



Who is Executive MBA graduate?

Yeditepe University offers Executive Master of Business Administration Program (EMBA) for those who would like to positively differentiate themselves in their career development. Yeditepe Executive MBA program intends to support the needs and expectations of our students to achieve their career advancements in the special concentration area of strategic management and leadership. In that respect, we define main characteristics of our Executive MBA graduates as:



Curriculum Design

The design of the Executive MBA curriculum is built on the competencies of world class business leadership. We believe that our students aiming high, need to develop their top management qualifications and competencies.

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Yeditepe MBA has a long tradition of graduate education in Business Administration with almost 4.000 graduates since 1996. We believe that the real accreditation of any graduate program is the accumulation of the successes of their graduates in the professional life.

Our world-class faculty members from diverse backgrounds provide a balance of theory and practice in the execution of the curriculum. In addition to our faculty members, professors from well recognized universities worldwide, distinguished experts from the business world will bring their expertise and knowledge to the Executive MBA classrooms.

We strive to instill exceptional strategic management and leadership competencies for those aiming high. Executive MBA program is specially designed for professionals, entrepreneurs and executives on an advanced career path.

Administrative Issues

- Executive MBA courses will be taught on weekends and evenings without jeopardizing business routine of our students.
- Course books, Tablet with e-books and simulation game memberships will be provided by Yeditepe University.
 - Students will be attending courses in our Executive MBA classroom.
- Learning management system for the courses will be embedded to curriculum execution.
 - Executive MBA assistant will be in touch with our students regarding both academic and administrative matters.
- Extra-curricular activities such as site visits, business luncheons, seminars and workshops will be optional to our students.

Curriculum

The curriculum is designed with ten courses, each entailing two modules in itself. The Executive MBA modules will be taught by different faculty members who have special expertise in that field. The classes will be based on related theories, best practices, cases and field studies.

The courses are selected and designed to meet the needs of top management. In addition to the course requirements Executive MBA students will write a graduation project.

Comtemporary Management

- Management Philosophy
- Organization Theory and Design

Global Business Environment

- Global Economy
- International Business

Strategic Marketing

- Marketing Management
- Brand Management

Financial Management

- Financial Statement Analysis
- Financial Decision Making and Risk Management

Strategic Cost and Investment Management

- Strategic Cost Management
- Strategic Investment Projects Management

Entrepreneurship and Innovation

- Entrepreneurship
- Innovation Management and New Product Development

Global Leadership

- Multicultural Business Negotiation
- Leadership

Business Foresight and Change

- Business Foresight

- Change Management

Strategic Management

- Business Policy and Strategy Development
- Strategy Execution

Corporate Governance and Law

- Corporate Governance
- Business Ethics and Law

FACULTY MEMBERS

| TITLE - NAME - SURNAME | E-MAIL |
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Course Descriptions

Contemporary Management (3, 0) 6

The theories tools and practices in the fundamental managerial functions such as planning, organizing, directing, and controlling; critical managerial skills such as decision-making, leadership, motivation and communication; and special issues concerning ethics, social-responsibility, external social, economic and technological forces which shape the theory and practice of management.

Global Business Environment (3, 0) 6

Understanding the international corporation and the global political and economic environment; historical origins of the multinational corporation; the economics of trade; money and investment in the world economy; and the policies and behavior of governments and international organizations; creation of competitive advantage in a multinational firm; dynamics of global competition; types of international strategy and structure; strategic allocation of resources along the value chain and the role of strategic alliances as a crucial element of an effective global strategy.

Strategic Marketing (3, 0) 6

Understanding the process of marketing management and considering its role within organizational strategy; fundamentals of the marketing concept and its relationship between the marketing concept and strategic management theories; tools and methods used to examine marketing environments, understanding consumer and organizational buying behavior, market segments and products, develop new products, manage existing products and promote price and place products in alignment with strategy.

Financial Management (3, 0) 6

Interpretation of financial accounting information including balance sheet, income statement and statement of cash flows; understanding the use of accounting information in investment and credit decisions; fundamental techniques of financial statement analysis; ratio analysis; analyzing the cost structure of a company; calculation of unit product cost in manufacturing companies; cost-volume and profit analysis; budgeting, planning and controlling of the future activities; performance measurement.

Strategic Cost and Investment Management (3, 0) 6

Understanding cost structure of a firm; designing management control systems; costing systems; activity based costing; implementation issues in modern costing systems; cost management in a lean environment; life cycle costing systems; customer profitability analysis; process control and activity based management; implementing cost analysis and control systems; strategic performance management systems; demand-management decisions within revenue management context; pricing and capacity-allocation decisions to manage the demand and maximize the associated revenue; the quantity based decisions and associated control policies; allocation of the capacity to different products.

Entrepreneurship and Innovation (3, 0) 6

Understanding the background and concepts applicable to entrepreneurial environment; entrepreneurial discussions regarding the key business areas of finance, accounting, marketing and management include the creative aspects of entrepreneurship; creativity, innovation and the role of entrepreneurship; unique entrepreneurial experiences of conceiving, evaluating, creating, managing, and potentially starting a business; developing a comprehensive strategy for launching and managing an innovative business or/and new product development.

Global Leadership (3, 0) 6

Becoming an effective leader and developing the teamwork within organizations; establishing productive teamwork; conditions and abilities that improve accurate and effective communication in groups; developing successful ways of managing conflict to resolve issues, and the nature of experiential learning; leadership styles; team development issues; leader vs. manager; leadership development strategies; motivation theory and practice; creating team identity.

Business Foresight and Change (3, 0) 6

Understanding the “futuring” concept and an overview of global challenges and megatrends from a variety of authoritative sources; examining methodologies and research techniques used in forecasting and analyzing probable future scenarios; developing and applying critical, creative and systems thinking in the context of business world and change management.

Strategic Management (3, 0) 6

Understanding and applying the latest strategic insights, models, and approaches; planning applicable ideas for leveraging their firms’ capabilities and innovative ways to capitalize on current opportunities and choices about the future nature and direction of your organization; clarifying mission, vision, values and direction of strategy, setting strategic objectives, establishing success criteria, listing priority areas for action and developing objectives; assessing the benefits and risks of implementing the strategy; understanding the key factors involved in implementing strategy, action planning tools such as logical frame working, action planning grids and planning wheels, communicating strategic plan; undertaking effective monitoring and evaluation for

execution; recognizing emergent approaches to monitoring and evaluation such as participatory, real-time, balanced scorecard.

Corporate Governance and Law (3, 0) 6

Understanding strategic management and business policy; a descriptive model of strategic management, corporate governance and social responsibility; explore economic estimations and moral philosophy, ethics in business, corporate citizenship in companies, corporate identity and its importance, corporate management in Turkish law, capital markets board of turkey' and OECD's corporate governance principles; strategic audit; external environmental scanning and industry analysis; internal environmental scanning and organizational analysis, strategy implementation, evaluation and control.

Research Methodology and Data Analysis (3-0) 6

Discussing the basics of scientific research, scientific philosophies, measurements, research variables, hypothesis formulation, research design, data collection methods, reporting, citation and referencing and data analysis techniques such as Reliability Analysis, Factor Analysis, Correlation, T-Tests, ANOVA, and Regression.

Seminar in Business (3-0) 6

Informative seminar on research methodology to increase research capability of students; literature survey and taxonomy listing practice; reading, reviewing, reporting, and presenting an academic article.

Graduation Thesis (0-0) 48

Directing the students to harmonize all the knowledge accumulated during the Executive MBA program and write a thesis on one of the topics selected by both the student and an advisor; aiming to develop both the skills and abilities of students to conduct independent and original research with the objective of contributing to the theory.

Graduation Project (0-0) 30

Directed research based on a subject of business and selected management specialty area leading to a graduation report with the approval of an advisor; academic report writing in an academic and ethical discipline.

Registration

Entrance Requirements:

The information below outlines the general entrance requirements for the Yeditepe Executive MBA program.

The candidates are expected to have;

- Four year university degree from Turkish University or an equivalent degree received from a abroad university endorsed by the Higher Education Council (YÖK) of Turkey,
- English proficiency exam scores of minimum 66 from YDS, 79 from TOEFL, 5.5 from IELTS or a passing grade from Yeditepe University proficiency examination.
- Minimum work experience of five years

The candidates who cannot meet English proficiency requirements can apply for the English preparation program.

Necessary Documents for registration:

The candidates who meet the entrance requirements need to submit the following documentation for registration.

- Statement of purpose (as explained below) for applying Executive MBA program.
- A copy of Bachelor / Postgraduate Diploma (notarized)
- Transcript (original or notarized)
- English language exemption certificate
- Equivalency Diploma Certificate approved by YÖK (for Turkish Citizens who study abroad)
- Certified copy of ID card (notarized)
- Residence document
- 4 Portrait pictures
- Deferred from military service or certificate of exemption from military service (for Turkish male citizens who study abroad)
- For Foreign National Candidates; detailed information and requirements are listed in the web site of Yeditepe University International Office.

Statement of Purpose:

The Statement of Purpose helps us to evaluate the motivation and background of a Executive MBA candidate.

The document is expected to include the following items.

- Briefly describe your professional, academic and relevant personal background.
- Provide a statement of your long-term career goals. Define your expectations regarding the skills and knowledge you hope to acquire with the Executive MBA

- ·Why Yeditepe Executive MBA?
- Please note that professional writing rules and format is required. Organize your letter where each section is outlined and elaborated as well as spell checked. It is expected to complete state of purpose maximum in three pages.