

MASTER of BUSINESS ADMINISTRATION (MBA) PROGRAMS

The new global business era of borderless business relations demands a new set of managerial competencies. Yeditepe MBA, having revised its programs accordingly, offers a rich selection of concentration areas in order to meet the unique career needs of our students. Our world-class faculty members from diverse backgrounds provide a balance of theory and practice in the execution of the curriculum. We strive to instill exceptional managerial competencies in the diverse group of students coming from the Istanbul Business District and from other parts of Turkey as well as from international corporations. International summer programs are also offered to our MBA students to expand their vision and knowledge base via global exposure.

We place great emphasis on developing “learning to learn” skills of our students to equip them with the ability to stay competitive in their careers. Strategic, innovative, systems and critical thinking schemes are essential components of our curriculum, providing broad managerial competencies as well as the required tools, techniques and resources for our students to succeed in the global world of business.

We would like our students to consider Yeditepe MBA as an investment to gain a competitive professional edge and enjoy a successful career life. Our evening and weekend classes are designed to facilitate time management of a professional life combined with graduate education.

Yeditepe MBA has a long tradition of graduate education in Business Administration with almost 4.000 graduates since 1997. We believe that the real accreditation of any graduate program is the accumulation of the successes of our graduates in their professional lives

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[Yeditepe MBA E-Catalog](#)

Entrance Requirements:

The information below outlines the general entrance requirements for the Yeditepe 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,
- a minimum score of 55 (equal weight) from the Turkish Academic and Graduate Education Entrance Examination (ALES) only for MBA with thesis (Turkish candidates),
- English proficiency exam scores of minimum 72 from TOEFL,
- a passing grade from Yeditepe University proficiency examination.

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

Necessary Documents:

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

- A copy of Bachelor / Postgraduate Diploma (notarized)
- Transcript (original or notarized)
- ALES exam result (not required for non-thesis master program)
- 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.



MASTER of BUSINESS ADMINISTRATION (MBA) PROGRAMS

Yeditepe University offers modular MBA programs to meet the diverse needs of today's global managers and leaders with its characteristic differences in its education style. The main key performance indicator of the program is associated with the success of our graduates in their professional lives.

Vision:

The MBA program prepares our graduates to become competent global managers and leaders of integrity who add value and contribute to the socio-economic development of our community and society.

Mission:

The core mission of Yeditepe MBA programs is to provide our students with the latest required managerial knowledge, tools and techniques; educate our students to acquire broad managerial skills and competencies to support their successful careers in the global business environment; help them become competitive and entrepreneurial managers and leaders with their strategic and systems thinking abilities; and help them acquire learning to learn skills and ethical and social responsibility values.

Program Goals and Objectives:

Yeditepe University, Master of Business Administration program is designed to equip our graduates with competitive management competencies with the following goals and objectives: Our graduates will

- have a solid foundation of knowledge essential in business administration,
- appreciate the dynamics of the global world of business,
- understand and acquire leadership skills,
- internalize entrepreneurial, creative and innovative managerial approaches,
- evaluate complex managerial problems using a strategic and systems thinking view,
- have the knowledge and acquire the skills for effective managerial decision making,
- develop effective personal and professional communication skills,
- appreciate the value of learning to learn,
- appreciate personal and professional ethics,
- be able to conduct scholarly research by using scientific approaches and data analyses,
- have successful career in the globally competitive and dynamic business world.

Program Design:

Business Administration Master Programs are differentiated based on thesis requirements. While MBA (with thesis) program requires successful completion of a thesis, MBA (without thesis) program requires successful completion of a graduation project. Both programs have four clusters of courses (modules) to meet the needs of our graduate students with diverse academic and field backgrounds, and with varying interests in different areas of expertise.

- **MBA Program Prerequisites:** MBA prerequisites consist of courses providing the preliminary knowledge students are expected to possess to be able to successfully follow and complete an MBA degree program. Having completed these courses during their bachelor's degrees and/or scoring a passing grade from waiver exams may exempt applicants from repeating the prerequisites.
- **MBA Core Courses:** These courses provide a solid foundation of knowledge and the essential skills and competencies in business administration. The core courses in MBA programs conform to the top international and national graduate program benchmarks.
- **MBA Elective Concentrations:** MBA students come from different professional backgrounds and have diverse expectations for their own career development paths. Concentration area courses accelerate students' career growth by developing them further in the various areas of expertise.
- **Free Electives Module:** Graduate students may further expand their knowledge and skills according to their unique needs by choosing from a rich array of elective courses. Our programs are thus customizable to the individual needs of our students.

In addition to the modular design of MBA programs with curricular layers and choices from a rich array of graduate courses, we provide our students with the opportunity to enroll in international certification programs and exams such as SAP, PMI and CPA.

MBA programs differ with respect to the thesis requirement and the variations in the balance of theory and practice. Program designs and the number of courses in each module are summarized in the following table:

MBA Programs Design		
	MBA (without thesis)	MBA (with thesis)
Prerequisites Module	4	4
Core Module	6	4
Elective Concentration Module	3	4
Free Electives Module	2	1
	–	Seminar in Business
	Graduation Project	Graduation Thesis

ACADEMIC PROGRAMS

Master of Business Administration program curriculums are differentiated based on thesis requirement. In this context Yeditepe MBA offers two MBA curriculums as explained below.

Master of Business Administration (MBA) without thesis program:

The MBA programs are designed for professionals who would like to accelerate their career growth and excel in the management profession. Our MBA students complete program modules in the order of core courses, concentration area courses and free electives.

MBA (without thesis) Program (in addition to the prerequisite module)

		T	P	ECTS
MGT 513	International Business	3	0	6
FIN 504	Corporate Finance	3	0	6
BUS 509	Decision Theory and Business Analytics	3	0	6
BUS 504	Business Policy and Strategic Management	3	0	6
BUS503	Marketing Management	3	0	6
ACC 508	Managerial Accounting	3	0	6
-	Concentration Area Course	3	0	6
-	Concentration Area Course	3	0	6
-	Concentration Area Course	3	0	6
-	Free Elective	3	0	6
-	Free Elective	3	0	6
BUS 597	Graduation Project	0	0	24
	Total	33	0	90

Master of Business Administration (MBA) with thesis program:

The MBA program with thesis is designed for individuals pursuing an academic career path, possibly with the plan to continue to a doctoral program. The emphasis on developing research skills is greater within the core module and more depth is provided within the concentration area of interest.

MBA (with thesis) Program

(in addition to the prerequisite module)

		T	P	ECTS
MGT 513	International Business	3	0	6
FIN504	Corporate Finance	3	0	6
OPR 509	Research Methodology and Data Analysis	3	0	6
BUS 504	Business Policy and Strategic Management	3	0	6
-	Concentration Area Course	3	0	6
-	Concentration Area Course	3	0	6
-	Concentration Area Course	3	0	6
-	Concentration Area Course	3	0	6
-	Free Elective	3	0	6
MNGT 598	Seminar in Business	3	0	6
BUS 599	Graduation Thesis	0	0	60
	Total	30	0	120

MBA Program Prerequisites

MBA program applicants are required to have completed the following four courses in their undergraduate program or to receive a passing score from a waiver exam before they start taking the core courses of the MBA programs.

MBA Programs Prerequisites

Code	Name
BUS 501	Contemporary Management & Organization
ECON 504	Managerial Economics
BUS 502	Financial Accounting
OPR 519	Business Statistics

Course waiver requirements are summarized in the following table. Those who cannot waive prerequisite courses may take an optional waiver exam.

Waiver Requirements

Code	Course Name	Requirements
BUS 501	Contemporary Management & Organization	<ul style="list-style-type: none"> ☐ Having a Bachelor's degree in Business Administration ☐ Record of this course with a grade of CC or 70 in the applicant's transcript.
ECON 504	Managerial Economics	<ul style="list-style-type: none"> ☐ Having a Bachelor's degree in Business Administration or Economics ☐ Record of this course with a grade of CC or 70 in the applicant's transcript.
BUS 502	Financial Accounting	<ul style="list-style-type: none"> ☐ Having a Bachelor's degree in Business Administration or Economics ☐ Record of this course with a grade of CC or 70 in the applicant's transcript.
OPR 519	Business Statistics	<ul style="list-style-type: none"> ☐ Record of this course with a grade of CC or 70 in the applicant's transcript.

Concentration Areas:

The dynamics and interdisciplinary nature of the global world of business demands tailoring of the MBA/MA program structures to meet the diversity of needs presented by highly complex student demography. Our analysis and global benchmarking lead to the determination of the following eight areas of expertise:

- General MBA
- Accounting - Finance
- Marketing Management
- Human Resource Management
- Entrepreneurship
- Strategic Management and Leadership
- Supply Chain - Operations Management
- Energy Trading and Management
- Technology and Innovation Management

Concentration Area Courses

The richness of the MBA programs comes from the concentration area options as well as other free electives to be offered. The related courses for each concentration area are meticulously determined by the department.

MBA (without thesis) Concentration Area Courses

Strategic Management and Leadership

MGT 504	Leadership
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MNGT 502	Corporate Governance
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MNGT 551	Critical Thinking and Change Management
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Human Resource Management

HRM 501	Human Resource Management
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MGT 502	Organizational Behavior
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HRMT 541	Training and Development
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Marketing Management

MKT 503	Marketing Research
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MKT 502	Consumer Behavior
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MKT 516	Integrated Marketing Communications
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Accounting & Finance

FIN 503	Financial Institutions and Markets
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FIN 587	International Financial Management
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FIN 520	International Financial Reporting Standards
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Supply Chain & Operations Management

OPRT 541	Supply Chain Management
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EBUS 510	Enterprise Resource Planning
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OPR 501	Production & Operations Management
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Entrepreneurship

MNGT 567	Advanced Entrepreneurship
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OPR 512	Innovation Management
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MNGT 550	Entrepreneurial Finance
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Energy Trading and Management

MNGT576	Energy Markets and Trade
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MNGT554	Energy Management
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MNGT583	Energy Economics
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Technology and Innovation Management

OPR 511	Special Topics in Technology and Innovation Management
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KIM 572	Creativity and Intrapreneurship
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MNGT 567	Advanced Entrepreneurship
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MBA (with thesis) Concentration Area Courses

Strategic Management and Leadership

MGT 504	Leadership
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MGT 502	Organizational Behavior
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MNGT 551	Critical Thinking and Change Management
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MNGT 502	Corporate Governance
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Human Resource Management

HRM 501	Human Resource Management
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MGT 502	Organizational Behavior
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HRMT 510	Management and Labor Relations
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HRMT 530	Performance Management
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Marketing Management

BUS 503 Marketing Management

MKT 502 Consumer Behavior

MKT 516 Integrated Marketing Communications

MKT 503 Marketing Research

Accounting & Finance

ACC 508 Managerial Accounting

FIN 503 Financial Institutions and Markets

FIN 587 International Financial Management

FIN 520 International Financial Reporting Standards

Supply Chain & Operations Management

OPRT 541 Supply Chain Management

EBUS 510 Enterprise Resource Planning

OPR 501 Production & Operations Management

OPR 505 Project Management

Entrepreneurship

MNGT 567 Advanced Entrepreneurship

OPR 512 Innovation Management

MNGT 550 Entrepreneurial Finance

MRKT 573 New Product Design and Introduction

Energy Trading and Management

MNGT 576 Energy Markets and Trade

MNGT 554 Energy Management

MNGT 583 Energy Economics

MNGT 590 Strategic Investment Projects Management

Technology and Innovation Management	
OPR 513	Sustainability Management
KIM 572	Creativity and Intrapreneurship
OPR 511	Special Topics in Technology and Innovation Management
MNGT 567	Advanced Entrepreneurship

Free Electives:

Students can choose from a large number of free elective courses to diversify or further enhance their knowledge and skills in the areas of their interests.

MBA PROGRAMS COURSE DESCRIPTIONS

BUS 501 Contemporary Management & Organization (3-0)6

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

ECON 504 Managerial Economics (3-0)6

Understanding the role of economic theory and methodology in managerial decision making; demand analysis and estimation, production and cost analysis under different market conditions, forecasting and decision making under uncertainty; demand and cost theory and estimation; pricing theory and practice; pricing new products; competitive bids and price quotes; theories of production and cost; aggregate supply and aggregate demand; measuring the level of economic activity; purchasing power; macroeconomic equilibrium; inflation versus unemployment; oligopolies; game theory.

OPR 519 Business Statistics (3-0)6

Understanding applied and inferential statistics in business research, common statistical tools, the design and execution of typical business research projects using such methods as surveys, analysis of archival data, and direct observation

MGT 513 International Business (3-0)6

Understanding the dynamics, mechanisms and problems of international business; characteristics of organizations engaging in international business; emerging new economies, globalization, differences in the socio-economic, political and cultural environments of international business; foreign direct investment; regional economic integrations; global strategy; methods of entering foreign markets; global marketing; global human resource management; multinational companies in terms of their organizational designs, managerial practices.

BUS 509 Decision Theory and Business Analytics (3-0)6

Introduction to decision making; theory of rational choice in uncertainty; analytical knowledge and practical skills for improving decision-making processes in business environments; expected utility theory and influence diagrams modeling to multi-attribute utility theory and analytic hierarchy process; model business processes; managing data for various business applications; retrieving data and creating reports in the form you need; business intelligence and business process engineering tools.

BUS 504 Business Policy and Strategic Management (3-0)6

Understanding strategic management and managerial policy concepts, techniques and methodologies; making rational and strategic decisions; corporate governance and social responsibility; ethical considerations, strategic auditing, external environmental scanning and industry analysis, internal environmental scanning and organizational analysis; strategy formulation, strategy implementation, evaluation and control, and strategic issues in managing technology and innovation, entrepreneurial ventures and small businesses, and not-for-profit organizations.

OPR 509 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.

BUS 502 Financial Accounting (3-0)6

Basic concepts and principles of accounting; accounting equation; double-entry bookkeeping; journalizing and posting transactions; preparing a trial balance; adjusting and closing entries; income statement and balance sheet preparation; accounting for receivables; accounting for merchandising activities and inventory valuation methods; accounting for plant assets and depreciation.

FIN 504 Corporate Finance (3-0)6

Introduction to the tools and methods of corporate finance; framework for understanding how a corporation's financing, investment, and dividend decisions and policies affect its value; time value of money; investment decision criteria and capital budgeting; capital structure decisions; cost of capital; dividend policy; bond and stock valuation; risk-return relationship; financial markets and instruments; introduction to options, futures and other hybrid securities; mergers, acquisitions.

ACC 508 Managerial Accounting (3-0)6

Introduction to managerial accounting; comparison of financial accounting and managerial accounting; cost-volume-profit analysis; preparation of the master budget; standard costing and variance analysis; decentralization and segment reporting; performance evaluation; transfer pricing; relevant costs for decision making.

FIN 503 Financial Institutions and Markets (3-0)6

Introduction to financial institutions and markets; banking and the management of financial institutions, central banking and the conduct of monetary policy, financial markets, the international -financial system, savings associations and credit unions, banking regulations, insurance companies and pension funds, investment banks, venture capital firms, risk management in financial institutions, hedging with financial derivatives.

FIN 587 International Financial Management (3-0)6

The environment of international finance; the foreign exchange markets; foreign exchange risk management; international parity conditions; currency forecasting; international financing; international financial markets; multinational working capital management, international investment management; political and country risk analysis; multinational capital budgeting; currency futures and options; and financial innovations.

FIN 520 International Financial Reporting Standards (3-0)6

Introduction to international accounting; worldwide accounting diversity; international convergence of financial reporting; the IASB framework; International Accounting Standards; International Financial Reporting Standards; types of differences between IFRS and Turkish GAAP.

OPRT 541 Supply Chain Management (3-0)6

Stressing a unified approach, this course allows the students to develop a framework for making intelligent decisions within the supply chain. Key supply chain functions including demand planning, procurement, inventory theory and control, transportation planning and execution, reverse logistics, and flexible contracting are all covered in the course content. Concepts explored also include understanding of supply chain management processes and their relationships to other managerial functions and tasks; recognition of information and communication technologies utilized in the management of supply chains; knowledge of emergent strategies and current trends in supply chain management and design.

OPR 501 Production & Operations Management (3-0)6

Introduction to planning, organizing, and controlling production and service systems; conceptual framework for evaluating production and operations management practices; productivity; related operations research techniques; inventory management; capacity planning; project management; quality management.

EBUS 510 Enterprise Resource Planning (3-0)6

Introduction to the world of Enterprise Resource Planning; providing a solid foundation for many disciplines in common business modern information systems; studying both successful and unsuccessful implementation examples; examining how and why an ERP system is implemented and how it is integrated with existing business processes; examining the impact of ERP on the organization and how change can be managed.

BUS 503 Marketing Management (3-0)6

Understanding the factors influencing marketing decision-making to cultivate proficiency in articulating aspects of the marketing mix; consumer behavior; market segmentation; targeting and positioning; developing customer-oriented and competitive marketing strategies.

MKT 503 Marketing Research (3-0)6

Providing insight into the nature and assumptions of marketing research by delivering both the theoretical background and practical experience in planning and implementing marketing research; covering the need for research, where and how to gather data, the conversion of data into reliable information for business decision-making, and the application of consulting skills and processes in a variety of situations.

MKT 502 Consumer Behavior (3-0)6

Understanding consumer behavior concepts and theories with emphasis on various psychological theories such as motivation, learning, personality, and perception; demonstrating that marketers can use knowledge of consumer theories to develop better marketing programs; analyzing the trends in consumer markets.

MKT 516 Integrated Marketing Communications (3-0)6

Understanding the diversity of organizations and communicating with internal and external customers; how communication strategies can assist in the facilitation of exchange; appreciation and understanding of the individual elements of the marketing mix: advertising, direct marketing, sales promotion, and public relations.

MNGT 567 Advanced Entrepreneurship(3-0)6

The process of turning an idea into a successful start-up business, the potential of being a successful entrepreneur, processes for creating a business plan, the entrepreneurial discovery processes, assessment of opportunities for venture creation, idea design, development process of a business plan for implementation, action plan for acquiring the resources (including funding). Students completing this course will receive a certificate from KOSGEB and be able to benefit from funds and supports offered by KOSGEB.

MNGT 550 Entrepreneurial Finance (3-0)6

Understanding various aspects of funding and managing entrepreneurial ventures through the various stages of business growth; financing options for entrepreneurial business models; pro forma financial planning and related scenario analysis; various ways of funding and managing growth of a firm; risk scenarios for different investor types and project categories; analysis of cases and best practices to cover topics in investment analysis, financing an entrepreneurial firm, managing a growing business and harvesting.

MGT 504 Leadership (3-0)6

Understanding leadership roles, skills, and styles; leadership related issues in communication, problem solving, team building and motivating people; different theories and perspectives of leadership; historical and contemporary point of view in leadership; identifying leaders and leadership situations with the examples of the various theories and styles; developing a clear personal philosophy of leadership styles.

MNGT 551 Critical Thinking and Change Management (3-0)6

Understanding sensitive, complex, and controversial issues from different points of view and aspects via critical thinking; the need and dynamics of thinking critically and strategically; principles of good reasoning; methodical preparation for more effective reasoning and improved cognitive skills; defining the need for change by understanding the role of change in organizational success; planning, managing, enacting, surviving and evaluating personal and organizational change; using consultative processes to reduce the barriers to change; analyze and evaluate problems associated with change.

MNGT 502 Corporate Governance (3-0)6

Understanding strategic management and business policies; a descriptive model of strategic management, corporate governance and social responsibility; exploring economic estimations and moral philosophy, ethics in business, corporate citizenship in companies, corporate identity and its importance, corporate management in the Turkish law, corporate governance principles, Capital Markets Board of Turkey's 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.

HRM 501 Human Resource Management (3-0)6

Understanding the importance of effectively managing human resource for the future success of an organization; strategic role of human resource management; the role of a human resource professional as a strategic partner in managing today's organizations; key functions such as recruitment, selection, development, appraisal, retention, compensation, and labor relations; implications of legal and global environments; current issues such as diversity training, sexual harassment policies, and rising benefit costs; best practices of human resource management.

MGT 502 Organizational Behavior (3-0)6

Introduction of the basic concepts and theories related to organizational behavior; understanding and explaining human behavior at individual, group, and organizational levels; related knowledge and applications concerning human behavior in work settings; management of people at work; motivation, leadership groups within an organization structure, culture, human resource and organizational change; networking organization; diversity at the workplace; predicting acts of organizational members in the course of the achievement of organizational objectives.

HRMT 530 Performance Management (3-0)6

Analyzing effective performance management systems that involve goal setting, measuring performance against goals, performance appraisals, coaching and feedback, employee development, reward systems, discussing the concepts and approaches that align performance management systems with the strategic goals of an organization.

MNGT 576 Energy Markets and Trade (3-0)6

The focus is on business and public policy issues related to the recent changes in energy markets. Topics include the effect of competition, market power and scarcity on energy prices, the impact of deregulation on fossil fuel and electricity markets, extraction and pricing of oil and gas, the environmental impacts and policies related to the energy sector, environmental cap-and-trade markets, the economics of renewable energy, energy efficiency, and recent developments in the transportation sector.

MNGT 554 Energy Management (3-0)6

Understanding the value chain of energy; traditional and modern energy production and resource management theories and practices; supply chain management practices in energy; energy distribution and grid management; trends in energy management related issues; energy project management and investments; mergers and acquisitions in the energy industry.

MNGT 583 Energy Economics (3-0)6

Understanding theoretical and empirical perspectives on individual and industrial demand for energy, energy supply, energy markets, and public policies affecting energy markets; discussion of aspects of oil, natural gas, electricity, and nuclear power sectors; examining energy tax, price regulations, deregulation, energy efficiency and policies for controlling emissions; global economics and financial issues that impact the energy industry.

MNGT 590 Strategic Investment Projects Management (3-0)6

Identifying strategic and tactical projects; determination of strategic investment projects; evaluation and prioritization of projects; capital budgeting techniques and its implications; comparison of the net present value and internal rate of return techniques; capital structure and capital budgeting relationship; successful strategic project management methodologies.

MNGT 598 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

BUS 599 Graduation Thesis (0-0)60

Directing the students to harmonize all the knowledge accumulated during the 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.

BUS 597 Graduation Project (0-0)24

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.

OPR 507 Technology Management (3-0)6

The course aims to develop managerial skills, methodologies and critical thinking in order to achieve a sustainable technological competitive advantage for the firm- this is often expressed in superior performing new products and services. The conceptual framework of this course is an evolutionary process perspective on technology management. The focus is on PROCESSES to help firms better manage technology. The fundamental ideas underlying this evolutionary perspective are 1) a firm's technology strategy emerges from its technological competencies and capabilities; 2) technology strategy is shaped by external (environmental) and internal (organizational) forces; and 3) the enactment of technology strategy, through the experience it generates, serves to further develop the firm's technological competencies and capabilities. We will deal with typical issues that managers in technology based firms deal with. This course discusses the strategic management of technology and innovation.

OPR 513 Sustainability Management (3-0)6

This course aims to explain concepts and applications related to sustainability management in firms. The earth's population is currently seven billion people with half that population living in urban environments. The growth in population is straining the earth's resources, making the concept of sustainability paramount in preserving a planet that can provide for future generations. Climate change compounds the problem by threatening to disrupt fundamental aspects of global economic activity. Over the next century, scientists forecast climate risks to public health, agriculture, ecosystems, and infrastructure. These sustainability challenges are increasingly informing government policy, public advocacy and private investment internationally. But sustainability is also creating opportunities in all sectors of the economy: to increase productivity and revenue; to develop and market new technologies; to differentiate firms from their competitors; to attract and retain talented employees.

OPR 511 Special Topics in Technology and Innovation Management (3-0)6

This course aims to provide students the concepts and business agenda regarding current issues and trends in technology and innovation management. Society is constantly and rapidly evolving. Everyday companies need to address and deal with the challenges involved with the rapid change and major transitions they are facing. Companies are looking for problem solvers and creative thinkers who understand the new reality. This course covers up-to-date technology and innovation management concepts and trends to analyze this new reality in order to stay ahead of the competition.

KIM 572 Creativity and Intrapreneurship (3-0)6

This course aims to provide students the knowledge to understand how to manage creativity and idea generation within firms. This course takes a necessarily broad perspective and offers a contemporary view of innovation management that focuses on the links between creativity and intrapreneurship within firms. It is structured from a business management perspective and provides students with the skills to apply idea generation tools and methods. Students will gain practical skills through self-reflection, discussion, case studies, reading, literature reviews, research and application.

OPR 512 Innovation Management (2-2)6

This course aims to provide students the skills for offering conceptual frameworks defining how TIM applications are effectively designed and managed and conducting studies of actual TIM installations. The principles and processes of systems thinking, systems approach, systems engineering, and integrative management will be demonstrated to be used to design, implement, and manage a KIM System. Students gain insights into the fundamentals of applied systems thinking, and they also gain experience in the use of these concepts as a member of a project team. The course thereby integrates theory with practice.

HRMT 541 Training and Development (3-0)6

The theories and applications of adult learning, designing courses appropriate for different levels of employees respecting their specific needs and interest, mission, structure and purpose of the internal training function, development of internal consulting skills necessary to function effectively inside organizations, ROI of the training department, and performance based instruction and learning inside organizations.

MRKT 573 New Product Design and Introduction (3-0)6

Product management, value of marketing, types of new products, product life cycle, innovation, creative thinking, the business of innovation, psychology of new product introductions, forecasting using the ATAR model, forecasting using the Bass Model, product strategy, product scheduling, the sales channel, launch and track the product.

OPR 505 Project Management (3-0)6

Project management knowledge areas including integration, scope, time, cost, quality, human resources, communications, risk, procurement, and stakeholder management. Organizational issues, project tracking, the project manager, and project management techniques, work breakdown structures, network diagrams, risk management, earned value management, and other tools.

BOLOGNA DOCUMENTS

The goal of the Bologna Process, higher education institutions in the countries of the European Union in the framework of the competence assessment and across Europe is to create a common understanding of quality.

[Click the link to download the document as a excell file regarding the Bologna Process of Yeditepe University.](#)

Bologna courses:

- [ACC 508 Managerial Accounting](#)
- [BUS 501 Contemporry Management](#)
- [BUS 502 Financial Accounting](#)
- [BUS 503 Marketing Management](#)
- [BUS 504 Business Policy and Strategic Management](#)
- [BUS 509 Decision Theory and Business Analytics](#)
- [BUS 597 Graduation Project](#)
- [BUS 599 Graduation Thesis](#)
- [ECON 500 Managerial Economics](#)
- [FIN 504 Corporate Finance](#)
- [MGT 513 International Business](#)
- [MNGT 598 Seminar in Business](#)
- [OPR 509 Research Methodology and Data Analysis](#)
- [OPR 519 Business Statistics](#)
- [MNGT 567 Advanced Entrepreneurship](#)
- [OPR 519 Business Statistics](#)
- [FIN 504 Corporate Finance](#)
- [OPR 512 Innovation Management](#)
- [KIM 572 Creativity and Intrapreneurship](#)
- [MGT 504 Leadership](#)
- [MNGT 551 Critical Thinking and Change Management](#)
- [MRKT 573 New Product Design and Introduction](#)
- [OPR 505 Project Management](#)
- [OPR 511 Special Topics in Technology and Innovation Management](#)
- [OPR 513 Sustainability Management](#)
- [OPR 507 Technology Management](#)

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