



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

## **2024-2025 Fact Sheet**

Koç University Graduate School of  
Business Rumelifeneri Yolu 34450

SNA Building, Room: A71

Sarıyer/Istanbul

T: +90 212 338 1307

[gsb@ku.edu.tr](mailto:gsb@ku.edu.tr)

<https://gsb.ku.edu.tr>

## KOÇ GSB OFFICE

School Mailing Address	Graduate School of Business, SNA A 71 Rumelifeneri Yolu 34450 Sarıyer/Istanbul Turkey
E-mail Address	<a href="mailto:gsb@ku.edu.tr">gsb@ku.edu.tr</a>
GSB Director	Nilüfer AYDINOĞLU <a href="mailto:naydinoglu@ku.edu.tr">naydinoglu@ku.edu.tr</a>
GSB Academic Programs Manager	Senem KIZILTAN <a href="mailto:skiziltan@ku.edu.tr">skiziltan@ku.edu.tr</a>
GSB Academic Programs Assistant Specialist	Aycan ÜNAL <a href="mailto:aunal@ku.edu.tr">aunal@ku.edu.tr</a>  İpek ŞENTÜRK <a href="mailto:isenturk@ku.edu.tr">isenturk@ku.edu.tr</a>
Office of International Programmes Exchange Programs, Partnerships and UNIC Mobility Hub (Incoming) Specialist	Tuğba GÜVEN <a href="mailto:tguven@ku.edu.tr">tguven@ku.edu.tr</a>
International Community Office ( <i>visa application and residence permit for international students</i> )	<a href="mailto:ico@ku.edu.tr">ico@ku.edu.tr</a>

<b>2024/2025 ACADEMIC CALENDAR TERM DATES</b>		
<b>Term Dates</b>	<b>FALL 2024</b> MBA program follows a slightly different academic calendar. You may get in touch with Graduate School of Business to get the schedule of classes.	<b>SPRING 2025</b> MBA program follows a slightly different academic calendar. You may get in touch with Graduate School of Business to get the schedule of classes.
<b>No class weeks</b>	<b>October 14-18, 2024</b> due to Global Network Week October 2024	<b>March 10-14, 2025</b> due to Global Network Week March 2025
<b>Public Holidays (No classes)</b>	<b>October 29<sup>th</sup>, 2024</b>  The Republic Day	<b>January 1<sup>st</sup>, 2025</b> New Year's Eve  <b>March 29<sup>th</sup>-April 1<sup>st</sup>, 2025</b> National Holidays  <b>April 23<sup>rd</sup>, 2025</b> National Sovereignty and Children's Day  <b>May 1<sup>st</sup>, 2025</b> Labor Day  <b>May 19<sup>th</sup>, 2025</b> Youth and Sports Day  <b>June 5<sup>th</sup>-9<sup>th</sup>, 2025</b> National Holidays

**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 OPEN TO EXCHANGE STUDENTS

Term	Course Code Course Name	Course Credit	Dates
FALL 2024	MGMT 546 Sustainability in Complex Systems	3 credits	<b>Starts: January 3<sup>rd</sup></b> <b>Ends: February 9<sup>th</sup>, 2025</b>
SPRING 2025	MFIN 502 Financial Management II	3 credits	<b>Starts: February 14<sup>th</sup></b> <b>Ends: March 23<sup>rd</sup>, 2025</b>
SPRING 2025	MFIN 554 Mergers & Acquisitions	3 credits	<b>Starts: February 14<sup>th</sup></b> <b>Ends: March 22<sup>nd</sup>, 2025</b>
SPRING 2025	TECH 517 Strategic Systems Modeling	3 credits	<b>Starts: April 11<sup>th</sup></b> <b>Ends: June 1<sup>st</sup>, 2025</b>
SUMMER 2025	DESG 530 User Experience	3 credits	<b>Starts: June 14<sup>th</sup></b> <b>Ends: June 22<sup>nd</sup>, 2025</b>
SUMMER 2025	DESG 531 Design for Augmented and Virtual Reality	3 credits	<b>Starts: August 2<sup>nd</sup></b> <b>Ends: August 10<sup>th</sup>, 2025</b>
SUMMER 2025	TECH 516 Technology, Innovation & Management	3 credits	<b>Starts: September 12<sup>th</sup></b> <b>Ends: October 5<sup>th</sup>, 2025</b>

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

### Course Descriptions

#### TECH 517 Strategic Systems Modeling

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.

#### MFIN 502 Financial Management II

The valuation framework developed in MFIN 501, applied to a series of major corporate financial and asset management decisions: Issuance of corporate securities, corporate financing decisions, dividend policy, capital structure, and corporate risk management.

Firms need to finance value, creating new investments in fixed assets and working capital. The following questions that arise during this process are the main pillars of this course:

- Should the company pay dividends or retain profits?
- Is there an optimal mix of debt vs. equity funding?
- In either raising new equity or in acquisitions, how do we value companies?
- How can we manage risks using derivatives?
- How can we include real options embedded in businesses to valuation?

### **MFIN 554 Mergers & Acquisitions**

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 purchases 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.

### **MGMT 546 Sustainability in Complex Systems**

The course aims to teach students three key concepts that constitute its title: sustainability, complexity and systems. Fundamental analysis and omnipresence of systems will first be explored. Complexity and examples of complex problems such as economic, environmental, political and social sustainability as well as corporate management issues will be discussed. Interdependence, delays and reinforcing and balancing feedback loops that lead to complexity will be analysed. Distinction will be made between complex and complicated issues in terms of ways to address them and how systems thinking, and system dynamics tools are potent to addressing the former, whereas the latter can be easily tackled through a reductionist approach.

### **DESG 530 User Experience**

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.

### **DESG 531 Design for Augmented and Virtual Reality**

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.

### **TECH 516 Technology, Innovation & Management**

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.

## 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 at the beginning of the academic period.

## Koç University Graduate School of Business Grading System

<b>Grade</b>		<b>Numeric Value</b>
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