

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CORPORATE SUSTAINABILITY MANAGEMENT	BUS4110857	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction		English			
Course Level		First Cycle (Bachelor's Degree)			
Course Type		Elective			
Course Coordinator		Assoc.Prof. Nurten POLAT DEDE			
Name of Lecturer(s)		Assoc.Prof. Elif BAYKAL			
Assistant(s)					
Aim		The course focuses on the examination of basic concepts related with corporate sustainability and examines how businesses develop and implement strategies to promote sustainability.			
Course Content		This course contains; Introduction to the Course,Introduction to Sustainability Concepts,Theories of Sustainability : Shareholder vs Stakeholder Theories,Theories of Sustainability: Porter's Creating Shared Value Approach,Linking strategy with sustainability,Strategy-Sustainability Entegration,Sustainability at Production, Operations, R&D and Logistics Processes,Integrating Human Resources, Marketing and IT with Sustainability,Risk Management and Sustainability,Sustainability Communication,Mechanisms for Sustainability,Sustainability and Innovation ,Social Entrepreneurship.			
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1 The student will be able to define basic concepts related with business and business management.			10, 16, 9	A	
1.1 The student defines the business and explain its' reasons of existence.					
1.2 The student defines the business functions.					
1.3 The student explains the business management process.					
2 The student will be able to define basic concepts related with sustainability.			10, 16, 9	A	
2.1 The student explains the sustainable development concept, its' historical background and the inclusive markets concept.					
2.2 The student evaluates sustainability within the perspective of stakeholder approach.					
2.3 The student evaluates sustainability by Porter's Creating Shared Value approach.					
3 The student will be able to discuss the link between strategic management and sustainability.			10, 16, 9	A	
3.1 The student discusses the link between sustainability and strategy development at each managerial level.					
3.2 The student discusses the importance and necessity of developing sustainability strategies.					
3.3 The student discusses mechanisms for integrating sustainability to strategy.					
4 The student will be able to discuss how to integrate sustainability business functions.			10, 16, 9	A	
4.1 The student explains the responsible and sustainable production process.					
4.2 The student discusses the developing a sustainability culture by HRM in the business case.					
4.3 The student explains the role of R&D on the sustainable work processes and designs.					
4.4 The student explains sustainability tools in operations and logistics.					
4.5 The student discusses integrating sustainability to marketing and sales processes.					
5 The student will be able to explain corporate sustainability mechanism.			10, 16, 9	A	
5.1 The student describes the international sustainability norms and standards.					
5.2 The student explains the international sustainability programs.					
5.3 The student explains the national and international sustainability indexes.					
5.4 The student explains the sustainability certifications.					
5.5 The student defines the local and global institutions working for corporate sustainability.					
Teaching Methods		10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method			
Assessment Methods		A: Traditional Written Exam			
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to the Course				
2	Introduction to Sustainability Concepts				
3	Theories of Sustainability : Shareholder vs Stakeholder Theories				
4	Theories of Sustainability: Porter's Creating Shared Value Approach				
5	Linking strategy with sustainability				
6	Strategy-Sustainability Entegration				
7	Sustainability at Production, Operations, R&D and Logistics Processes				
9	Integrating Human Resources, Marketing and IT with Sustainability				
10	Risk Management and Sustainability				
11	Sustainability Communication				
12	Mechanisms for Sustainability				
13	Sustainability and Innovation				
14	Social Entrepreneurship				
Evaluation Methods		Weight(%)			
(Midterm Exam) Written Exam		100			
Midterm Exam		40			
(General Exam) Written Exam		100			

General Exam

60

Resources

Stead, W. Edward, Jean Garner Stead. (2009). Management for a Small Planet. Armonk, New York: W.E. Sharpe. Velte, P. (2023). Which institutional investors drive corporate sustainability? A systematic literature review. Business Strategy and the Environment, 32(1), 42-71.
Haque, F., & Ntim, C. G. (2022). Do corporate sustainability initiatives improve corporate carbon performance? Evidence from European firms. Business Strategy and the Environment, 31(7), 3318-3334.
Schaltegger, S., Hörisch, J., & Freeman, R. E. (2019). Business cases for sustainability: A stakeholder theory perspective. Organization & Environment, 32(3), 191-212.