

SOCIAL IMPACT MEASUREMENT AND MANAGEMENT

1	Course Title:	SOCIAL IMPACT MEASUREMENT AND MANAGEMENT	
2	Course Code:	ISL5120	
3	Type of Course:	Optional	
4	Level of Course:	Second Cycle	
5	Year of Study:	1	
6	Semester:	2	
7	ECTS Credits Allocated:	4.00	
8	Theoretical (hour/week):	2.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	-	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Prof. Dr. BİLÇİN MEYDAN	
15	Course Lecturers:	Prof. Dr. Bilçin MEYDAN	
16	Contact information of the Course Coordinator:	Prof. Dr. Bilçin MEYDAN	
17	Website:		
18	Objective of the Course:	The profit maximization focus of the companies is needed to be integrated with socially responsible behavior. Thus, this course aims to teach student how social impacts of the companies can be measured and improved along with the financial results.	
19	Contribution of the Course to Professional Development:	Traditional approach to business management focuses on shareholder value. Controversially, there was a shift in related literature and business practices from shareholder value to stakeholder interests. Thus, teaching students stakeholder management approach is vital for the students to get more employment opportunities.	
20	Learning Outcomes:		
		1	Learning the scope of the concept of social responsibility ;
		2	Learning the concepts of ethics and business ethics ;
		3	Analyzing the reasons that encourage organizations for ethical behavior ;
		4	Making stakeholder analysis;
		5	Analyzing the ethical and social responsibilities on the basis of stakeholder groups;
		6	To understand the social performance measurement and management of organizations;
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21	Course Content:		
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Week	Theoretical	Practice	
1	The relationship between modern management philosophy, ethics, social responsibility and business globalization,		

2	Ethics and business ethics - the conceptual framework	
3	Approaches to Ethics	
4	Analysis of reasons that lead organizations to ethical behavior	
5	The conceptual framework of corporate social responsibility 1	
6	The conceptual framework of corporate social responsibility 2	
7	Definition and management of stakeholders	
8	The basis of analysis of the ethical and social responsibilities of stakeholder groups	
9	Relationship between ethics and business functions 1	
10	Relationship between ethics and business functions 2	
11	Ethical decision-making in business models and the factors affecting	
12	Case study 1	
13	Case study 2	
14	Discussion about the results of empirical studies	

22	Textbooks, References and/or Other		Archie B CARROLL, Business & Society, Ethics and		
Activites			Number	Duration (hour)	Total Work Load (hour)
Theoretical			Ethics, Sixth edition, McGraw Hill, 1988.	28.00	28.00
Practicals/Labs			MARCLIS, Alfred: Business And Society, Strategy, Ethics	0.00	0.00
Self study and preperation			Chicago: Irwin Publishing, 1996.	42.00	42.00
Homeworks			Joseph W. WEISS, Business Ethics, International	0.00	0.00
Projects			John R BOATRIGHT, Ethics and the Conduct of Business,	0.00	0.00
Field Studies			Prentice Hall, 1997	0.00	0.00
Midterm Exams				0.00	0.00
TERM LEARNING ACTIVITIES		NUMBE	WEIGHT		
Others		1	25.00		25.00
Midterm Exam		1	30.00		30.00
Final Exams		1	30.00		30.00
Total Work Load					125.00
Home work project		1	30.00		4.17
Total work load/ 30 hr					
ECTS Credit of the Course					4.00
Total		3	100.00		
Contribution of Term (Year) Learning Activities to Success Grade			60.00		
Contribution of Final Exam to Success Grade			40.00		
Total			100.00		
Measurement and Evaluation Techniques Used in the Course			Literature knowledge is measured in Midterm Exam. Final exam aims to asses students' case analysis competencies. Group project is used as an assesment tool for measuring students' teamwork skills and understandings about real business practices.		
24	ECTS / WORK LOAD TABLE				

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	5	5	5	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK2	5	4	4	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK3	4	4	5	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK4	5	5	4	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK5	3	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK6	3	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			