

ssssssssssssssssssssssssHasan Kalyoncu University
Faculty of Economics, Administrative and Social Sciences
Department of Political Science and International Relations
Course Syllabus

Course Name	<i>Course Code</i>	<i>Academic Semester</i>	<i>Theory + Practice (hours per week)</i>	<i>Local Credits</i>	<i>ECTS</i>
Social Responsibility and Ethics	PSIR 271	1	3 + 0	3	5

Offered By	Department of Political Science and International Relations
Prerequisites	
Type & Level of Course Unit	Compulsory, Undergraduate
Language of Instruction	English
Academic Year and Semester	2021-2022 Autumn
Meeting Time and Place	On Wednesday: ONLINE; 12:45-16:00
Course Objectives	<p>In this course, students explore the ethical considerations that guide and inform business decisions and strategies and effectively learn the concept of Corporate Social Responsibility (CSR) to understand and apply ethics from social, economic, and environmental perspectives.</p> <p>Students will also explore the ethical considerations that guide and inform decisions, strategies, goals, products, services, and organizational leadership in the context of corporate social responsibility (CSR). Students will learn applications and implementation of CSR in domestic and international settings, assessing the debates about CSR practices and the socio-economic, cultural, and political challenges to businesses looking to develop CSR programs. Students will evaluate case studies and practices in order to develop the skills for leading and developing sustainable business models that adhere to a code of behavior influenced by industry, organizational, national, and international standards.</p>
Course Description	<p>Throughout the course; Introduction to CSR; Corporate social responsibility: in a global context; The case for and against CSR; What is CSR? Concepts and theories; Responsibilities to stakeholders; CSR in the marketplace; CSR in the workplace; CSR in the Community; CSR in the ecological environment; CSR reporting and auditing; Developing CSR strategy; CSR, partnerships, and self-regulation; The future of CSR in a global context will be discussed. In addition to main resource as the course book, each week related articles about every topic will also be studied, presented and discussed by the students.</p>
Learning Outcomes	<p>Upon successful completion of this course, students will be able to:</p> <p>1. CLO1: Examine the recent rise to prominence of corporate social responsibility; analyze different definition and core characteristics of CSR. Understand and evaluate the key arguments against CSR. Examine the main points brought forward to counter the critics and understand the arguments in favour of CSR. (PLO1/PY1: Basic concepts and theories, PLO3/PY3: Be Updated)</p> <p>2. CLO2: Discuss the core definition of CSR and its implication for various stakeholders. Explore the variety of theoretical avenues and the diversity of</p>

	<p>theoretical concepts in CSR. Define and conceptualize the idea of what a stakeholder is. Examine the multifaceted aspects of stakeholder theory (PLO1/PY1: Basic concepts and theories, PLO3/PY3: Be Updated, PLO5/PY5: Independent Studying),</p> <p>3. CLO3: Examine the meaning of key concepts such as ethical branding, cause-related marketing and reputational risk management. (PLO1/PY1: Basic concepts and theories, PLO3/PY3: Be Updated, PLO5/PY5: Independent Studying, PLO6/PY6: Taking Responsibility, PLO7/PY7: Social Communication, PLO8/PY8: Be able to construct intercultural relations),</p> <p>4. CLO4: Explain some of the core corporate responsibilities in community. Show how community responsibilities vary according to different cultural and temporal contexts. Discuss the growing attention to ecological responsibilities in corporations. Elaborate on the political dimensions of ecological responsibilities. (PLO1/PY1: Basic concepts and theories, PLO7/PY7: Social Communication, PLO8/PY8: Be able to construct intercultural relations),</p> <p>5. CLO5: Explain the basic features of CSR reporting. Discuss key features of good CSR reporting and auditing. Understand the nature and success factors of a CSR strategy. (PLO1/PY1: Basic concepts and theories, PLO7/PY7: Social Communication, PLO8/PY8: Be able to construct intercultural relations),</p> <p>6. CLO6: Discuss the key implications of globalization for corporations. Understand the specific role multinational companies can assume with regard to global social and environmental standards. (PLO1/PY1: Basic concepts and theories, PLO2/PY2: Research Methods, PLO3/PY3: Be updated, PLO4/PY4: Interdisciplinary Study, PLO5/PY5: Independent Studying, PLO6/PY6 Taking Responsibility, PLO10/PY10 Ethics).</p>
Planned Learning Activities and Teaching Methods	<p>Lecture Discussion based lecture Case study Small group work Group work Activities within a Student Body or Research Project</p>

INSTRUCTOR

Name of Lecturer(s)	Assoc.Prof. (Doç.Dr.) Ercan SEYHAN
Office Hours	Teusday: 15:00-16:30 / Wednesday: 10:00-12:00 / 13:00-15:00
e-mail	ercan.seyhan@hku.edu.tr
Teaching Assistant(s)	
e-mail	

WEEKLY SCHEDULE

Weeks	Topics	Assignments	Learning Outcomes
1.	<ul style="list-style-type: none"> - Defining Corporate Social Responsibility - Management Models for Corporate Social 	<p>David Crowther & Güler Aras, (2008): 10-18</p> <p>Jonker J , Witte M, (2006): 1-10.</p>	CLO1

	Responsibility		
2.	- <i>The principles of CSR</i> - <i>A Strategic Approach for</i> - <i>Multi-dimensional Value</i>	David Crowther & Güler Aras, (2008): 19-26 Jonker J , Witte M, (2006): 11-36.	CLO1
3.	- <i>Stakeholders & the social contract</i> - <i>Integrating Corporate Sustainability</i>	David Crowther & Güler Aras, (2008): 28-31 Jonker J , Witte M, (2006): 37-62.	CLO1
4.	<i>Stakeholder Theory</i> - <i>Global Compact Performance Model</i> - <i>A New Approach to Supply Chain Management</i>	David Crowther & Güler Aras, (2008): 32-40 Jonker J , Witte M, (2006): 63-89	CLO2 CLO6
5.	- <i>Issues concerning Sustainability</i>	David Crowther & Güler Aras, (2008): 41-51	CLO1 CLO3
6.	- <i>Ethics, CSR and Corporate Behavior</i> - <i>Linking Individual and Organisational Values</i>	David Crowther & Güler Aras, (2008): 52-56 Jonker J , Witte M, (2006): 117-125	CLO1 CLO6
7.	- <i>CSR, Ethics and Corporate Behavior</i> <i>The CSR Brand Positioning Grid</i> - <i>Organising Transactivity</i>	David Crowther & Güler Aras, (2008): 58-64 Jonker J , Witte M, (2006): 140-155	CLO1 CLO2 CLO3
8.	- <i>Performance Evaluation and Performance Reporting</i>	David Crowther & Güler Aras, (2008): 65-75	CLO1 CLO2 CLO3
9.	MID TERM EXAM		CLO1, 2,3,6
10.	- <i>Globalisation and CSR</i> <i>A Stakeholder Model for Emerging Technologies</i>	David Crowther & Güler Aras, (2008): 79-89 Jonker J , Witte M, (2006): 187-213	CLO1 CLO2 CLO3
11.	- <i>CSR in not for profit organisations</i> - <i>The Branding of CSR Excellence</i> -	David Crowther & Güler Aras, (2008): 90-97 Jonker J , Witte M, (2006): 213-220	CLO1 CLO2 CLO3 CLO6
12.	- <i>CSR and Strategy</i> - <i>A Product Sustainability Assessment</i>	David Crowther & Güler Aras, (2008): 100-115 Jonker J , Witte M, (2006): 238-250	CLO1 CLO4 CLO5 CLO6
13.	- <i>Corporate Social Responsibility and Leadership</i> - <i>Resource Efficiency Accounting</i>	David Crowther & Güler Aras, (2008): 116-126 Jonker J , Witte M, (2006): 267-287	CLO1 CLO4 CLO5 CLO6

14.	- <i>Strategic and corporate planning</i> <i>Assessing the Value Chain Context</i>	David Crowther & Güler Aras, (2008): 127-144 Jonker J , Witte M, (2006): 287-300	CLO1 CLO4 CLO5 CLO6
15.	FINAL EXAM		CLO1,2,3,4,5,6

REQUIRED AND RECOMMENDED READINGS

Required: David Crowther & Güler Aras, (2008): Corporate Social Responsibility, Ventus Publishing ApS ISBN 978-87-7681-415-1
Recommended: Jonker J , Witte M, (2006). <i>Management Models for Corporate Social Responsibility</i> , Springer Berlin, Germany.
Recommended: Crowther D (2012), <i>The Role of Social Responsibility in Enhancing Corporate Reputation</i> , Values and Stakeholders in an Era of Social Responsibility. (pdf)

AUDIOVISUALS (HOMEWORK)

Homework One: <i>The Social Responsibility of business/Alex Edmands/TEDxLondon Business School</i>
Link: https://www.youtube.com/watch?v=Z5KZhm19EO0
Homework Two: How to approach CSR in a sustainable manner/Caroline Dale Ditlev-Simonsev/ TEDxOslo
Link: https://www.youtube.com/watch?v=mTAa2Bm0EZM
Homework Three: Wilton Park: The Challenges of Corporate Responsibility inside a big company
Link: https://www.youtube.com/watch?v=qhqjQkETtio
Homework Four: Managing Ethics and Social Responsibility
Link: https://www.youtube.com/watch?v=1BeA2CFI8AA
Homework Five: Business Ethics and Social Responsibility
Link: https://www.youtube.com/watch?v=lM7hLWeIUz8

GRADING

	Frequency	Percentage in Grading
Attendance and Participation	13	-
Homework	-	-
Presentation and Interviews	-	-
Mid-term Exam(s)/Oral Exams	1	40

Final Exam/Oral Exams	1	60
Total		100

ECTS ALLOCATION/STUDENT WORKLOAD

Learning Activities	Frequency	Time (hours)	Workload
Lecture Hours (including the exam weeks)	15	3	45
Self Study	15	4	60
Presentation/Interviews	1	1	1
Homework	4	6	24
Mid-term Exam(s)/Oral Exams	1	10	10
Final Exam/Oral Exam	1	10	10
Total Workload (hours)			150
Total Workload / 30 hours			5.00
ECTS			5

COURSE (CLO) AND PROGRAM (PLO) LEARNING OUTCOMES

Please note that a learning outcome should reflect at least one of the program qualifications.

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
CLO1	x		x							
CLO2	x		x		x					
CLO3	x		x		x	x	x	x		
CLO4	x						x	x		
CLO5	x						x	x		
CLO6	x	x	x	x	x	x				x