Course Syllabus

Code - Course Title	**KİL509 - Corporate Social Responsibility and Ethics**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. MİNE OYMAN

Mode of Delivery	distance education
Prerequisites	There are no prequisites and co-requisites
Courses Recomended	There are no recommended courses
Recommended Resources	) Sibel Yamak (2007). Kurumsal Sosyal Sorumluluk Kavramının Gelişimi. İstanbul: Beta Basım 2) Bahar Özdoğan ve Zeliha Eser (2006). Sosyal Pazarlama, Ankara: Siyasal KitabeviÖmer Torlak vd. (2012. İşletmelerde Sosyal Sorumluluk ve Etik, (ed. Ömer Torlak ve Figen Dalyan). Eskişehir: Anadolu Üniversitesi AÖF Ya. No:1573Ömer Torlak vd. (2013). İş Etiği, (Editör: Nuray Tokgöz), Anadolu Üniversitesi AÖF Yayınları, No: 1964 Yılmaz Argüden Kurumsal Sosyal Sorumluluk, ArGe Danışmanlık Yayınları.
Work Placement	no work placement

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Concept of Corporate Social Responsibility: Its importance and Benefits	
Week - 2		Concepts related CSR	
Week - 3		Development of CSR Concept	
Week - 4		Trends and critical decision making areas of CSR	
Week - 5		Sustainability and Sustainable Development Goals	
Week - 6		Corporate Responsible Initiatives	
Week - 7		Cause Promotion and Corporate Philanthropy	
Week - 8		Social Marketing	
Week - 9		Social Responsible Business Practises and Cause Related Marketing	
Week - 10		Comcept of Ethics	
Week - 11		Theories of Ethics	
Week - 12		Ethical decision making in corporations	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		Ethics in Marketing Communications	
Week - 14		Ethics in Corporate Communication	

Learning Outcomes

#	Learning Outcome
1	evaluate concept and context of CSR
2	defines ethics concept and theories
3	evaluate the developing process of Corporate Social Responsibilty (CSR) concept
4	compare basic CSR theories and approaches.
5	defines corporate social initiatives and communications activities on CSR

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.