

**COURSE SYLLABUS**

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
			Theory	Practice		
Sustainability	UNIV401	Fall 2025-2026			3	5
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
				x		
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		Yes		-	

<b>Language of Instruction</b>	English
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<b>Course Instructor(s)</b>	Prof. Dr. Panteha Farmanesh	E-mail : panteha.farmanesh@arucad.edu.tr  Office : DA OF 10
<b>Course Objectives</b>	<p>This course provides an integrated introduction to sustainability by combining managerial and global perspectives and Introduction to Sustainable Development Goals. Students will learn the fundamental concepts, instruments, and stakeholder roles necessary for implementing sustainable management practices, while simultaneously understanding how these practices relate to the global SDG framework. By linking organizational sustainability tools with international development goals, the course equips students to analyze sustainability challenges and design strategies that advance economic, social, and environmental objectives in real-world contexts. This course is designed to equip students with the knowledge and skills to understand, evaluate, and apply sustainability principles within organizational and global contexts. Through theoretical exploration, students will develop a comprehensive understanding of how sustainability management contributes to achieving the United Nations Sustainable Development Goals (SDGs).</p>	

	<b>Students will able to:</b>	<b>Teaching Methods</b>	<b>Evaluation Methods</b>
<b>Course Learning Outcomes</b>	1.Explain the core concepts of sustainability and the Sustainable Development Goals (SDGs) from both managerial and global perspectives.	Demonstration method, Case study in class practices	Mid-term: Multiple choice exam Final: Multiple choice exam
	2.Identify sustainability instruments and management tools to real-world organizational and societal contexts	Lecture, Case study in class practices	Mid-term: Multiple choice exam Final: Multiple choice exam
	3.Analyze the interconnections between organizational sustainability strategies and international development goals.	Case study and Discussion in class practice	Group presentation/individual discussion
	4.Develop informed strategies and recommendations that balance economic, social, and environmental objectives in addressing sustainability challenges	Lecture and Case study in class practice	Group presentation
	5.Evaluate the effectiveness of sustainability initiatives in achieving SDG-related objectives.	Lecture and Case study in class practice	Group presentation
	<b>Course Content</b>	This course introduces the fundamental concepts of sustainability and the Sustainable Development Goals (SDGs), integrating both managerial and global perspectives. Students will explore key sustainability instruments, frameworks, and tools used by organizations to address economic, social, and environmental challenges. The course examines the roles of various stakeholders in implementing sustainable practices and demonstrates how organizational strategies can align with global development goals. Through case studies, discussions, and practical exercises, students will learn to analyze sustainability challenges, evaluate initiatives, and design effective strategies that contribute to long-term organizational and societal sustainability.	

<b>COURSE OUTLINE/SCHEDULE</b>			
<b>Week</b>	<b>Topic</b>	<b>Implementation (theory/practice)</b>	<b>Required Reading, Preliminary preparation</b>
1	Introduction to sustainable development and sustainability management	T	Sustainability Management: Concepts, Instruments, and Stakeholders by Rudiger Hann, 2nd Ed., 2025/Introduction to Sustainable Development Goals (SDGs) by Jocelyn Baker, 2022
2	Reasons for sustainable development and Sustainability management	T	See required reading
3	Sustainable business models and alternative forms of organizations	T	See required reading
4	Sustainable business model innovation	T	See required reading
5	Stakeholder management	T	See required reading
6	Introduction to Millennium Development Goals (MDGs)	T	See required reading
7	Introduction to the Sustainable Development Goals (SDGs)	T	See required reading
8	Midterm Exam-Introduction to SDGs	T	See required reading
9	SDGs -focus on Poverty, Zero Hunger and Good Health and Well-being	T	See required reading
10	SDGs- focus on Gender Equality, Reduced Inequalities	T	See required reading
11	SDGs- focus on Clean Water & Sanitation, Affordable & Clean Energy	T	See required reading
12	SDGs- focus on Quality Education, Decent Work and Economic Growth	T	See required reading
13	SDGs- focus on Industry, Innovation & Infrastructure, Sustainable Cities & Communities,	T	See required reading

	Responsible Consumption & Production		
14	SDGs- focus on Climate Action, Life Below Water, Life on Land	T	See required reading
15	SDGs focus on Peace, Justice & Strong Institutions, Partnerships for the Goals/ Revision	T	See required reading
16	Final Exam Week		Multiple-choice

<b>Required Course Material(s) / Reading(s)/ Text Book(s)</b>	<ol style="list-style-type: none"> <li>1. Sustainability Management: Concepts, Instruments, and Stakeholders by Rudiger Hann, 2nd Edition, 2025. Pearson ISBN-13: 9781292482576   Published 2025</li> <li>2. An Introduction to the Sustainable Development Goals: Volume I: After the Shock, by <u>HIMANNSHU SHARMA</u>, 2nd Edition, published 2026, Launchpad Publications</li> </ol>
<b>Recommended Course Material(s)/ Reading(s) /Other</b>	<a href="#">Introduction-to-the-Sustainable-Development-Goals-SDGs-1648824185.pdf</a>

<b>ASSESSMENT</b>		
<b>Learning Activities</b>	<b>NUMBER</b>	<b>WEIGHT in %</b>
Mid-Term	1	40%
Quiz		
Assignment		
Project		
Field Study		
Presentation / Seminar		

Studio Practice		
Other		
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>	1	60%
<b>TOTAL</b>		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES						
	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	Knows the historical development of the field of communication, basic concepts, theories and research methods.	*				
2	Knows the principles and elements of basic design.	*				
3	Knows the history, theories and theorists of visual communication.	*				
4	Knows advanced practical skills in various commercial and creative contexts, including graphic and audiovisual multimedia design.	*				
5	Knows national and international ethical rules, standards and legal documents on communication and visual communication design.	*				
6	Able to use the tools, methods and techniques and computer software required for visual communication design applications.	*				
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity		*			
8	Has the knowledge and skills to transform creative and innovative ideas into graphic, photographic, typographic, illustrative, 2 and 3-dimensional, animated and interactive visual expressions.	*				
9	Applies visual communication design techniques with design technologies in developing and changing media environments.	*				
10	Has the competence to create visuals with designs that emphasize aesthetics in design processes.	*				
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.	*				
12	Has the ability to use research methods and techniques in the field of Visual Communication.	*				

13	Has the competence to research, plan, implement and report during the project phase.					*
14	Has the competence to establish the connection between design and aesthetic values.	*				
15	Has the competence to interpret universal visual culture and associate the ties of symbols with universal visual culture.	*				
16	Has the competence to analyze, understand and interpret projects in the field of visual communication design with a critical and independent approach.	*				
17	Knows how to integrate and use digital technologies and artificial intelligence based/supported design tools creatively and innovatively in visual communication design and production stages.	*				
18	Knows how to integrate and use digital technologies and artificial intelligence-based/supported design tools creatively and innovatively in visual communication design and production stages.	*				
19	Evaluates artificial intelligence applications in design studies with a critical approach in terms of aesthetics and originality, and uses them in accordance with ethical rules.	*				





ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	15	1	3	45
Preliminary Preparation and self- study	15	1	3	45
Mid-Term	1	1	15	15
Quiz				
Assignment				
Project				
Field Study				
Presentation / Seminar				
Studio Practice				
Final Examination/ Final Project/ Dissertation	1		20	20
Other				
<b>TOTAL WORKLOAD</b>				125
<b>TOTAL WORKLOAD / 25</b>				25
<b>ECTS</b>				5



**ETHICAL RULES WITH REGARD TO THE COURSE**

**Plagiarism Disclaimer**

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional life.

Plagiarism is easy to avoid if you make sure you thoroughly identify and recognize your sources and do not copy from visual examples, designs or notes taken directly from your sources word for word. The maximum citation limit cannot exceed 20%. Artificial intelligence citations are also considered within this scope. If proven otherwise, the student will fail the course.

	SDG 1: No Poverty	X
	SDG 2: Zero Hunger	X
	SDG 3: Good Health and Well-Being	X
	SDG 4: Quality Education	X
	SDG 5: Gender Equality	X
	SDG 6: Clean Water and Sanitation	X
	SDG 7: Affordable and Clean Energy	X
	SDG 8: Decent Work and Economic Growth	X
	SDG 9: Industry, Innovation and Infrastructure	X
	SDG 10: Reduced Inequalities	X
	SDG 11: Sustainable Cities and Communities	X
	SDG 12: Responsible Consumption and Production	X
	SDG 13: Climate Action	X
	SDG 14: Life Below Water	X
	SDG 15: Life on Land	X

	SDG 16:Peace, Justice and Strong Institutions	X
	SDG 17:Partnership for the Goals	X

**ASSESSMENT DETAILS AND EVALUATION CRITERIA:**

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply with the Education and Examination Regulation set forth by the University.

Students will actively participate in class discussions, group activities, and case-based exercises throughout the semester, continuously developing their understanding of sustainability management and the SDG framework. Assessment will not be limited to final deliverables but will also reflect students' engagement, analytical depth, and progress over time.

Instead of grading each task separately, both the midterm and final project evaluations will consider students' ongoing participation and commitment. This includes:

In-Class practice: Active engagement in lectures, workshops, and practical exercises that explore sustainability concepts, tools, and stakeholder perspectives.

Discussions & Case Study Analyses: Meaningful contributions to class discussions, and case study analyses, demonstrating critical thinking and the ability to link theory with real-world sustainability challenges.

70% attendance to courses is compulsory. Health reports belong to 30% absenteeism right.

<b>PREPARED BY</b>	Prof. Dr. Panteha Farmanesh
<b>UPDATED</b>	15.10.2025
<b>APPROVED</b>	13.10.2025