



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Corporate Social Responsibility							
Course Code		İKYL509		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	130 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Within the framework of ethical behavior, an institutional social responsibility conception is to establish the social responsibility conception, to acquire basic competences in preparing and managing the social responsibility project.							
Course Content		Employee, corporate identity, vision, ethical values and corporate social responsibility							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Pedersen, E. (2015). Corporate Social Responsibility . Sage Publications.
2	Samuel, O. 2011. Theory and Practice of Corporate Social Responsibility. Springer.

Week	Weekly Detailed Course Contents	
1	Theoretical	Corporate Social Responsibility Concept, aim and importance
2	Theoretical	Kurumsal Sosyal Sorumluluğun gelişimi
3	Theoretical	Social and environmental responsibilities in the context of corporate social responsibility.
4	Theoretical	Corporate social responsibility and ethical relations
5	Theoretical	It is important in terms of corporate social responsibility and corporate sustainability.
6	Theoretical	Relation of Corporate Reputation and Social Responsibility
7	Theoretical	Concept of Social Responsibility in Marketing Concept
8	Theoretical	Locations of CSOs in Social Responsibility Projects
9	Intermediate Exam	Midterm Exam
10	Intermediate Exam	Midterm Exam
11	Theoretical	Social responsibility projects implemented in the world and Turkey
12	Theoretical	Social Responsibility project process
13	Theoretical	Project practices (project requirement, design and execution)
14	Theoretical	Project practices (project requirement, design and execution)
15	Final Exam	Final Exam
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	12	1	3	48
Individual Work	16	1	1	32
Midterm Examination	1	16	1	17
Final Examination	1	32	1	33
Total Workload (Hours)				130
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Having theoretical knowledge about the importance of Corporate Social Responsibility and the strategies and targets to be followed.
2	Social Responsibility to increase awareness and social competence
3	Will be able to design, plan and organize corporate social responsibility projects in the direction of theoretical information.
4	
5	
6	

Programme Outcomes (*Human Resource Management Master*)

1	To be able to apply the knowledge gained in the course to human resources
2	To be able to use scientific research techniques
3	To be able to identify, analyze and develop solutions for human resources problems
4	To be able to identify and use business tools, methods and approaches in the field of human resources
5	To have knowledge about current problems of human resources management

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

	L1	L3
P1	4	5
P2	5	4
P3	4	4

