

**BA0409 SECTORAL APPLICATIONS FOR SUSTAINABLE DEVELOPMENT**  
**Course Schedule (Days, Times)**

|                         |   |
|-------------------------|---|
| <b>Instructor:</b>      | Onur ÖZMEN  |
| <b>Office:</b>          | Part-time Instructors Office  |
| <b>Phone:</b>           | ...   |
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| <b>Office Hours:</b>    | By Appointment  |
| <b>Course Web Page:</b> | <a href="https://odtuclass2024s.metu.edu.tr/course/view.php?id=1292">https://odtuclass2024s.metu.edu.tr/course/view.php?id=1292</a> |

**Course Description:**

Course aims to provide students with a basic knowledge for sustainable development (SD), to introduce how SD principles apply to business environment and to be able to use relevant concepts and tools in real life SD challenges.

SD requires a concentrated and coordinated effort among consumers, businesses, and government. Sustainability issues such as climate change, global pressures on renewable resource base (fisheries, forestry, biodiversity, agriculture and water etc.) are usually associated with their challenges, yet at the same time they represent many opportunities for businesses. This course aims at providing an integrated approach in order to understand and benefit from such potential opportunities. In doing so, the course covers major SD concepts and their relevance to business environment.

**Course Student Learning Objectives: (CSLOs)**

At the end of the course, students will have acquired the knowledge of SD concepts and practices based in different cases as well as have improved their teamwork skills. Upon completion of the course, students will be able to:

**Course Specific Skills:**

1. Outline theoretical and historical background of SD,
2. Identify key economic and ecological principles essential to understanding SD;
3. Categorize and distinguish tools available for businesses to align their operations with SD principles.
4. Map a business's impacts on the environment and society in diverse areas of economic activity;
5. List several SD practices by businesses around the globe as well as in Türkiye

**Discipline Specific Skills:**

6. Integrate usual business topics with SD
7. Discuss recent literature that exemplify and empirically demonstrate course concepts

**Personal and Key Skills:**

8. Formulate case analysis reports and book reviews
9. Apply knowledge learned to case studies and actual organizations
10. Develop discussion skills
11. Enhance critical writing and presentation skills

**Learning and Teaching Methods:**

This course will use lectures, case studies, group reports, discussions, and written exams and quizzes.

**Required Reading:**

Main Textbook I: Business and the sustainability challenge: an integrated perspective, Peter Nemetz, New York: Routledge, 2013. (Main Library)

Main Textbook II: Business and sustainability, Michael Blowfield, Oxford: Oxford University Press, c2013. (Main Library)

**Suggested Reading:**

Business Models for Sustainability, Peter E. Wells, Cardiff University, UK: Edward Elgar, 2013.

Our Common Future: Report of the World Commission on Environment and Development. Brundtland, G.H., Geneva: UN, 1987.

The Ecology of Commerce, Paul Hawken, New York, New York: Harper Business, 1993.

**Websites:**

<https://sustainabledevelopment.un.org/>

<http://www.oecd.org/greengrowth/>

<http://www.wbcsd.org/>

<https://www.iisd.org/>

**Assessment and Grading:**

Grades and notes are not subject to change unless miscalculated. **There will be no additional individual study for raising a student's grade.** No individual request for such a study will be accepted. No non-academic criteria will be applied for grading. The percentages to apply to the coursework are seen in the following table.

| <b>Form of Assessment</b>            | <b>Contribution %</b> | <b>Size of the assessment</b>  | <b>CSLOs covered by the assessment</b> | <b>Feedback Method</b>                    |
|--------------------------------------|-----------------------|--|--|---|
| Written Examination                  | 40                    | Multiple choice questions: %20, Essay: %20                               | 1, 2, 3, 4, 5, 6, 7, 10, 11            | Written and oral (in class and in person) |
| Case Study Exercise and Presentation | 30                    | Exercise %10: Workshop in teams, Presentation %20: As teams              | 6, 7, 8, 9                             | Oral (in person)                          |
| Activities, Participation            | 20                    | Lectures and onsite visits / guest speakers: %15, Assessment reports: %5 | 2, 4, 5, 9                             | Written                                   |
| Assignments                          | 10                    | Report writing   | 1, 2, 8, 10, 11                        | Written and oral (in person)              |

**Course Policies:**

**Course evaluation:**

Course evaluation will be based on a written examination, case study exercises and presentations, on-site or guest speaker activities, participation and assignments.

**Written Examination:** There will be one written examination and it will be during the finals. There will be no make-ups for the exam without an approved excuse or a medical report. If you have a time conflict, please contact the instructor or the assistant ahead of time. The exam will be multiple choice questions and essay-type questions; focusing primarily on the lectures and readings.

**Case Study Exercise and Presentations:** The case study exercise will be done in groups of maximum four students and will be in class hours. Teams will provide a brief report (12-point Times New Roman font, maximum 5 pages long, 1.5-spaced) and make presentation to the class. The presentation will not exceed 15 slides in total. Presentations will be evaluated on both content and implementation. Implementation includes whether the presentation is professional, well-rehearsed, and delivers your point in a clear manner. Content includes the presentation itself and any auxiliary materials. Managing your time effectively and adequately answering any questions will improve your grade. Contribution of group members will also be evaluated.

**Lecture and On-Site Visit / Guest Speaker Participation:** Class participation is part of the graded along with an active contribution. Studying the materials beforehand and coming ready with potential questions will be much appreciated. On-site visit will be in Ankara or alternatively there will be a Guest Speaker. Options for this lecture are (1) a major company that has a sustainability department, (2) an NGO that focuses on environmental issues, (3) an entrepreneurial company that aims for a sustainability contribution.

**Assignments:** There will be two assignments throughout the semester in form of reports. Reports will be 12-point Times New Roman font, maximum 2 pages long, 1,5 spaced.

**Quiz:** Quizzes are not in the schedule however there may be pop quiz examinations depending on class motivation, participation.

**Student disabilities:**

Any student, who may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's Disability Support Office (METU Library, Solmaz İzdemir Hall, phone: 2107196, e-mail: engelsiz@metu.edu.tr, website: <http://engelsiz.metu.edu.tr>) verifying their disability and outlining the special arrangements required. Please note that no accommodations will be provided prior to the completion of this approved university process.

**Academic dishonesty:**

The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BA/MBA/MS degree and demean the honest efforts of the majority of students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.

**Cheating:**

All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure in the course and referral of the case to the Dean of the Faculty/Institute for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Students observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, as well. Students observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade allocated to such assignments.

**Plagiarism:**

The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students affirm that the contents are their original work. Any previous work available from files or past students as well as materials available on the internet may be used only as a suggestive model. Violation of this provision will be considered as unethical behavior subject to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately.

**METU honor code:**

Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted:

**"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."**

**Civility:**

Civility is a requirement. Developing and maintaining a course environment that is conducive to learning is the responsibility of students as much as instructors. Inappropriate behavior in offline or online course settings will result, minimally, in a request to leave the setting. Students are required to use an impersonal, professional language in discussions and avoid offensive remarks. They are to be on time for participation sessions; they may not be let in late. They should also not leave sessions unless there is emergency. Note that participation is important in grading. Students must be in class to participate. Giving credit to those students being late or leaving classroom or taking a long break during participation sessions is unfair for

those students not doing so. Late arrivals and frequent breaks also create disturbances. Thus, this is not simply a matter of respect. Rather, this is about fairness.

**Academic regulations:**

Please see the regulations for undergraduate studies at: <http://oidb.metu.edu.tr/en/middle-east-technical-university-rules-and-regulations-governing-undergraduate-studies>

**Academic calendar:**

Please see the calendar and note the important dates at: <https://oidb.metu.edu.tr/en/academic-calendar>

The following table gives the tentative schedule for the semester. The lectures will stress the most important and/or most difficult material. Appendices are required only if they are assigned. The students are required to read the chapters and appendices before they are covered in class.

| Month    | Day    | Topic  | Reading/ Assignment  | CSLO         |
|----------|--------|--|--|--------------|
| February | 16, 18 | Introduction to the Course   |  | 1, 10        |
| February | 23, 25 | Sustainable Development (Past, Theory, Concepts, Definitions)              | (Book I: Chapters 1-3 and 15-21)   | 1, 2         |
| March    | 2, 4   | Business and Sustainability  | (Book II: Section 1)   | 1, 2, 3, 4   |
| March    | 9, 11  | Sectors I (Industrial Goods)   | (Book II: Section 2)   | 1, 6, 7      |
| March    | 16, 18 | Sectors II (Services)  | (Book II: Section 2)   | 1, 6, 7      |
| March    | 23, 25 | Sectors III (Agriculture)  | (Book II: Section 2)   | 1, 6, 7      |
| March    | 30     | Sectors IV (Energy)  | (Book II: Section 2)   | 1, 6, 7      |
| April    | 1      |  |  |              |
| April    | 6, 8   | Case Study Exercise  | (Book II: Appendices 1-2)<br>(Book I: Chapter 6-Appendix 2, Chapters 22-23) or other | 4, 5, 6, 7   |
| April    | 13, 15 | Activity I (onsite visit or guest speaker)                                 |  | 4, 5, 6, 7   |
| April    | 20, 22 | Case Presentations   | (Book II: Appendices 1-2)  | 8, 9, 10, 11 |
| April    | 27, 29 | Practice in the World  | (Book I: Chapters 4, 5, 8, 13)   | 4, 5, 6, 7   |
| May      | 4, 6   | Practice in Türkiye  |  | 4, 5, 6, 7   |
| May      | 11, 13 | Activity II (onsite visit or guest speaker - depends on time availability) |  | 4, 5, 6, 7   |
| May      | 18, 20 | Visual Materials and Discussions   |  | 4, 5, 6, 7   |
| June     | 1, 3   | Visual Materials and Discussions   |  | 4, 5, 6, 7   |
| June     | 8 ~ 19 | Written Exam   |  | 1~11         |