, scientific and ethical values in gathering data, planning, executing and controlling human resources management issues.
9	Develop an awareness for the need for life long learning
10	To follow national and international contemporary issues
11	To become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

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	4	3	2
P2	3	3	3	4	3
P3	4	3	3	3	2
P4	3	3	4	3	3
P5	3	3	3	4	2
P6	3	3	3	3	3
P7	3	3	3	3	3
P8	3	3	3	4	3
P9	3	3	3	3	2
P10	2	2	2	2	2