Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM275	Corporate Social Responsibility and Volunteering Activities	3	4	0	0	4	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	This course aims to enable students to understand the conceptual, historical, and ethical foundations of corporate social responsibility and volunteering and to translate this knowledge into projects that generate social benefit. Students are expected to investigate societal needs and develop, plan, and implement a social responsibility or volunteering project in collaboration with the University and its community stakeholders. Through this process, the course seeks to develop students' social awareness, ethical responsibility, effective communication, teamwork, and project management skills.
Content	The course introduces the concept and historical development of social responsibility, alongside different approaches to social responsibility and volunteering. Building on this conceptual foundation, students develop and implement a corporate social responsibility campaign.
References	• Blowfield, M. and Murray, A. (2008). Corporate Responsibility: A Critical Introduction. Oxford University Press, Oxford. • Çınarlı, İnci. (2013). Stratejik İletişim Yönetimi. 2nd ed. Beta Yayınları, Istanbul. • Özüpek, Nejat. Kurum İmajı ve Sosyal Sorumluluk. 2nd ed. Eğitim Yayınevi. • Engin Geçtan — İnsan Olmak. • Adam Phillips and Barbara Taylor — İyilik Üzerine. • Richard Sennett — Saygı. • Peter Singer — The Life You Can Save. • Susan Sontag — Başkalarının Acısına Bakmak.

Theory Topics

Week	Weekly Contents
1	Defining Social Responsibility and Exploring Its Historical Development (Lecture)
2	Corporate Social Responsibility in Practice: Examples and Case Studies (Lecture)
3	Classical and Contemporary Approaches to Social Responsibility (Lecture)
4	Organisational Areas of Social Responsibility and Research for CSR Initiatives (Lecture)
5	Volunteering and Project Proposal Development
6	Volunteering and Project Proposal Development
7	Volunteering and Project Proposal Development
8	Midterm Exam
9	Fieldwork Planning for Social Responsibility and Volunteering Initiatives
10	Fieldwork
11	Fieldwork
12	Fieldwork
13	Fieldwork
14	Fieldwork