



Koç University
Graduate School of Business
Master's in Business Administration (MBA) Program

2023-2024 Fact Sheet

Koç University Graduate School of Business

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2023/2024 ACADEMIC CALENDAR TERM DATES		
Term Dates	FALL 2023 MBA program follows a slightly different academic calendar. You may get in touch with Graduate School of Business to get the schedule of classes.	SPRING 2024 MBA program follows a slightly different academic calendar. You may get in touch with Graduate School of Business to get the schedule of classes.
No class weeks	16-20 October 2023 due to Global Network Week October 2023	March 11-15, 2024 due to Global Network Week March 2024
Public Holidays (No classes)	29 October 2023 The Republic Day	January 1 st , 2024 New Year's Eve April 9-12, 2024 National Holidays April 23 rd , 2024 National Sovereignty and Children's Day May 1 st , 2024 Labor Day May 19 th , 2024 Youth and Sports Day

Language

The language of instruction at Koç University and Graduate School of Business is English. No other language is required to study at the University.

Courses

Classes take place on a three-day module in one weekend (Friday, Saturday, and Sunday) each month between 09:00-18:00.

ELECTIVE COURSES

Term	Course Code- Course Name	Course Credit	Notes
FALL 2023	TECH 516 Technology, Innovation & Management	3 credits	Starts: September 08, 2023 Ends: October 08, 2023
SPRING 2024	TECH517 Strategic Systems Modeling	3 credits	Starts: January 05, 2024 Ends: February 25, 2024
SPRING 2024	MFIN 554 Mergers & Acquisitions	3 credits	Starts: January 26, 2024 Ends: March 02, 2024
SPRING 2024	The Business of Luxury: Creating Value and Exclusivity	3 credits	Starts: January 19, 2024 Ends: March 24, 2024
SPRING 2024	MGMT 533 Management of Culture and Diversity in Organizations	3 credits	Starts: March 29, 2024 Ends: July 06, 2024
SUMMER 2024	DESG 530 User Experience	3 credits	Starts: June 01, 2024 Ends: June 09, 2024
SUMMER 2024	DESG 531 Design for Augmented and Virtual Reality	3 credits	Starts: July 27, 2024 Ends: August 04, 2024

* This Schedule (dates and instructors) is subject to change. Koç University GSB reserves the right to make changes at any time.

Course Descriptions

Strategic Systems Modeling (elective course-3 Credits)

Introduction to system dynamics and systems thinking; theory and applications to support strategic decision making. Current topics in health policy and management, mapping tools for system dynamics, crisis/pandemic management, case studies, sustainability and management simulations. Concepts of systems thinking and modeling for better decision making and analysis.

Technology, Innovation & Management (elective course- 3 credits)

Technology and Innovation Management taught using academic papers, sharing real life experiences, case studies and field trips to R&D Centers of Corporations, SME, and Academia. Multidisciplinary structure and full life cycle of technology-based innovation management will cover R&D structures, patent and academic paper search, high tech investment trends, standardization committee realities, intellectual property rights, national strategic requirements and priority areas; government grants structures, technology transfer offices, incubation centers, corporate venture capital environments, regulatory bodies, and different corporate innovation models. Toolkits for strategy development and daily operation will be developed.

Mergers & Acquisitions (elective course-3 credits)

Mergers and Acquisitions (M&A) are an essential part of business life and strategic planning. After a point, “leapfrogging growth” in most, if not all, companies, corporations and partnerships, in the industrial, consumer, and service sectors are based in business combinations, divestitures and purchase of some sort. Thus, as a future business leader, learning and eventually mastering this very important aspect of business is essential for a fruitful career.

The Business of Luxury: Creating Value and Exclusivity (elective course-3 credits)

“The Business of Luxury” is an MBA course that provides a comprehensive exploration of the multifaceted realm of luxury. This course offers in-depth insights into various key areas, including branding, consumer perspectives, product and service development, finance and investment, leadership and entrepreneurship, as well as technology and sustainability. Through this course,

students will develop a deep understanding of effective branding strategies, examine the motivations and preferences of luxury consumers, explore specific aspects of luxury product and services and their distribution, explore the financial aspects and investment considerations specific to the luxury industry, learn about leadership and entrepreneurship in the industry, and explore the intersection of technology and sustainability practices within luxury. By the end of this course, students will possess a well-rounded knowledge of the business of luxury, equipping them to navigate the industry with confidence and success.

Management of Culture and Diversity in Organizations - (elective course-3 credits)

Understanding the ways by which cultures and workers from different walks of life differ. Effective management of cultural and demographic differences in multicultural and international work environments. Impacts of these cultural and demographic differences on organizational and personnel outcomes.

User Experience (elective course-3 credits)

Foundations of user experience. User experience design principles and research methods. Connecting user experience research with user experience design through design guidelines. Introduction to user experience management; an investigation into bad and good user experience practices.

Design for Augmented and Virtual Reality (elective course-3 Credits)

Introduction to the concepts of extended reality. New experiences that extended reality provides. State of the art software and hardware solutions for extended reality. The holistic design process of extended reality projects: research, ideation, design, prototyping, and evaluation.

Communications Within Classroom

During the classes, exchange students may ask to be added to cohort's WhatsApp group to facilitate communication within the classroom and not to fall behind.

Exams and Grading

Exams are usually held at the end of the course. There may be midterm exams and quizzes as well. Most exams are written, several courses include group and/or individual projects too. Course evaluations can be based on a student's participation in class, coursework, tests, examinations and other evaluations, according to rules defined by the course Instructor in the course syllabus available on blackboard.

Koç University Graduate School of Business Grading System

<u>Grade</u>		<u>Numeric Value</u>
A+	Superior+	4.00
A	Superior	4.00
A-	Superior-	3.70
B+	Above Average+	3.30
B	Above Average	3.00
B-	Above Average-	2.70
C+	Average+	2.30
C	Average	2.00
C-	Average-	1.70
D+	Deficient+	1.30
D	Deficient	1.00
F	Failing	0.00