

# SHARING INFORMATION ON PROGRESS REPORT

istanbul bilgi üniversitesi

**December 2012** 



This is our Sharing Information on Progress (SIP) Report on the Implementation of the Principles for Responsible Management Education

#### I. LETTER OF RENEWED COMMITMENT



Since its foundation in 1996, Istanbul Bilgi University has established a solid reputation of a leading university in social sciences, law and

communication fields. Our University is a brand new name in Turkey's changing educational and social environment. We have been founded in 1996, consequent to a change in Turkish legislation allowing private foundations to establish universities. We are among the first privately chartered foundation universities in Turkey.

The University, since its foundation, clear and unequivocal has taken positions throughout the democratization process of our country. That encompasses a long list of conferences held within our offices when no one wanted to host such conferences, to students accepted in classes when sartorial conditions were imposed almost everywhere else.

In sixteen years, -which could be considered as a simple glimpse in a university's existence- we have been able to structure a full-fledged university with six faculties, two professional schools, two vocational schools, almost twenty different

centers of research, three institutes and more than thirteen thousand students.

We have also acquired, among other important traditions like excellence of teaching, a reputation of being an open-minded academy, where prejudices and doctrinal approaches never impede on freedom of research and teaching.

Open-mindedness, for all of us in Istanbul Bilgi University, is not a shortterm strategic choice but a way of living, a way of being. In direct continuation with our efforts to integrating İstanbul Bilgi University into the global network of university education and the business world in particular, we have, integrated the UN **Principles** for Responsible Education Management into curriculum and research activities in June 2009.

This biannual activity report is the sum of the activities we have been carrying out in line with the principles for RME and I am very proud to see the path travelled, I would like this occasion to thank all my colleagues for a job diligently carried out.

Yours faithfully,

Prof. Dr. M. Remzi Sanver
Rector

#### MESSAGE FROM THE HEAD OF THE DEPARTMENT OF BUSINESS ADMINISTRATION



Istanbul Bilgi
University's
mission is to
educate
undergraduate
and graduate
students to
become

responsible, creative, and contributing individuals who are eager to meet the challenges and difficulties of a complex and ever changing world. They are fully equipped to advance in the realm of knowledge, understanding and engaging in community and societal problems. Due to its tradition of community partnership, İstanbul University, in all its urban located campuses, is actively engaged in social projects that involve the direct partnership of the local community. Students. academics administrative personnel are encouraged to take a leading part in the collaboration between Istanbul Bilgi University and its surrounding community. They volunteer to serve as mentors to the children of the neighborhood; give lectures on a variety of subjects to the residents of the neighborhood; engage in social activities; understand, differentiate and offer solutions to the real world-problems.

istanbul Bilgi University supports the six major principles espoused by the Principles for Responsible Management Education (PRME). This support is not given because istanbul Bilgi University is a signatory to PRME but because the ideals associated with PRME have been emphasized in the founding principles and mission statement of istanbul Bilgi University.

"Social responsibility, business ethics and ethical decision making, equality, diversity, entrepreneurship, sustainability and environmental consciousness" have always been a part and parcel of our undergraduate and graduate programs. This report allows us to explicitly identify our activities in the past two years as well as our mission for the future with respect to quoted vital principles.

This report will be a part of our organizational knowledge source and we will further and enhance our PRME-related activities in the areas of curriculum, research, and community outreach. This report was developed with the help and contribution of our students, faculty and staff. The involvement of all these parties has created an inspirational and extremely valuable atmosphere in achieving the PRME principles.

With this report, Istanbul Bilgi University renews its commitment to the Principles for Responsible Management Education and displays its eager attempt involved in the development and education of current and future managers. As a higher education institution, our effective and organizational practices will not only improve responsible management education in our institution but will serve as a good example for the future managers and leaders of the world.

Sincerely,

Prof. Dr. Selime Sezgin

Head of the Department of Business Administration

### II.MAJOR ACHIEVEMENTS REGARDING THE PRINCIPLES DURING THE LAST 24 MONTHS

Principle 1 – Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.



Istanbul Bilgi University, a Turkish academic institution dedicated to the education of responsible business leaders, differentiates itself by offering high quality education and engaging in socially responsible endeavors for the benefit of all its stakeholders. The University, a member of the United Nations Global Compact Academic Network, participates actively in the global initiative of responsible management education by integrating PRME into the curriculum, teaching, research activities and partnerships of the **Business Administration Through** Department. this incorporation of universal values and

topics such as business ethics, social responsibility, sustainability, environment, human rights, labor standards, corporate citizenship and anti-corruption more fully into the curricula and research, the Department advances its corporate social responsibility with the aim of becoming the role model to business environment. The PRME framework inspires our Department's efforts to further strengthen its role as a leader in dissemination of these values within the educational sphere, the business world and the entire society.

Our department provides a rewarding environment for those who are open to diversity, think globally and act locally, enjoy being critical, think and act in a socially responsible way and enjoy being part of an international learning environment. The implementation of the PRME principles is moving us closer to our goal of developing responsible leaders of tomorrow.

With the aim of integrating PRME values into the curriculum of the Department, from first year till graduation, almost all courses attempt to incorporate alternative approaches to hard-pressing business problems and make the students ready for the opportunities and challenges brought by an uncertain future. Moreover, our Department aims to contribute to

knowledge production by conducting various research projects in areas of corporate social responsibility, ethics, corporate governance, sustainability, organic farming, gender, and labor rights issues.

Being part of this initiative, the Business Administration Department members are aware of their responsibilities towards others and us in the betterment of the social and natural environment. In the light of the PRME principles, we will strive to build a more responsive and caring future, through the works of our faculty, students and alumni.



**Principle** 2 -Values: We will into incorporate our academic activities and curricula the values of global social responsibility portrayed in international initiatives such as the United Nations Global Compact.

The integration of the topics of social responsibility, business ethics,

environment, sustainability into the curriculum of the undergraduate courses of the Department and the graduate courses had been achieved. The Department has actually started this integration in 2007; the number of courses integrated the increased substantially since June 2009, the date of our participation in the PRME initiative.

#### **Undergraduate Course Offerings**

The Department of Business Administration offers five-degree programs:

- Business Administration
- Business Informatics
- International Finance
- International Trade and Business
- BİLGİ- University of Liverpool -Business Administration dual degree program

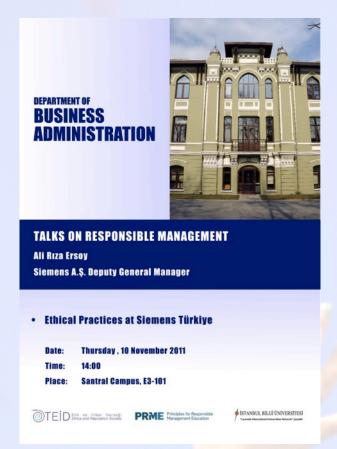
In all its programs, the Department either offers courses on business ethics and corporate governance or incorporates into existing courses of topics corporate social responsibility, sustainability, environment and ecology. In the following pages, the manner in which these courses incorporate implement UNGC and PRME principles are presented.

### BUS 179-180 – Experiencing Business in Society I-II

This course uses experiential learning practices relating to the themes of business and society, and creates a positive experience enhancing learning potential. Topics covered during the lectures are drawn from a pool of issues faced by firms and their managers in their daily practices. In addition introductory business to administration topics, subjects of the corporate social course cover responsibility, ethics, environment, employee rights justice, and responsibilities, and globalization. Movies and presentations by experts from corporations, research companies and non-governmental organizations are part of the course, along with weekly assignments, in-class work, discussions and teamwork. At the end of the first semester, students form groups and design a corporate social responsibility project. As part of the project, students select a real-life company and develop corporate social responsibility projects specifically designed for that company. At the end of the semester students present their projects as part of a class competition.

In BUS 179-180 courses, experts invited from business sector to speak on topics such as social entrepreneurship, corporate social responsibility and

ethics during 2011 – 2012 are as follows:



- Mr. Ali Rıza Ersoy: Deputy General Manager, Siemens and Founder President of **Ethics** Reputation Association of Turkey. He presented a very detailed account of Siemens case within the context of ethics and its business consequences.
- Mr. Gökhan Meriçliler: Co-President of Young Guru Academy, a platform to serve as a catalyst to encourage tomorrow's leaders to deepen, enrich and inspire their collective creativity and unleash their social innovative potential. His speech was on YGA's mission is to select, educate, train and inspire creative

innovative and socially responsible leaders.



- Ms. Serra Titiz: Owner of Mikado Consulting, focused on social entrepreneurship. Her firm aimed at creating social impact through crafting innovative models and solutions. Her subject of presentation was "Corporate Social Responsibility for Sustainability."
- Mr. Tayfun Zaman: Coordinator of Ethics and Reputation Association of Turkey. He discussed how business ethics added to the market value of a firm through examples from the global business environment.

#### **BUS 211 – Introduction to Accounting**

Ethical issues and problems are included and discussed in the

accounting exercises presented in this course.

### INT 264 – International Business Environment

This course includes a module on ecological environment. The issues discussed in this module are: various of responsibilities businesses: stakeholders (as opposed shareholders) of companies; reasons of environmental problems; externalities and social cost; environmental options of companies; green customers; and whether concern for the environment can act as a source of competitive advantage for companies. Moreover, students read and participate in inclass discussions on case studies on what companies can do to minimize their impact ecological on environment.

### BUS 266 - Management Communications

In Management Communications course 'communication ethics for managers' are discussed in detail in the lecture. The definition of ethics in business context, different levels of inquiry, different levels of ethical decision-making, stakeholder concept and diversified moral principles are elaborated. The topics of discussion concentrate on ethical conduct at both individual and organization levels. At

individual level, in order to clarify different moral development levels of students' exercises are done in the class.

To better identify ethical issues in the business context, case study method is adopted. Short (one-page) case studies are distributed in the class and then discussions are concentrated on the ethical dilemma in the case, different stakeholders involved in the process and appropriate action. The case studies basically govern organizational policies, different correspondences, rituals, ceremonies, employee evaluations, promotion decisions, and organization's relationship with the government, press and public general.

#### **BUS 271 – One World Youth Project I**



Through the OWYP program, students from different university campuses volunteer to prepare local youth to be global citizens in an increasingly interconnected world. After undergoing a six-week online course to gain knowledge and expertise in the

global education topics, students will be facilitating in local secondary schools, such global as interconnectedness, cross-cultural dialogue and addressing global issues on the local level, as well as how to teach these topics in a classroom. The course includes a series of filmed interviews with professors and experts from each of these fields. The goal of the program is to prepare youth for the interconnected 21st century, where they will be called upon to respectfully interact with people from diverse backgrounds, and to address the world's biggest challenges, including warming, global global hunger, HIV/AIDS, and poverty. This is the first semester of the project where students will teach in secondary classrooms for 9 weeks.

#### **BUS 272 - One World Youth Project II**

The vision of One World Youth Project is a just world built through the actions of generations of discerning, empathetic and empowered global citizens. **OWYP** with partners universities and university students to build mutual respect and understanding among youth through a unique structure that trains university students facilitate global to a competence curriculum in local secondary schools. This is the second semester of the project where students teach in secondary schools a 9-week curriculum elaborating on issues such as culture, identity, class identity, justice and connections between and intercultural language communication. In addition, students pick a community issue and organize a conference around it. Throughout the semester, students share their work and opinions with their partner classrooms in a different country.

#### **ONE WORLD YOUTH PROJECT**



The Department of **Business** Administration participates in the One World Youth Project (OWYP) whose goal is to build a just world through the actions of empowered, discerning and empathetic global citizens. This project engages university students as global leaders in their local communities. extensive After BİLGİ trainings, students became mentors for students aged 10-14 years at two different secondary schools in Istanbul. At the moment, they are facilitating a yearlong global competence curriculum in these schools and connect with for classrooms abroad cultural exchange. In this fashion, younger students become equipped with tools such as cross-cultural communication, necessary to thrive in the 21st century world. These young people form longlasting bonds transcending cultural lines through facilitated dialogues on diversity, empathy and cross-cultural understanding. These bonds will help university students manage the oneyear program in coordination with their counterparts around the world, learning transferable skills in project management and coordination.

One member of our faculty, Asst. Prof. Dr. Yonca Demir, is the university champion of the project is the university champion of the project assisting with the advising of university students, acting as a liaison between the university and OWYP, providing necessary information and developing the program. Two business students are Project Manager Fellows managing BİLGİ-**OWYP** team, maintaining positive relationships with partner secondary schools, acting as the liaison between BiLGi team and the OWYP staff, publicizing the program and celebrating all PA and classroom successes. Seven BİLGİ students (three of them are majoring in the programs of Administration the Business Department) are Project Ambassadors providing a fun educational experience to secondary school students by rigorously using the OWYP lesson plans, facilitating the connection with their partner classrooms, being a positive role model and maintaining a professional and reliable relationship with the classroom educator.

This project gives a chance to BİLGİ students to develop skills necessary to become responsible leaders in their communities and a chance to secondary school students to communicate with and understand other cultures.

### **BUS 301 – Human Resources Management**

In this topics such as course, employees' working and organizational work-life rights, balance, unemployment, impact of globalization on labor market, immigrants and illegal discussed. workers are Movies screened during the lectures address globalization work life, and immigration and human trafficking. In the simulation game played during the course, success is defined so as to incorporate concepts related to workers' rights such as employee satisfaction and work accident prevention.

#### **BUS 311 – Introduction to Marketing**

In this course, the societal marketing approach emphasizing the responsibilities of the companies towards their customers, the environment and larger society is discussed. Sustainable marketing and examples of ethical versus deceptive marketing practices of the companies are also presented to the students.

### BUS 321 – Production and Operations Management

Green engineering principles, closed-loop production, zero waste approaches and climate change issues are discussed using various films such as "Story of Stuff, Manufactured Landscapes, Erin Brokovich"; reading materials from "Small is Beautiful" and "The One-Straw Revolution"; and cartoons such as "Funny Weather".

# INT 326 – Managing Multinational Companies

Presented with a case study on a well-known multinational footwear company, students discuss various questionable labor practices such as child labor, forced overtime, dangerous working conditions, and low pay in emerging markets. The possible solutions the company can find to these practices are also discussed.

## **BUS 340 - Entrepreneurship and Small Business Management**

This course emphasizes the importance of having code of conduct for new ventures. In the class, code of conduct examples of some multinational companies' such as Coca Cola is reviewed with the students. In class, discussions concentrate on how new ventures can be more ethical from the start and in their all-future business dealings. Moreover, social entrepreneurship concept is elaborated in the class. Students are encouraged to develop a business plan that has a social impact. Some social entrepreneurship examples presented such as Terracycle Company.



**BUS 391 – Research Methods** 

Socioeconomic development data from World Bank and other sources are analyzed to show the global differences in socioeconomic levels and inequalities.

#### **BUS 401 – Strategic Management**

In this course, parallel to each week's topic, a related ethical dilemma or issue is discussed. Strategic management is questioned through ethical lenses, and ways to produce solutions to satisfy every stakeholder are sought.

### MIS 401 – Enterprise Resource Management for Environmental Sustainability

A group of students conduct research about how sustainability issues such as toxic waste and carbon emissions are handled in the ERP software. The students, then, present their findings during class discussions.

#### **BUS 417 – Supply Chain Management**

Special emphasis is put on green and food supply chain management through articles and in-class discussions.

#### **BUS 421 – Marketing Communications**

Along with the basic concepts, approaches and theories related to marketing communications, and the contemporary trends, the students learn about non-deceptive sustainable practices in communicating with customers other and

stakeholders. As the final group project requirement of the course, students devise a marketing communications of strategy offer related company's to sustainability and the protection of the environment. This course aims to develop an understanding of the role and characteristics of the elements of the marketing communications mix and to provide a basic understanding of communications theory. At the end of this course, the students understand the relationship between marketing marketing plans, communications plans, and the relationship between the elements of the marketing communications mix. During 2011-2012 Fall term, the final term project of this course includes the preparation of an IMC plan for one of the Interbrands Green Brands. Students are expected to develop an IMC strategy for the services of products or these companies in Turkey in order to communicate with the right target market.

#### **BUS 422** – International Marketing

During the course, the students understand the effect of economic, social and cultural, political, legal and environments regulatory posing opportunities and threats for companies willing to operate in international markets. This includes fair trade practices, corruption, fair labor practices, caring about the environment and sustainability issues in countries other than the students' home countries.

### INT 427 – Strategic Management in Global Industries

The course includes a module on global production and purchasing management. The students are required to read articles and case studies presenting examples of social responsibility corporate in various sectors and participate in inclass discussions.

#### **BUS 434 – Corporate Governance**

Corporate Social Responsibility is discussed as a special topic. Course content is enriched with movies like "The Corporation" and "Enron".

#### **INT 437 – International Trade**

In this course, the impact of international trade and agreements on working conditions and labor market, and the impact of globalization on environment are some of the topics discussed. The "fair trade" concept is introduced to the students.

#### **BUS 462 – E-Commerce**

Topics covered in this course include Web privacy and consumer concerns, security, Internet fraud, intellectual property, ethics of testimonials, and the contribution of Web-based firms on climate change.

#### **BUS 472 – Retail Management**

In this while discussing course, marketing and retailing concepts, the sustainable retailing is also emphasized. The students are asked to prepare and present a group project on sustainable retailing practices of Turkish food retailers.

#### **BUS 481 – Business Ethics**

The course aims to provide understanding of ethical issues in contemporary business life. The aim is to develop in students a critical approach in implementing ethical behavior in organizations in relation to various stakeholders as well as the institutionalization of business ethics in the corporations. The students are presented real-life examples to identify the ethical issues confronted by the of Turkish and global managers companies, and learn the importance role of social responsibility activities within companies. Within this course, concepts of ethics, values,

morality and the development of these concepts through history in different contexts are studied. At the end of this course, students are expected to develop a critical approach toward evaluating ethical behavior of organizations in relation to topics like environmental responsibility, consumerism and work ethics.



**BUS 494 – Services Marketing** 

In this course, issues such as ethical challenges for service industries. working conditions of service jobs, dead-end iobs, unethical service employees' pricing, service trade unions, selective marketing, and invasion of privacy are addressed.

# BUS 495 - Live Projects in Management

In this course, students work in groups on a real-life issue that addresses a societal need. During 2009-2010 academic year, the students collected data to measure the carbon footprint

of Istanbul Bilgi University's one of the three campuses, namely the Santral Campus. This project helped students as a group to get involved in the problems of their immediate community, namely their University. Therefore, in this course real and theoretical practice and education are not separated and students have to find creative solutions to the issue tackled.

### MIS 401- Enterprise Resource Management for Environmental Sustainability

In this course, a group of students conduct research about how sustainability issues such as toxic waste and carbon emissions are handled in the ERP software. The students, then, present their findings during class discussions.

#### **Graduate Courses and Programs**

#### **Accounting and Auditing MSc Program**

In the Strategic Business Planning and Development course, alternative business models especially in organic food market and solar energy sectors are introduced through presentations of experts from the sector.

#### **Human Resources MA Program**

**Topics** like diversity and cultural differences are covered through the courses and seminars of the Human Resources Master Program. In the Business Law and Social Security **Systems** labor courses, market dynamics and workers' rights issues are discussed. ln Corporate Social Responsibility and Business **Ethics** course, ethical and social responsibility practices related the HRM to department of companies are discussed with readings and case studies.

#### **Bilgi MBA Program**

Bilgi MBA offers core courses such as **Business** Management, Strategy, **Operations** Management, Human Resources Management, Economics, and Corporate Finance and several elective courses such as Consumer Behavior, Supply Chain Management, Organizational Behavior, Leadership Skills, Crisis Communications Management, ethics, each dedicating at least one week to PRME-related subjects such as ethics and sustainable development. In some of these courses, "The Sustainable MBA: The Manager's Guide to Green Business" by G. Weybrecht and "Giving Voice to Values: How to Speak Your Mind When You Know What's Right" by M. Gentile are used. Both in MBA and in Distance Learning E-MBA programs, an elective course on entrepreneurship is offered, in which discussions on social entrepreneurship had already been included by the time our University decided to commit to PRME in 2009.

Some of the studies that are conducted by the MBA students that closely relates to the PRME topics are as follows:

- CSR Impact on Perceived Corporate Reputation
- The Effect of Ethical Trends on the Future of Corporations
- Fraud in Companies and Responsibility of Audit against Fraud
- The Role of Social Responsibility
   Projects on Brand Image
- A strategic analysis of the Turkish sustainable energy sector: "Can sustainable energy be Turkey's longwanted competitive advantage in the European arena?"
- Business Ethics in Action:
  Developing a Framework
- Renewable Energy: A strategic sector analysis
- Loyalty of the workers attending
   CSR in Koc Group
- Corporate social responsibility as a Business necessity

Principle 3 - Method: We will create educational frameworks, materials, processes and environments that

### enable effective learning experiences for responsible leadership.

The faculty uses various methods such as lectures, projects, case studies, film series, and guest speakers to teach their students social responsibility, corporate governance, business ethics, organic farming, gender and sustainability issues.

In many of our courses, case studies based responsible, ethical, on environmental and sustainable practices of the local and global companies are used. Students present their own best action to the solution of the problems presented in the cases, they also take the role of the decision maker to come up with a right, proper, just, socially responsible and sustainable solution.



On the 14th of May 2012, Green Marketing conference was held by the Department of Business Administration. In this conference, names from leading companies offering environmentally friendly goods services met students and and discussed their green practices and products. The main topics discussed were the benefits of green products and how they should be communicated to the consumers, expectations of environmentally conscious consumers, green-washing, distribution of green products, limitations of environmental laws regulations, and environmentally responsible <u>entrepreneurship</u> practices. Our students had the chance to ask questions to the participants and

better understand why sustainability is a key business part of a modern organization's business activities and how marketing can contribute to environmental protection.

Principle 4 – Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

The Department Business of supports Administration academic research and knowledge development areas of corporate social responsibility, ethics, corporate governance, sustainability, organic farming and its marketing, gender, and labor rights issues. Articles authored or co-authored by our faculty in these areas are published in prominent academic journals. Beside these published articles, there are also several conference papers presented at various local international or conferences. Finally, there are studies that are still in progress.

#### Published articles and case studies:

Marta, J., A. Singhapakdhi, D-J.
 Lee, Ş. Burnaz, Y.İ. Topçu, M.G.
 Serap Atakan, T. Ozkacarlar,
 (2012), "The Effects of Corporate

Ethical Values and Personal Moral Philosophies on Ethical Intentions in Selling Situations: Evidence from Turkish, Thai and American Businesspeople", Journal of Business Ethics, 106/2, 229-241. (SSCI)

- Demir, Yonca (2012), Buğdayın Türkiye'de Hikayesi: Tabana Dayalı Bir Ekolojik Yaşamı Destekleme Derneği Olmak -Büyüyen Kapsayıcı Piyasalar: Türkiye'de Sosyal Girişimcilik Vakaları book, joint work with G. Kayhan and M.Soylu, - This is a brief case study on a Turkish association supporting ecological living.
- Yılmazsoy, Barış, Schmidbauer, Harald and Rosch, A. (2012), "Green segmentation: A crossnational study", Journal of Business Research [under review].

#### **Conference papers:**

Yücel, Yelda (2012), "Varieties of Capitalism and Responses to the Crises: What Difference do Institutions Make?" presentation at International Symposium: Economic Crisis in Europe and Beyond: Towards Gender— Equitable Macroeconomic Policy–Making and Economic Governance, organized by GEM-IWG (International Working Group on Gender Macroeconomics and International Economics) on July 28-29, Kraków, Poland.

Yücel, Yelda. (2012), "Turkey's Fiscal and Employment Policy Response during the 2008 Crisis: Reinforcing or Reducing Gender Segregation", paper presented at International Association for Feminist Economics (IAFFE), Barcelona, Spain, on June 27-29.

#### Work in progress:

- Atakan, M.G.Serap., Ş. Burnaz and G. Aygen "Sustainable retailing – the case of the Turkish food retailing sector"
- Demir, Yonca. "A Linear Programming Model of Organic Agriculture in Turkey" with Bulut Aslan
- Arıkan, E., Maden, C., Telci, E. E., and Kantur, Deniz. 'Linking corporate social responsibility to corporate reputation: A study on understanding behavioral consequences'

- Oba, Beyza, Zeynep Özsoy, Yonca Demir and Serap **Atakan** "Understanding and Expanding the Market" Domestic Organic research is designed for understanding the purchasing behaviour of consumers of organic products.
- Yılmazsoy, Barış; Schmidbauer, Harald and Rosch, A. (2012), "Linking environmental concern to retail channel choice: A crossnational study" [in progress].
- Yücel, Yelda. "How Does Responding to the Crisis Affect Gender Segregation in Labour Markets? The Case of Turkey", Journal of Women, Politics & Policy, (Under Revision)

Another academic research that advances the understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value is conducted by Prof. **Dr. Ahmet Süerdem**, a faculty member of the Department has received the Joint Programming Initative Europe grant for the project titled as without 'Get together barriers? Conceptualizing a platform solution for fostering inclusion on urban labour markets'. The project partners are **INSET** Research & Advisory Unternehmensberatung GmbH and ZARA - Zivilcourage und Anti-Rassismus-Arbeit.

G@together aims involving at researchers, political stakeholders, civil society and business representatives in Vienna and Istanbul to research, develop and display measures that may foster equal opportunities and urban integration on a local-urban level and thus strengthen cities as attractive, sustainable and innovative business locations. This approach will result in the conceptualization of an intuitive online platform supporting recruitment on urban labor markets by focusing on the aspect of qualifications: The platform will on the one hand be designed to meet the needs employers who are searching for specialized knowledge and will on the other hand allow disadvantaged job seekers to advertise their skills, education and qualifications without indicating potential exclusion criteria such as origin/origin of their degree, gender, age, or others. This way, G@together project aims at developing suitable ways to seize the yet existing but often invisible potential on urban labor markets by facilitating the match of these highly skilled persons with the needs of public and private employers on local labor markets. The close collaboration with the end-users and interdisciplinary, the innovative approach provide for an outcome that addresses precisely the needs of qualified, but disadvantaged job seekers, private and public employers and, most of all, cities.

#### **BilgiMBA Research and Projects**

At the BilgiMBA program, the students who are interested in topics that align with PRME initiatives are directed to graduation projects. There are numerous projects carried out by MBA students with close supervision of BilgiMBA Academics. These projects include the investigation of corporate social responsibility motives in Turkey; corporate social responsibility and marketing; the development of a model for corporate social responsibility in business strategy of a Turkish bank; corporate social responsibility policies applied in Turkish business environment and the effects on consumer; the diversification of energy sources in Turkey; energy production in Turkey; renewable energy innovations' market analysis and marketing strategies in the world; and whether a renewable technology led industrialization is a possible cure for Turkey.

Principle 5 – Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social

and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

The Department engages in partnerships with Türk Telekom. Türk Telekom is operating in the telecommunications industry and it has the monopoly power over the fixed line communication operations of Turkey since 1840. In 2005, Türk Telekom was privatized and since then started to make investments in information and technologies convergence and acquired subsidiaries in different fields. As a communication and convergence technologies company, Türk Telekom is the only group of companies that provide fixed line mobile and communications, and internet services to the customers and it operates as eight subsidiaries. The Department is planning to collaborate with Türk Telekom Academia, which provides Türk Telekom employees, the sales channels, and the business partners of Türk Telekom Group Companies with training and development programs. The Department is aiming to increase these interactions with further collaboration in terms of their social corporate responsibility, culture, ethical behavior, and social responsibility practices.

In terms of BilgiMBA partnership activities; having practitioners and sector representatives from various national and multinational companies as instructors, BilgiMBA has strong ties with the business world in terms of guest speaker series.



Principle 6 – Dialogue: We will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

As will be mentioned in more detail under the University-wide sustainability and social responsibility practices, the University engages in dialogue with the local municipalities and the local community in terms of environmental issues such as paper waste collection and recycling campaigns. The University is also well known in terms of its educational involvements such as providing training

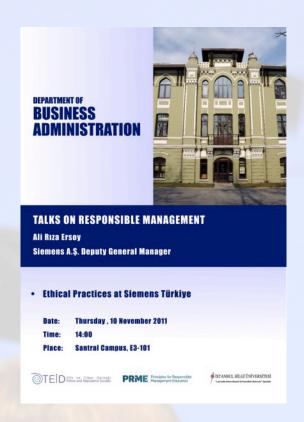
and courses in arts, music and sports to the children, teenagers and adults of the local community residents. We understand that our own organizational practices should serve as an example of the values and attitudes we convey to our students.

of international/global In terms interaction and sharing of knowledge among PRME member universities possibility, The PRME Coordinator of the Department of Business Administration, Assoc. Prof. Dr. Serap Atakan, attended the 1st PRME "Partnership Summit on in Responsibility: Embedding the United Nations Global Compact's Principles for Responsible Management Education in Support of the Corporation of the 21st Century" on 7 - 8 June 2011 in Brussels, Belgium.

The of Department Business Administration also engages in dialogue with non-governmental organizations such as Turkish Ethics and Reputation Society (Türkiye Etik ve İtibar Derneği- TEİD), Greenpeace, **HAYTAP** (the **Animal** Rights Federation), toprakana.org (Mother Earth) and Bugday Association for Supporting Ecological Livelihood. We have invited activists from these NGOs and debated on hard-pressing issues like genetically modified organisms, renewable energy, organic farming, the state of and ways to increase organic consumption.

### TALKS ON RESPONSIBLE MANAGEMENT EDUCATION

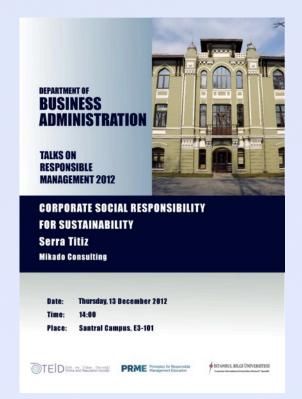
of The Department **Business** Administration holds guest speaker called "TALKS seminars ON **RESPONSIBLE** MANAGEMENT EDUCATION". In 2011 and 2012 there have been various speakers from various sectors of the business world. The names and companies of the speakers and their presentation topics are as follows:



Mr. Tayfun Zaman – the Coordinator of Turkish Ethics and Reputation Society (TEID) – Integrity as a Management Tool- Combatting Corruption- October 26, 2011



- Mr. Ali Rıza Ersoy Deputy General Manager of Siemens – "Ethical Practices at Siemens Turkey"-10 November 2011
- Mr. Aykan Gülten Corporate Communications Manager of Coca
   Cola Beverage Company "Sustainability and CSR practices at Coca Cola Beverage Company" 30
   November 2011
- Mrs. ipek Kul Bilim Pharmaceuticals Company - "The Sustainability Approach and Reporting at Bilim Pharmaceuticals"-7 December 2011
- Dr. Sait Samlı Regional Compliance Officer of Siemens Company "Business Ethics Approach at Siemens" 14 December 2011 and 10 December 2012



- Ms. Serra Titiz Owner of Mikado Consulting – "Corporate Social Responsibility for Sustainability" – 13 December 2012
- Mr. Fatih Ebiçlioğlu CFO Arçelik a speech on "Sustainability Practices of Arçelik" is presented in BUS 221 Current Issues in Business and Management course. The seminar was used for students to look at sustainability issue as a case study to simulate some ideas about the subject. A diverse range of visual material, including power point presentations and short movies, supported this seminar.
- Dr. Nikki Newman from the Scheffield University from England presented the "Ethics in Marketing Communications: An international Perspective "speech at the

Marketing research course (Bus 392) on 28 November 2012. She presented the ethical issues in marketing and the marketing to children topics.

Some of these guest speaker talks are arranged with the help of Turkish Ethics and Reputation Society (TEID) which is a non-profit organization aiming to develop and encourage adherence to universally recognized business ethics principles and disseminating those in the Turkish business environment. The NGO acts as a point of reference for the private sector companies assisting them to implant the principles of business ethics. Another important aspect of the mission of TEID is to underline how reputation, as a result of ethical behavior, affects the company value. So the Department of Business Administration of İstanbul Bilgi University and TEID are arranging joint speakers series and conferences to disseminate knowledge on the ethics, sustainability, and social responsibility subjects to the University students. All the above detailed presentations were open to the students of the Business Administration Department, especially the Business Ethics course (Bus 481), Experiencing Business in Society (Bus 179), Current Issues in Business and Management (Bus 221) courses. Students participated and benefited a lot from these presentations since the presentations just overlapped the ethics, CSR, sustainability topics covered during the lectures.

A faculty member, **Asst. Prof. Dr. Yonca Demir**, conducts research on modeling İstanbul's organic market as a supply chain in collaboration with Buğday Association for Supporting Ecological Livelihood.

Our faculty members and students also do voluntary work for the welfare of stray animals. One faculty member, **Roy Manukyan** acts as an intermediary between the Animal Rights Federation (HAYTAP) and business corporations to seek ways of securing funds to improve the living conditions of animals in shelters. Business Administration students also actively worked on projects to "home" animals from the shelters.

**Istanbul** Bilgi University as part of the The Global Fellows program started the Bilgi Young Social Entrepreneur Awards in Turkey in 2010. The Global Fellows program started in 2001 by the International Youth Foundation. Every vear, 20 social entrepreneurs are selcted from all around the globe for founding or co-founding options. Since 2010 İstanbul Bilgi University announces the competition and in collaboration with **BilgiMBA** and

several NGO organizes the competition. BilgiMBA assisted in the training sessions given to pre-elected social entrepreneurs.

#### **UNDP Collaboration:**

February In 2011 Istanbul Bilgi University signed MOU an (Memorandum of understanding) with UNDP. As an outcome of the MOU, Istanbul Bilgi University and UNDP worked on Social Entrepreneurship cases in Turkey using the write shop method developed by UNDP, which were presented, to all stakeholders as well as the students in a conference in June 2011. Following the success of the conference, Istanbul Bilgi University published the cases as a book, the "Growing Inclusive Markets: Social Entrepreneurship in Turkey". A faculty member of our Department, Asst. Prof. Dr. Yonca Demir has presented the case of Bugday Foundation, which is case study about a Turkish association supporting ecological living.

### III. KEY OBJECTIVES FOR THE NEXT 24 MONTHS

In the next period, Department of Business Administration will continue to integrate the principles of the PRME initiative into its curriculum, teaching and research practices with the aim of moving the Department closer to the goal of wholly implementing and embracing the principles for responsible management education. In this respect, the Department plans to organize informative seminars and trainings for the faculty and students to increase awareness and help them learn more about these principles. We are also seeking innovative ways to transfer the knowledge created by the Department to organizations, other educational institutions and to our local community.

Our Department plans to organize some seminars with the Business Administration and Economics Student Club. One of these being "Sustainability on Campus" and the other one titled as "Ethical Leadership Business Ethics"; the second and seminar will host the President of EDMER (Etik Değerler Merkezi, the Center of Ethical Values) Mr. Bülent Senver and other guest speakers.

student oriented **Ethics** Case Competition is also considered to be organized by the Department. The competition will expose students to a thought provoking business ethics case could face that they in their professional careers. Student teams will collaboratively analyze, present, and respond to questions posed by a panel of judges. Students will compete with teams from various business colleges from around the world. The experience promises to challenge to students' moral reasoning, provide a wonderful networking opportunity, and aims to raise students' awareness of the importance of business ethics and corporate social responsibility.

Our department also plans to organize a social responsibility project in the campus. The project aims to contribute Terracycle Company's Colgate Colgate Oral Care Brigade project. Colgate Company partnered with TerraCycle to provide a second life for toothbrushes, toothpaste tubes, toothpaste caps, and their plastic packaging materials. Our department aims to contribute to this informing project students increasing awareness. We plan locate special containers around the campus for the collection of the materials, which will then be transferred to Terracycle Company for upscaling.

The Department of Business Administration also plans to have closer ties to the international body of academicians in the future by joining PRME working groups, attending PRME conferences, and presenting the Turkish cases.

Our intention is to further enrich some of our courses by integrating PRME-related issues as follows:

- A new module about socially responsible investing will be incorporated to the Current Issues in Finance course.
- Cases about PRME-related issues will be discussed in the Auditing course.
- Datasets on critical natural and social issues will be used in courses such as Statistical Analysis for Business, Marketing Research and Business Research Methods.
- Best performing third year students will be invited to take a fourth year elective Live Projects in Management course to develop advanced projects regarding the issues mentioned above.

Furthermore, there are intentions to design and open new courses such as Green Marketing and Sustainable Supply Chain Management. In the doctorate level more students will be encouraged to research critical issues relating to social, ethical, environmental and governance issues.



In terms of BilgiMBA's future activities; a course taking into consideration the

local management practices and the business environment is planned to be offered in the next 2012-2013 Fall Semester. In preparation of this course, BilgiMBA has many opportunities of cooperation with other PRME participants.

### UNDERGRADUATE PROGRAM in MARKETING

As for new course offerings planned for the 2012-2013 academic year, The Department plans to introduce a new undergraduate program in Marketing where social responsibility, ethics and sustainability topics are considered to be offered in the new marketing related courses.

As a result of the intense competition felt in all fields, the impact of globalization local firms, on technological changes paving the way increase in to an product differentiation and consumer awareness, marketing has become a crucial management function of companies/organizations. Based on this fact, Istanbul Bilgi University has decided to form a unique undergraduate program with concentration in marketing. By the academic year 2012-2013, the program is planned to admit its first year undergraduate students.

The aim of the undergraduate level marketing program is to offer students, who have a solid background in management and business, a thorough marketing education specializing in topics such as brand management, services marketing, pricing, distribution channels, marketing communication, marketing research and global marketing. In this increasingly competitive global environment, marketing undergraduate program aims to educate and train innovative, competitive, intellectual, marketing managers with proficiency in foreign languages that will gain success in local and global markets. In this program, there will be new course offerings that will cover sustainability, ethics, and social responsibility topics.

# MAR 480 - Social Responsibility and Ethics in Marketing

The aim of this course is to enable the student to understand the need for ethics in marketing and the social responsibility of marketers. Students will understand how marketing affects customers, businesses and the society at large. The main topics of this course The of are: meaning personal responsibility and corporate responsibility; Ethics; The need for ethics marketing operations: in and decision-making Principles professionals; business Historical

developments in marketing ethics; How marketing practices influence prices of goods and services; Marketers' involvement in deceptive Creation of planned practices; obsolescence; Marketing system creating false wants and too much materialism; Marketers creating cultural pollution; Marketers creating too much political power; Marketing practices creating unfair competition; Environmentalism and how it helps to regulate marketing.

#### MAR 482 - Sustainable Marketing

With the increased awareness of the impact that business and economic activity have on our planet, we are seeing a boom in entrepreneurial activity premised social on **environ**mental responsibility, friendliness, energy efficiency, and other sustainability-related attributes. The main topics of this course are: What is sustainability and why should we care; Forces driving change in business conduct; Government Institutional regulations; forces; and Business market responses; Operations; Product design; Marketing; markets; non-market **Navigating** activities; Technology; Supply chain **Prospects** management; for sustainability.

### IV. DESIRED SUPPORT FROM THE PRME COMMUNITY

We would like to continue to share information and experience with the PRME community. We would like to act with solidarity and contribute to other PRME initiatives through working groups.

#### V. UNIVERSITY WIDE ACTIVITIES



Since its foundation in 1996, İstanbul Bilgi University has been a point of attraction for individuals who wish to discuss controversial issues. Every year, on issues such as diversity, women rights, labor conditions, sustainability, corporate social responsibility, renewable energy, living conditions of immigrants and social local governance, Bilgi, either organized conferences or hosted events. The last 2 years were no exception.

There are several research and application centers in istanbul Bilgi University, some of which are the

Center for Migration Research, Children's Studies Unit, NGO Training and Research Center, and the Center for Environment, Energy and Sustainability Studies. Faculty, staff and students interested in these topics come together in these research centers and work towards a more socially and economically just world.

Istanbul Bilgi University has been active in the support and respect of the protection of the environment. University tried to support every project or movement regarding environment and as being the first university using carbon and sulfur free wind energy, Bilgi has proved itself as being environment friendly an university.

Since February 2010, the University pays an extra premium for electricity used on all campuses; this initiative is called "Green Energy // Green Electricity". The electricity is bought from a renewable source - electricity produced from wind in a region around Izmir that is transferred to the national grid. This action of the University shows its consideration for the environment. With this project, istanbul Bilgi University became the first 100% green electricity using university. Moreover, only electric cars are used for performing on-campus jobs in Santral Campus, which is the largest campus of the University.

Istanbul Bilgi University has intensified endeavors on the topics its of environment and sustainability creating a network of academicians in these students interested and subjects. Eventually, this group of dedicated individuals founded Center for Environment, Energy and Sustainability Studies in August 2010. The main aim of this Center is to encourage and contribute to interdisciplinary studies carried out in the field of the environment, taking all into account aspects environmental problems, including energy and sustainability as well as between acting as a bridge stakeholders (other universities, NGOs, public institutions, private sector, etc.). In 2011 the center started a research on "Public Preferences for Climate Change policy Instruments in Turkey", supported WWF Earth hour since 2011, activated paper saving within the university, started "Climate Finance Carbon Market certificate and program" and a voluntary educational program on increasing environmental awareness among house wives and primary school students

University-wide projects of paper recycling activities are conducted in cooperation with local municipalities.

The placing of recycling bins within the campuses, named as the "Green Bin" project and the "Recycled Paper" project have been undertaken since the 2009-2010 academic year. Such actions of the university management are frequently announced to students to raise their environmental and social responsibility awareness.

2006. Istanbul Bilgi In University, Center for Migration Research established the Tarlabaşı Community Center in the Tarlabaşı neighborhood Beyoğlu, İstanbul. This Center provides social and educational activities for supportive women, children and youth, who live under social discrimination severe poverty in the city to which they have migrated. These people are the most vulnerable groups struggling with problems resulting from migration and poverty. The Center helps these people to acquire some skills to be able to İstanbul survive in by offering, mathematics classes, reading-writing courses, various ateliers of art, music, dance, theatre as well as psychological counseling. These services are provided by the contributions of specialists, professional trainers, and local and international volunteers. The Center conducted two projects on art with women and children orchestra in the context of 2010 Istanbul European Capital of Culture.

A general elective open to students from all faculties, which also attracts considerable attention from business students, is the social responsibility project course (GE 201 and GE 202). During the course, students develop implement sustainable and responsibility projects, experience diverse social circles, meet young people from other socio-economic status groups and work with students different faculties from departments. Through discussions of current issues and development of projects, the students promote human rights, social inclusion and nature conservation values. A new elective (GE104-Contemporary Issues Environment and Ecology) aims developing an understanding of the issues concerning the environment and from a multidisciplinary ecology perspective, especially focusing on arising from problems human intervention and attempted solutions thereof, trying to develop a universal approach by starting from everyday life and problems in Europe, Turkey and Istanbul. The course is run in an and interactive via film way documentary debates, case analysis, role playing and simulations, group work, guest speakers and field visits.

### Bilgi Young Social Entrepreneur Awards:

Bilgi Young Social Entrepreneur Awards adapted the YouthActionNet® has Global Fellowship model to provide a tailor-made, culturally-relevant, Turkish-language centered leadership development experience for 10 young Turkish leaders, ages 18-29, per year. The Bilgi Young Social Entrepreneur Awards (Bilgi YSE Awards) strengthens the personal leadership and entrepreneurship skills of young Turkish leaders, while connecting them to their peers and experts to create a national network of youth leaders affecting positive change. This customized learning experience, coupled with a USD \$3,500 award, allows these youth to deepen and extend the impact of their work as each becomes more confident on how to effectively address social needs in their community. 2012 competition finalists are selected and will awarded.

October 2012 İstanbul Bilgi In hosted University 2012 twenty Laureate Global Fellows from 16 different countries. The fellows visited undergraduate several classes inform students about their projects and increase awareness about social responsibility.

Active are several student clubs. These are classified into general discussion; academic content; arts, sports and social content; and hobby clubs. Seminars, screenings, festivals and concerts are organized regularly and the active campus life adds to the education of our students. From a PRME perspective, the talks bringing economy and ecology together; the campaigns for collecting garments, books and toys for needy people; the blood donation days; the earthquake awareness and precautions events: and the efforts for construction of an on-campus animal shelter were valuable experiences.

Istanbul Bilgi University has always engaged in various academic and social events in order to contribute to local and global peace through organizing conferences, seminars and workshops over the course of its 15 years of existence. The University has invited diplomats, many politicians, sociologists, philosophers and opinion leaders to nurture the peace culture. With its accumulated experience in the field of peace building, the University inaugurated the Bilgi Peace Studies Initiative, housed within the Faculty of Law. The Peace Studies Initiative aims to pioneer an academic and social discussion platform within framework of peace studies. The Peace Studies Initiative will investigate and

research violence against women and sexual discrimination; conducting social research about migration and refugees and many other similar activities held under the umbrella of the Bilgi Human Rights Center. Through this Initiative, the University aims to protect and strengthen its tradition and courage in confronting problems that create obstacles to Peace and will work towards developing common а language for peace.



Finally, a modern arts and a technology museum (Santralistanbul) onsite add to the social, environmental and cultural awareness of students. Silahtarağa Power Plant preserved and converted into Santralistanbul, was the first urban scale power plant of the Ottoman Empire, providing electricity to the city. Today it hosts artistic and cultural activities, open-air recreation areas and educational units.

On April 28, 2012 Istanbul Bilgi University Energy Museum received DASA (Working World Exhibition – **Dortmund ArbeitsWelt Ausstellung)** Award, which is given this year for the first time from European Museum Academy in the ceremony held in Textile and Industry Museum in Ausburg, Germany. Dr. Gerhard Kilger, the director of DASA museum, stated that Energy Museum, which has been brought in the museum world with the efforts of Istanbul Bilgi University, has played an important role in business and industry world of Istanbul and Turkey for years. Located at the farthest point of Halic, Energy Museum successfully integrates functions of a museum and an educational institution well establishing as close as collaboration with surrounding neighborhoods in terms of social development. Therefore, Energy Museum was considered worthy of this award.

Although Istanbul Bilgi University has been very active in building a socially higher responsible education institution both in terms of curriculum and management, there are still other commitments to strong community near future engagement. In the University is planning to build environment friendly buildings, facility for waste management, launch a new initiative that will focus on "social entrepreneurship and social innovation", its continue active participation to UN centered activities

such as UNGC, UNGC Academic working Group and PRME.

This Second Progress Report illustrates the efforts and commitment of the Department of Business Administration of Istanbul Bilgi University in implementing the Principles for Responsible Management Education. Since our last report in 2010, our Department has engaged in several exciting activities, projects, seminars and talks on the issues of sustainability, social responsibility, ethics, rights, labor, governance, human environment, and anti-corruption.

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For questions or additional information on <u>istanbul</u> Bilgi <u>University</u> <u>UN PRME</u> initiative or Sharing Information on <u>Progress Report please contact</u>:

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