

# İSTANBUL BİLGİ UNIVERSITY

## SHARING INFORMATION ON PROGRESS REPORT DECEMBER 2010



## I. Letter of Renewed Commitment



Istanbul Bilgi University has been a dedicated institution in educating responsible leaders of the future since its foundation in 1996. Deciding to take a more active part in the global initiative of responsible management education in June 2009, Istanbul Bilgi University integrated the UN Principles for Responsible Management Education into its curriculum and research activities. Both the Department of Business Administration and the Master of Business Administration Program expressed their commitment to the Principles for Responsible Management Education.

Aside from particular community projects carried out in collaboration with the local municipalities for the past fifteen years, Istanbul Bilgi University is renowned with providing trainings and workshops on topics ranging from sports and arts to science and language for children, teenagers and adults as well as conducting public lectures on several subjects throughout each academic year. In line with our efforts on social responsibility as well as our environmental, energy and sustainability policies, we place

great emphasis on leadership development. I strongly believe that our initiatives for the 15th academic year of Istanbul Bilgi University provide the proof of our determination in these fields.

The Principles for Responsible Management Education framework proves to be a valuable guide in raising awareness as well as in sharing our practices with stakeholders and other academic institutions. As the Rector of Istanbul Bilgi University, I am pleased to express our continued commitment to the UN Principles for Responsible Management Education by introducing our first progress report.

Sincerely,

A handwritten signature in black ink, reading 'Halil M. Güven'.

Prof. Dr. Halil Güven  
Rector

## Message from the Head of the Department of Business Administration

As the Department of Business Administration of İstanbul Bilgi University, we are pleased to renew our commitment to the Principles for Responsible Management Education (PRME). This progress report is an outcome of 18 months of deliberate planning, research and implementation, which we believe have moved us closer to our goal of developing responsible leaders of tomorrow.

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.

Our goal is to equip students with capabilities in understanding themselves and others including deaf and silenced identities. We also aim to have graduates who are reflexive, able to listen and articulate alternative ideas and responsive to the problems of the society they are part of.

It has always been a priority for the Department of Business Administration to focus its educational activities on issues such as sustainability, environment, human rights, labor standards, corporate citizenship, and anti-corruption. The PRME framework inspired us in our efforts to further strengthen our role as a leader in dissemination of these values within the educational sphere, the business world and the entire society.

In this report, you will see evidence of our collective effort in 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 our 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.

We are proud to be part of this initiative and aware of our responsibilities towards ourselves and others in the betterment of our 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.

A handwritten signature in black ink, appearing to read 'Beyza Oba'.

Prof. Dr. Beyza Oba  
Head of the Department of Business Administration

## II. Major Achievements Regarding the Principles During the Last 18 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 since 2009, participates actively in the global initiative of responsible management

education by integrating PRME into the curriculum, teaching, research activities and partnerships of the Department of Business Administration. Through this incorporation of universal values and topics such as business ethics, social responsibility and sustainability more fully into the curricula and research, the Department advances its corporate social responsibility with the aim of becoming a role model to the business environment.

Furthermore, BilgiMBA, a participant of the discussions at the PRME and UNGC (United Nations Global Compact) Summits in New York in 2010, initiated collaborations with multiple universities, to revise its curriculum and to form joint summer schools programs.



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

The integration of the topics of social responsibility, business ethics, environment and 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 the courses integrated increased substantially since June 2009, the date of our participation in the PRME initiative.

### **Undergraduate Course Offerings**

The Department of Business Administration offers four degree programs:

- Business Administration
- Business Informatics
- International Finance
- International Trade and Business

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

### **BUS 169-170 – 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 to introductory business administration topics, subjects of the course cover corporate social responsibility, ethics, environment, justice, employee rights 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 to be presented as part of a class competition.

### **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 responsibilities of businesses, stakeholders (as opposed to 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 in-class discussions on case studies on what companies can do to minimize their impact on ecological environment.

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

In this course, topics such as employees' working and organizational rights, work-life balance, unemployment, impact of globalization on labor market, immigrants and illegal workers are discussed. Movies screened during the lectures address globalization and work life, 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 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 and sustainable practices in communicating with customers and other stakeholders. As the end of term group project requirement of the course, the students devise a marketing communications strategy of a company’s offer related to sustainability and the protection of the environment.

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

During the course, the students understand the effect of economic, social and cultural, political, legal and regulatory environments 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 corporate social responsibility in various sectors and participate in in-class 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, the “fair trade” concept and the impact of globalization on environment are discussed.

### **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 course, while discussing 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 provides an 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 managers of Turkish and global companies, and learn the importance and role of social responsibility activities of companies.

### **BUS 494 – Services Marketing**

In this course issues such as ethical challenges for service industries, working conditions of service jobs, dead-end jobs, unethical service pricing, service employees' 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, students collected data to measure the carbon footprint of Istanbul Bilgi University's one of the three campuses, the Santral Campus. This project helped students as a group to get involved in the problems of their immediate community, namely their University. In this course real and theoretical practice and education are not separated and students have to find creative solutions to the issue tackled.

### **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 courses, labor market dynamics and workers' rights issues are discussed.

#### **Bilgi MBA Program**

BilgiMBA offers core courses such as Business Management, Economics, and Corporate Finance and several elective courses 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.

**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.

Some sections of the movies "Enron", "the Corporation", "Home", "Story of Stuff" were screened in various lectures to complement the traditional lecturing method.

In November and December of 2009, the Department of Business Administration organized screenings of films that reveal the state of global production, increasing materialism, and the epidemic of overconsumption. Two of the movies screened were "Manufactured Landscapes" and "Affluenza". Afterwards, a discussion led by a faculty member of the Department helped increase our students' awareness of these topics.

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**Talks on Responsible Management**

**"The Role of Nestlé Pakistan Ltd. for Rural Poverty Reduction Through Capacity Enhancement in Livestock and Dairy Farming"**

**Fatih Ermiş**  
 Business Development Manager, Milk Collection & Agri-Services / Nestlé Pakistan Limited

An important actor in the milk-producing industry, Nestlé Pakistan has created an initiative for the development of the milk district in rural areas, increasing productivity, ensuring market access and promoting diversified feed both for smallholders. To learn more about approaches to sustainable business practices and this initiative, you are invited to attend the presentation of Fatih Ermiş.

17 December 2010, Friday 10:00 Room: Santral Campus, E1-301

In many of our courses, case studies based on responsible, ethical, 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.

The invitation of valued guest speakers from leading corporations to present their companies' implementation of sustainability initiatives is another method used by the faculty.



In December 2010, we hosted a guest speaker from Nestlé Pakistan Limited. Fatih Ermiş, the Business Development Manager of the Milk Collection and Agri-Services, presented the role of his company in rural poverty reduction through capacity enhancement in dairy farming. Under the "Creating Shared Values" slogan, the company created an initiative for the development of the milk district in rural areas, increasing productivity and improving market access of the smallholders. Nestlé Pakistan's approach of sharing modern and scientific farming practices, giving veterinary advice, initiating a vaccination program, providing training in silage making and safe driving are some examples presented in the talk. The use of such sustainable business practices by a multinational company helped our students visualize the application of responsible management concepts in a global setting.





Another example came from the Turkish business environment. In December 2009, Banu Kalay Erton, the Corporate Communications Director of Tofaş Türk, which is a leading Turkish car manufacturer company, presented The Fiat Technical Education Program for training technical manpower required in the automotive sector in the context of vocational high schools. Also presented in this speech was The Tofaş Museum of Anatolian Cars, which was founded with the objective to safeguard the legacy of the Turkish Automotive Industry. These guest speaker series reveal that learning about the economic, social, ethical and environmental responsibilities of the companies are very valuable to the students because they get the chance to see the real life application of the theoretical subjects they study in the courses.

In today's business environment, non-governmental organizations play an important role by conducting research, preparing key reports, drafting legislations and organizing demonstrations on all aspects of sustainability. In compliance with our goal of raising managers who will aid in creating a more sustainable and just world, we invited opinion leaders and activists to our lectures. In November 2009, Defne Koryürek from the Slow Food movement talked on genetically modified organisms, food traceability, overconsumption, the "you are what you eat" principle and tried to instill the idea of good food and self sufficiency in the students. In December 2010, Uygur Özesmi, the Director of Greenpeace Mediterranean, discussed the impact of individual and corporate actions on nature, society and the future generations.

With increased globalization of the competitive business environment, companies must adjust

their operating practices to accommodate the unique circumstances of the regions of the world in which they operate. Having this in mind, we invited an academician studying global diversity management focusing on equality, diversity and inclusion at work from comparative and relational perspectives. In a seminar Prof. Mustafa Özbilgin, the chair of Human Resource Management at the Norwich Business School, University of East Anglia, presented a framework for studying the meaning and management of diversity across national borders.

A study has been initiated to list the books and movies in the library related to sustainability; the items were classified into various subjects including environment, climate change, social responsibility and ethics. In addition, new books and movies were ordered to enrich the University's library collection in these areas.

In March 2010, four students from the Department of Business Administration attended Rubicon International Contest for Business Students held in BITS – Business and Information Technology School in Iserlohn, Germany. The Rubicon Contest is an event organized by students from BITS with the support of local and international companies. During the three-day event, contestants competed in a computer simulation using their ideas of a sustainable business. Two academicians from the Department, Yelda Yücel and Serdar Karabatı, helped students prepare for the contest through simulation games and discussions of case studies on sustainability. It was a valuable experience for our students in terms of meeting with different cultures and students, as well as knowledge sharing with their peers.



Our students have also actively participated in the university-wide distribution of the environmentally friendly stickers stating that "Paper is from a Tree". These stickers were placed to the printers and paper towel dispensers to increase the awareness of faculty members and students with the goal of reducing the excessive use of paper in the Dolapdere and Santral campuses.

Finally, we report the encouraging results of an ongoing research by two faculty members, Harald Schmidbauer and Barış Yılmazsoy. The preliminary findings of their research into the university students' awareness of environmental issues reveal that the level of "green attitudes and behavior" exhibited by our students increases gradually with year of education; from being a freshmen to seniors. This suggests that our efforts to instill the values of environmental stewardship into our students are paying off.

**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 of Business Administration supports academic research and knowledge development in 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 journals including Journal of Business Ethics, Journal of Academic Ethics, and Corporate Governance. Beside these published articles, there are also several conference papers presented at various local or international conferences. Finally, there are studies that are still in progress.

### **Publications**

Oba, B., Z. Özsoy and S. Atakan (2010) "Power in the Boardroom: A Study on Turkish Family Owned and Listed Companies", *Corporate Governance*, 10(5), 603-616.

Burnaz, Ş., M.G.S. Atakan and Y.İ. Topçu (2010) "Have Ethical Perceptions Changed? A Comparative Study on the Ethical Perceptions of Turkish Faculty Members", *Journal of Academic Ethics*, 8(2), 137-151.

Burnaz, Ş., M.G.S. Atakan, Y.İ. Topçu and A. Singhapakdi (2009) "An Exploratory Cross-Cultural Analysis of Marketing Ethics: The Case of Turkish, Thai and American Businesspeople", *Journal of Business Ethics*, 90(Supplement 3), 371-382.

Atakan, M.G.S. and T. Eker İşcioğlu (2009) "Kurumsal Sosyal Sorumluluk Faaliyetlerine Yönelik Türk Tüketicilerinin Tutum ve Davranışları" (The Perceptions and Attitudes of Turkish Consumers Towards the Social Responsibility Activities of Companies), *Pazarlama ve İletişim Kültürü (Pi) Dergisi*, 28, Spring, 40-45.

Atakan, M.G.S. and T. Eker İşcioğlu (2009) "Türk Tüketicilerinin Bakış Açısıyla İşletmelerin Kurumsal Sosyal Sorumluluk Faaliyetleri" (Turkish Consumers' Perceptions of the Corporate Social Responsibility Activities of the Companies), *Öneri – T.C. Marmara Üniversitesi Sosyal Bilimler Enstitüsü Hakemli Dergisi*, 32(8), July, 125-133.

### **Conference papers**

Yücel, Y., A. Gezici and F.G. Ünal (2010) "Gender (Un) Aware Policy Responses: Comparison of Case Studies, Turkey and Romania", paper presented at the Annual Conference of International Association of Feminist Economics (IAFFE) July 22-24, Buenos Aires, Argentina.

Demir, Y. and B. Şehirlioğlu (2010) "İstanbul's 100% Organic Market as a Food Logistics Network", paper presented at the 9<sup>th</sup> Wageningen International Conference on Chain and Network Management, Wageningen, The Netherlands.

Özsoy, Z. (2010) "Social Entrepreneurship and Business Ethics: A Case from Turkey", paper presented at the 17<sup>th</sup> Vincentian Business Ethics Conference, Chicago, USA.

Özsoy, Z and B. Oba (2010) "The Role of Turkish Board in Strategic Decision-Making and Control", paper presented at the 7<sup>th</sup> Workshop on Corporate Governance, Brussels, Belgium.

Yücel, Y. (2009) "Crisis in Turkey: What is Different Now than 2001 and What is Different for Women?", paper presented at International Multidisciplinary Women's Congress held by Dokuz Eylül Üniversitesi, October 13-16, İzmir, Turkey.

Üçoğlu, D. and F.Z. Firat (2009) "Students' Perceptions of Ethics in Accounting Education" paper presented at the 1<sup>st</sup> International Conference on Governance, Fraud, Ethics & Social Responsibility, Edirne, Turkey.

### **Work in progress**

Atakan, M.G.S., Ş. Burnaz and G. Aygen "Sustainable retailing – the case of the Turkish food retailing sector"

Yılmazsoy, B., H. Schmidbauer and A. Rösch "The impact of perceived eco-friendliness of a sales channel on sales channel choice"

Demir, Y. "A Linear Programming Model of Organic Agriculture in Turkey"



## BilgiMBA Research and Projects

Sönmez, O. (2010) "A Proposition to Value Chain Creation from Organic Waste: Improvement of Cityfarming via Vermicomposting" paper presented at the 2nd International Waste Technologies Symposium (IWES) November 4-5, İstanbul, Turkey.

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 faculty. 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 various companies such as Nestle, Turkcell, and Tofaş, and is aiming to increase these interactions with further collaboration in terms of their 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 the near future a Business Case

Study group will be established to start a dynamic and collaborative discussion forum on topics related to the PRME Initiative.

**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.

The Department of Business Administration also engages in dialogue with non-governmental organizations such as Greenpeace, Slow Food Turkey, HAYTAP (the Animal Rights Federation), toprakana.org (Mother Earth) and Buğday 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.

Another faculty member, Yonca Demir, conducts research on modeling İstanbul's organic market as a supply chain in collaboration with Buğday Association for Supporting Ecological Livelihood. The results of her research as well as an interview on the development of the organic market since 2006 and the state of small farmers was aired on a private radio channel (FM 94.9).

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 together with International Youth Foundation and Local NGO's started the Social Entrepreneurship Contest in Turkey. BilgiMBA assisted in the training sessions given to pre-elected social entrepreneurs. The elected projects will be funded and BilgiMBA will also be part of the training curriculum design in 2011.

### III. Key Objectives for the Next 18 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.

The Department of Business Administration also plans to have closer ties to the international body of academicians 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 topics 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.

There are also several university-wide initiatives that can potentially be undertaken. One of them is to contact English Preparatory Program to discuss ways of embedding texts and cases on PRME-related issues into their curriculum. Secondly, double-sided printing will be set as the default option for all the printers on our campuses. Moreover, there is a planned “Environmental Film Festival” to raise student awareness on environmental 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 Fall Semester. In preparation of this course, BilgiMBA has many opportunities of cooperation with other PRME participants.

BilgiMBA signed a Memorandum of Understanding with United Nations Inclusive Markets Initiative (MoU) which will be effective from the 1st of January 2011 and will include a multi layered perspective to Poverty and Inclusive Market Studies. In this respect, “write-shop”s, seminar series are planned in 2011.

#### 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 topics 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 18 months were no exception.

There are several research and application centers in İstanbul 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.

İstanbul Bilgi University has intensified its endeavors on the topics of environment and sustainability by creating a network of academicians and students interested in these subjects. Eventually, this group of dedicated individuals founded the **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 into account all aspects of environmental problems, including energy and sustainability as well as acting as a bridge between stakeholders (other universities, NGOs, public institutions, private sector, etc.).

The Regional Environmental Center (REC)'s "Partnership for Sustainable Development Summer Seminars" for public and private sector executives from the Black Sea region countries was held at İstanbul Bilgi University in June 2010 for the third consecutive year.

Another example of CSR involvement is the **Corporate Social Responsibility (CSR) Observatory** of the Public Relations Department of the Faculty of Communications, where students are encouraged to develop their ability to conduct research, identify industry trends and critically analyze projects in terms of their social responsibility concerns. While working towards creating a "CSR Almanac", the CSR observers share their findings with various social segments using different communication platforms.

Faculty members from the Department of Television Reporting and Programming of the Faculty of Communications shoot documentaries and videos on pollution, the life of sea animals and labor conditions in Turkey to attract the attention of the public to these issues. Their latest movie "Silicosis" was about the dangerous work life of the stonewashed jeans workers in Turkey and the life threatening lung diseases they have developed.

In 2006 İstanbul Bilgi University, Center for Migration Research established the **Tarlabaşı Community Center** in the Tarlabaşı neighborhood of Beyoğlu, İstanbul. This Center provides social and educational supportive activities for women, children and youth, who live under severe social discrimination and 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 survive in İstanbul by offering reading-writing courses, mathematics classes, 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 art projects with women and children orchestra in the context of 2010 İstanbul European Capital of Culture.

A board game has been developed by **Children's Studies Unit** for elementary school children in order to raise their knowledge and awareness of human and children's rights. In connection with Eyüp municipality, the board game has been used in elementary schools in the University's neighborhood.

As its very first event, the Faculty of Engineering hosted the "**Renewable Energy Conference**" in April 2010. NGO activists, academicians and representatives from the private and the public sectors (including the

municipalities) discussed alternative energy sources and their usage in Turkey.

A general elective course 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 and implement sustainable social responsibility projects, experience diverse social circles, meet young people from other socio-economic status groups and work with students from different faculties and departments. Through discussions of current issues and development of projects, our students promote human rights, social inclusion and nature conservation values.

**İstanbul Bilgi Üniversitesi  
kampüslerinde  
yenilenebilir enerji  
kullanarak Türkiye'deki  
üniversiteler arasında yine  
bir ilke imza atıyor.\***

*\* İstanbul Bilgi University is once again the leader among universities in Turkey by using renewable energy on its campuses.*

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 on 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 the construction of an on-campus animal shelter were valuable experiences. A recent socially responsible project initiated by the Student Union is an engagement with the Ataşehir local municipality's social project on attaining a wheel chair from plastic bottle caps collected in the campuses of the 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 İzmir that is transferred to the national grid. This action of the University shows its consideration for the environment. With this project, İstanbul 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.

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. At the beginning of the 2010-2011 academic year, the Rector's Office donated to TEMA (The Turkish Foundation for

Combating Soil Erosion, for Deforestation and the Protection of the Natural Habitats) a pine seed for each faculty member of the University. Such actions of the University management are frequently announced to students to raise their environmental and social responsibility awareness.

İstanbul 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 many diplomats, 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. This Initiative aims to pioneer an academic and social discussion platform within the 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 a common 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.





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