



**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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<b>2023/2024 ACADEMIC CALENDAR TERM</b>		
<b>DATES</b>		
Term Dates	<b>FALL 2023</b> <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>	<b>SPRING 2024</b> <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>16-20 October 2023</b> due to Global Network Week October 2023	<b>March 11-15, 2024</b> due to Global Network Week March 2024
Public Holidays(No classes)	<b>29 October 2023</b>  The RepublicDay	<b>January 1<sup>st</sup>, 2024</b> New Year'sEve  <b>April 9-12, 2024</b> National Holidays  <b>April 23<sup>rd</sup>, 2024</b> National Sovereignty and Children's Day  <b>May 1<sup>st</sup>, 2024</b> Labor Day  <b>May 19<sup>th</sup>, 2024</b> 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	<b>Starts: September 08, 2023</b> <b>Ends: October 08, 2023</b>
SPRING 2024	TECH517 Strategic Systems Modeling	3 credits	<b>Starts: January 05, 2024</b> <b>Ends: February 25, 2024</b>
SPRING 2024	MFIN 554 Mergers & Acquisitions	3 credits	<b>Starts: January 26, 2024</b> <b>Ends: March 02, 2024</b>
SPRING 2024	MKTG 546 Sustainability in Complex Systems	1,5 credits	<b>Starts: February 23, 2024</b> <b>Ends: March 29, 2024</b>
SPRING 2024	MGMT 533 Management of Culture and Diversity in Organizations	3 credits	<b>Starts: March 29, 2024</b> <b>Ends: July 06, 2024</b>
SUMMER 2024	DESG 530 User Experience	3 credits	<b>Starts: June 01, 2024</b> <b>Ends: June 09, 2024</b>
SUMMER 2024	DESG 531 Design for Augmented and Virtual Reality	3 credits	<b>Starts: July 27, 2024</b> <b>Ends: August 04, 2024</b>

**\* 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.

#### **Sustainability in Complex Systems (elective course-1,5 credits)**

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.

#### **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