

**BA 4149 – Sustainability and Business Value Creation**  
Course Schedule (Wednesday / 10:40-12:15 & 12:40-14:15)

Instructor:	Ata Selçuk
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Office Hours:	Wednesday 09:30 – 10:30, <i>by appointment</i>
Course Web Page:	-
<b>Course Description:</b>	
Sustainable development is the key to a world where business can continue to operate and thrive. Leading companies have long been engaged in efforts to integrate sustainability at the core of corporate strategy, decision-making and governance. This course is designed to provide participants who are interested to know more about the field of business and sustainability and how they can apply these ideas to their jobs and life as well. It will provide in-depth knowledge of the fundamentals of sustainability and also the latest development agenda the international community agreed to achieve by 2030. This course will also explore the sustainable business and economic models that can be used to drive change.	
<b>Course Student Learning Objectives: (CSLOs)</b>	
<b><i>Upon successful completion of this course, students should be able to:</i></b>	
<b>Course Specific Skills:</b>	
1. Understand the fundamentals of sustainability 2. Understand the consequences of today's sustainability issues not only for people and planet but also for business 3. Understand the way of creating more value while reducing the environmental footprint 4. Understand why it is important for businesses to tackle sustainability issues in order to create more and better business opportunities 5. Understand the competitive advantages of being a sustainable company 6. Understand the sustainable business and economic models that drive change 7. Explore the role and importance of corporate sustainability reporting 8. Understand the effects of the latest regulations on business world 9. Understand the importance of governments, NGOs, academia and business as stakeholders for sustainability	
<b>Discipline Specific Skills:</b>	
10. Develop knowledge of sustainability and business issues, drivers and tools 11. Explore the tools to improve sustainability performance 12. Understand the use of nonfinancial performance in decision-making 13. Analyze sustainability reports from leading companies 14. Understand the environmental and social impacts of purchasing decisions	
<b>Personal and Key Skills:</b>	
15. Develop critical report reading skills 16. Develop presentation skills 17. Develop analytical skills	
<b>Learning and Teaching Methods:</b>	
This course consists of online lectures, discussions, group works, presentation sessions, homework assignments	
<b>Required Reading:</b>	
The Sustainable MBA: A Business Guide to Sustainability by <i>Giselle Weybrecht</i>	
<b>Suggested Reading:</b>	
Reports from WBCSD, WEF, Ellen MacArthur Foundation and consultancy firms such as Deloitte, PwC, BCG, McKinsey, EY.	

### Assessment and Grading:

Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by the assessment	Feedback Method
Attendance, In-class Participation	10	Weekly class attendance (150 minutes)		Oral (in class)
Group Work and Presentation	20	Analysis and 10 min. presentation of a leading company sustainability report		Oral (in class)
Midterm Exam	30			Written
Final Exam	40			Written

### Course Policies:

**STUDENT DISABILITIES:** Any student, who, because of a disabling condition, 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 (Engelsiz ODTÜ Birimi, ODTÜ Kütüphanesi, Solmaz İzdemir Salonu, Tel: 210.7196; [engelsiz@metu.edu.tr](mailto:engelsiz@metu.edu.tr)) verifying their disability, and outlining the special arrangements required. Please note that no accommodations will be provided to the disabled students 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 the 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 of 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. Persons 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. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is 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 are affirming 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."

KNOW YOUR RIGHTS AND RESPONSIBILITIES! <http://oidb.metu.edu.tr/en/academic-rules-and-regulations>

NOTE THE IMPORTANT DATES ON THE ACADEMIC CALENDAR! <http://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.

Tentative Course Schedule				
Month	Day	Topic	Reading/Assignment	CSLO
Feb '26	18	Introduction		
		Sustainability – ESG & Triple Bottom Line		1, 2, 10
	25	Timeline of Sustainability		1, 2, 10
		2015: A Milestone for Sustainability		1, 2, 8, 10
Mar '26	4	Why is Sustainability Important?		1, 2, 3, 5, 8, 10
		Integrating Sustainability into Corporate Strategy		2, 3, 4, 5, 6, 7, 8, 10, 12, 14
	11	Sustainability Trends		1, 2, 3, 4, 5, 6, 8, 10, 11
		Vision 2050: How Will Sustainability Shape Our Future?		1, 2, 3, 4, 5, 6, 8, 10, 11
	18	The Circular Economy and Sustainable Business Models		3, 4, 5, 6, 10, 14
		New Plastic Economy and Extended Producer Responsibility		3, 4, 5, 6, 8, 10, 14
	25	The Sharing Economy and Sustainable Business Models		3, 4, 5, 6, 10, 14
		Doughnut Economics: Living in a Sustainable World		3, 4, 5, 6, 10, 14
Apr '26	1	<b>MIDTERM EXAM</b>		
	8	Building a Sustainable Organization		2, 3, 4, 5, 8, 9, 10, 12
		Using Sustainability to Drive Innovation		3, 4, 5, 6, 9, 11
	15	Stakeholder Engagement in Sustainability		7, 9, 12, 13, 14
		Reporting Matters		7, 9, 11, 12, 13, 14, 15, 17
	22	Sustainability & Business Functions ▪ Sourcing & Procurement ▪ Logistics		3, 4, 5, 6, 10, 11
May '26	29	Sustainability & Business Functions ▪ Production ▪ Marketing		3, 4, 5, 6, 10, 11
	6	Sustainability & Business Functions ▪ Finance ▪ HR		3, 4, 5, 6, 10, 11
	13	<b>Presentations</b>		
	20	Social Sustainability ▪ Gender Equality - OHS - CSR		1, 2, 4, 5, 6, 9, 10
		What can we do?		1, 2, 3, 4, 10, 12, 14
Jun '26	3	<b>Presentations</b>		
	8-19	<b>FINAL EXAMS</b>		

## **Homework Assignments:**

Reference documents or recent reports related to the topics covered in the courses will be shared and students will be expected to prepare a summary of these documents. Students who will be selected randomly are expected to share their summaries with the class. It is planned that all students will share their summaries during the term.

## **Group Work:**

Sustainability reports are increasingly used by companies to communicate with investors, employees, consumers and the general public on their environmental and social initiatives. Sustainability reports can be confusing to readers, in part due to their length and the volume and variety of information included, and in part because it is often difficult to distinguish the information they contain that is valuable from what is not.

Group work is intended to help students to identify the most valuable part of sustainability reports and also to deepen their understanding of creating business value with non-financial elements through these reports.

Groups of students are expected to examine a given sustainability report of a leading company and its main competitor's side by side. The groups will focus in-depth on the value creating part of the company's sustainability strategy and explore the underlying processes companies are adopting to address key sustainability issues. The groups will prepare a presentation covering all the outputs of the study.

## **Group Presentation:**

Towards the end of the semester, the groups will make 15-minute long presentations and share the results of their work with the class. Since the grading of the presentation will be at an individual level, each member of the group is expected to participate in the presentation.

## **Attendance**

Class participation is necessary and beneficial for your success in the course. It will also count towards your grade.

**To be able to create a better online learning environment please plan to sign in 2-5 minutes before the class begins and be present throughout the class time.** In addition, starting on time not only shows respect for your classmates and faculty, but it also frees up more time to ask questions or to discuss current sustainability topics.