



ERASMUS/IP PROPOSAL
YASAR UNIVERSITY (IZMIR/TURKEY)
www.yasar.edu.tr

IP Topic: “Social Responsibility”

As a result of the industrialisation, urbanization, and population increase during the last two centuries, there has been an irreversible damage on our global landscape. Since these anthropological pressures create lots of problems on the local, regional and even global levels, the individuals and organizations start to realize their ever-increasing responsibility to consider the welfare and interests of society as a whole. In parallel to those movements, today many education institutions include a course on social responsibility to their programs. For example, according to Christensen et al. (2007)¹, the top 50 global MBA programs (as rated by the Financial Times in their 2006 Global MBA rankings) include at least one of the topics of ethics, corporate social responsibility, and sustainability to their programs. However, the studies on the education of social responsibility in the literature show that there is no commonly accepted teaching method of this aspect.

The purpose of this project is to design a new curriculum and develop its learning methods, materials, and techniques with using the expertise of partner universities from different European countries. Developing in an international classroom environment, the new curriculum aims mainly to help the students for their capabilities in the real-life cases.

Yasar University



Increasing the awareness of student about social responsibility has been among the long-term strategies of Yasar University. Depending on this main philosophy, Yasar University has adapted “social responsibility” as an obligatory course for its all academic programmes. The students have to pass 1 ECTS “Social Responsibility” course in order to get graduate.

During this course, the students form their own team and involve the solution of a social, cultural, or environmental problem at the

local, regional and national levels. Although the course gives a basic understanding of social responsibility to each student, the lecturers do not have a common manuel/guideline to follow and suggest any text book, which can provide the theories and approaches of social responsibility properly. Besides these, the students do not have a proper database, in which they can search the previous projects to have some idea for their possible projects. Therefore, a new curriculum, which reflects a shared understanding of different European universities, will fill the void of information about

teaching methods of social responsibility.

¹ Christensen, L.J., Peirce, E., Hartman, L.P., Hoffman, W.M. and Carrier, J. (2007). Ethics, CSR, and Sustainability Education in the Financial Times Top 50 Global Business Schools: Baseline Data and Future Research Directions. *Journal of Business Ethics*. Volume 73, Number 4, 347-368

A Brief Structure of the Project

The IP course will take place between 4-19 June 2011 in Izmir / Yasar University. The students will get 10 days social responsibility courses and try to understand the theories which are related it and create international social responsibility projects. The lecturers of this IP project will teach the students with an international perspective and give real case studies and the students will learn how to write social responsibility projects. The courses of the IP lecturers and the curriculum of the course will be edited as a textbook for future courses and be a useful guide for the students. The existing IP will also help to create a new social responsibility database, which will be a useful tool for the students. Moreover, it is believed that the course will integrate the Erasmus students to the social responsibility projects. International students are growing richness of Yaşar University and with this project, they will be a part of social responsibility courses. Through recent case studies, lectures, and small group discussions, students will examine how successful businesses develop a CSR strategy that is integrated with the long-term needs of the business. In addition, students will have numerous opportunities to learn from the diverse experiences and perspectives of peers from around the world.



The participation details are given in the following:

- The project will take place 4-19 June in İzmir (third big city in Turkey)
- Accommodation and subsistence costs of students and teachers are fully covered by the project.
- 75% of travel expenses will be covered by the project.
- Each partner are expected to provide 5 students and 1 teacher from their own institution.
- The students will learn new methodologies on social responsibility and will work in groups to create international projects. Besides they will share an international classroom environment and participate many cultural activities (visiting historical places, experiencing a new culture, having fun)



If you are interested to be a partner please contact us:

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