



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

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

<http://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	gsb@ku.edu.tr
GSB Academic Director	Nilüfer AYDINOĞLU naydinoglu@ku.edu.tr
GSB Academic Programs Manager	Senem KIZILTAN skiziltan@ku.edu.tr
GSB Academic Programs Assistant Specialist	Aycan ÜNAL aunal@ku.edu.tr İpek ŞENTÜRK isenturk@ku.edu.tr
Office of International Programmes Exchange Programs, Partnerships and UNIC Mobility Hub (Incoming) Specialist	Tuğba GÜVEN tguven@ku.edu.tr
International Community Office (<i>visa application and residence permit for international students</i>)	ico@ku.edu.tr

2024/2025 ACADEMIC CALENDAR TERM DATES		
Term Dates	FALL 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.	SPRING 2025 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	October 14-18, 2024 due to Global Network Week October 2024	March 10-14, 2025 due to Global Network Week March 2025
Public Holidays (No classes)	October 29th, 2024 The Republic Day	January 1st, 2025 New Year's Eve March 29th-April 1st, 2025 National Holidays April 23rd, 2025 National Sovereignty and Children's Day May 1st, 2025 Labor Day May 19th, 2025 Youth and Sports Day June 5th-9th, 2025 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	TECH 517 Strategic Systems Modeling	3 credits	Starts: January 3rd Ends: February 9th, 2025
SPRING 2025	MFIN 502 Financial Management II	3 credits	Starts: February 14th Ends: March 23rd, 2025
SPRING 2025	MFIN 554 Mergers & Acquisitions	3 credits	Starts: February 14th Ends: March 22nd, 2025
SPRING 2025	MGMT 546 Sustainability in Complex Systems	1.5 credits	Starts: April 11th Ends: April 27th, 2025
SUMMER 2025	DESG 530 User Experience	3 credits	Starts: June 14th Ends: June 22nd, 2025
SUMMER 2025	DESG 531 Design for Augmented and Virtual Reality	3 credits	Starts: August 2nd Ends: August 10th, 2025
SUMMER 2025	TECH 516 Technology, Innovation & Management	3 credits	Starts: September 12th Ends: October 5th, 2025

***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

<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