

## UG Sustainability Integration Table

Man 101 Introduction to Business	<p>Lecturing &amp; assignment on UN goals</p> <p>Incorporation of the sustainability issue into course objectives in the syllabus.</p> <p>Sustainability survey conducted in 3 sections.</p>
Man 102 Introduction to Business	<p>Tolga &amp; Ceren:</p> <p>In-class activity based on core MS Word topics using raw text material centered on "Climate Change." Additionally, an assignment is given where the students customize and format (by MS Word) another raw text based on key sustainability subjects and disciplines addressing environmental, social, and economic concerns.</p>
Man 213 – Financial Accounting	<p>Lecturing UN Goals and the development of Sustainability (Non-Financial) Reporting</p> <p>Incorporation of understanding the business organization's compliance with international sustainability standards and reporting requirements (international/national sustainability standards/frameworks such as CMB, GRI, SASB, UN SDG, etc.) into course objectives in the syllabus</p> <p>Incorporation of identifying and understanding the sustainability practices of a BIST Company by reading its annual report into the Financial Accounting Project</p>
Man 262 Organizational Behavior	<p>Itir:</p> <p>Discussion on DEIB as part of managing individual differences</p> <p>Assessment of the concept in the midterm and the final exams</p> <p>Team project is re-designed to emphasize UN goals and organizational behavior topics</p> <p>Zahide:</p> <p>Discussion on gender equality, discrimination &amp; diversity</p> <p>Case discussions on gender, discrimination, justice &amp; ethics</p> <p>Case discussions on managing diversity</p>
MAN 321 Corporate Finance	<ul style="list-style-type: none"> <li>• "First week's lecture in MAN 321 focuses on the goal of the corporation and how the goal affects the stakeholders in the firm. We also discuss about agency costs and incentive conflicts between management and shareholders."</li> </ul>
Man 335 Fundamentals of Marketing	<ul style="list-style-type: none"> <li>• Team term project on "developing a marketing plan for a socially-responsible product" ("green" product, a "safer" product, a "healthier" product) – stressing its alignment with the "Sustainability" initiative of Bilkent University" added in the new syllabus (2021-2022 Academic year).</li> </ul>

	<ul style="list-style-type: none"> <li>• Emphasis on “societal marketing management orientation” in the lectures</li> <li>• Minimal set (Knowledge item 1-b) has been updated as follows to stress the importance of societal marketing management orientation: <ul style="list-style-type: none"> <li>○ Differentiate marketing management orientations <i>by paying special attention to the unique characteristics of societal marketing management orientation.</i></li> </ul> </li> </ul>
Man 361 Organization Theory	<p>Itir:</p> <p>Discussion of ESG concepts as it relates to organization design  Assessment of ESG concepts with a homework assignment  Team project is re-designed to emphasize sustainability issues</p> <p>Zahide&amp;Serdar:</p> <p>Lecturing on UN goals &amp; ethical/ sustainable corporate culture  Case discussions on ethics and sustainability issues  Assessment of the ethics/ethical culture in the final exam through the use of Faculty’s Ethics Rubric</p>
Man 403 International Business	<p>Discussion on UN Sustainability Goals  Discussion on sustainability in global supply chains  Assessment of the concept in the final exam through the use of Sustainability Rubric</p>
Man 406 Business Strategy	<p>Discussion on stakeholder perspective  Discussion on ecological environment  Case study on sustainability problems in strategy</p>
Man 495 Capstone Project	<p>Both reports (problem analysis and solution) include a sustainability section with an assessment of 10%.  Group Project about increasing sustainability impacts of the company within the industry (reducing carbon footprint, and assessing its ESG impacts).</p>
Man 399 Summer Practice	<p>Sustainability Section added to the Internship Reports and will be assessed by the Faculty using Sustainability Rubric</p>
<b>Electives</b>	
Man 307 Financial Management	<p>BaşakTanyeriGünsür devotes 3-hour lecture to corporate governance  The discussion focuses on incentive conflicts between 1) management and shareholders and 2) majority shareholders and minority shareholders. There is also a graded assigned reading on corporate governance.</p>

Man 333 Marketing Principles	<p>Sustainability - part of team project (5%)</p> <p>Emphasis on “societal marketing management orientation”</p> <p>Discussion of ESG concepts within the context of marketing</p> <p>Guest speakers each semester, if possible</p>
Man 409 Sustain.& Societal Impact	<p>Overview of top Sustainability Issues that the World is Facing</p> <p>ESG Concepts</p> <p>Environmental Sustainability in Business (Measuring and Reporting the Carbon Footprint of Companies and European Green Deal and expected impact on Business)</p> <p>Supply Chain Sustainability</p> <p>Sustainability&amp; Business Strategy</p> <p>Social Impact, Measuring Impact</p> <p>Sustainability in Turkish Business World</p> <p>Analyzing Sustainability in Business for a Turkish Company listed on BIST (Case Discussion)</p> <p>Guest Speakers, Term Project</p> <p>Assessments (using Sustainability Rubric):</p> <p>Individual Assessment</p> <p>Exam</p>
MAN 450 Sustainable Management of Urban Mobility	
Man 456-Business Analytics	Sustainability reading material used.
Man 467 Cross-cultural Management	<p>Sustainability - part of team project (5%)</p> <p>Discussion of ESG concepts within the context of cross-cultural management</p> <p>Guest speakers each semester, if possible</p>