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Why an MBA at Koç University?

The one year full-time MBA is a challenging, stimulating, and practical program. There is an outstanding curriculum, a world-class faculty and a strong opportunity for a large business network.

The full-time MBA at Koç is a transforming experience. The curriculum is carefully designed to address the needs of future leaders. Our faculty members are not only excellent teachers but also renowned researchers who contribute to the body of knowledge worldwide. We have close connections with the business community. These connections provide our students with the opportunity to meet with and learn from highly respected professionals in various sectors. That is why Koç MBA is the leading destination for remarkable individuals who are eager to build ambitious careers at a global scale.

Koç MBA program offers you an educational experience that creates life-long advantages. The one year full-time MBA is a challenging, stimulating, and practical program. There is an outstanding curriculum, a world-class faculty, and a strong gateway for a large business network.

Our curriculum provides leading-edge knowledge and skills necessary to analyze and implement functional and strategic decisions in the global setting. Faculty members utilize a variety of approaches to deliver their leading-edge expertise. Our students bring their experience in different organizations, their insights, their ambitions, their demonstrated capabilities, and their energy and effort to become successful managers and leaders.

The Graduate School of Business’ ongoing relationships with the international business community and links with some of the most respected business schools in the world offer a wide range of educational and professional opportunities for our students. Our world-class facilities and state-of-the-art information technology provide an ideal environment to support your experience at Koç University. The small size of the program and the emphasis on team work promotes productive interaction between faculty, staff, students, and alumni.
Koç University

Koç University is a non-profit private university founded in 1993 by the Vehbi Koç Foundation. The late Vehbi Koç is the founder of the Koç Group, the biggest industrial group in Turkey. The Vehbi Koç Foundation is the most influential foundation in Turkey and operates in the areas of education, health, and culture.

For more information please visit:
http://www.ku.edu.tr
Koç University Graduate School of Business

Renowned for its faculty, research, and international partnerships, the Graduate School of Business is a truly exceptional institution dedicated to educating creative, versatile, and socially responsible future leaders.

The Graduate School of Business’ mission is to provide the best education in order to contribute to the welfare of Turkey and all humanity. The Graduate School of Business aspires for its graduates to become leaders in their professions anywhere in the world, critical thinkers, creative individuals, who are socially responsible, and be committed to the highest ethical standards and to the values of democracy.

The Graduate School of Business’ research aims to extend knowledge and to influence the intellectual, technological, economic, and cultural advancement of Turkey and its surrounding regions.

Koç University Graduate School of Business strives to achieve excellence. It is a high quality institution that aims to provide the best education with the best faculty, infrastructure, international network, research performance, and the best corporate relations.

For more information please visit: www.gsb.ku.edu.tr
The primary objective of the Koç MBA program is to foster tomorrow’s business leaders and prepare our graduates for a wide array of careers ranging from general management to specialized fields including investment banking, marketing management and supply chain management.

Koç University MBA program was founded in 1993 to provide a comprehensive business education involving a rigorous and innovative curriculum taught by world class faculty. It is designed to include the best features of MBA programs offered at major universities in North America and Europe. The language of instruction is English.

The primary objective of the Koç MBA program is to foster tomorrow’s business leaders and prepare our graduates for a wide array of careers ranging from general management to specialized fields including investment banking, marketing management and supply chain management. Koç MBA is a post-experience program. The class of 2010-2011 has an average of 27 months of work experience.

Compared with a regular two year MBA, Koç University’s one year full-time MBA delivers approximately the same contact hours in a twelve month period with an intense schedule and utilizing the summers effectively. The one year full-time MBA Program offers a world-class education which is consistently recognized as a leading program in Turkey and the region.

The program has two condensed summer terms, one at the beginning and the other at the end of the program, and two regular terms. Each of these semesters has been designed to capture the four fundamental components of the program; namely, Introduction, Foundation, Growth and Launch. The MBA Program consists of 54 credits and a total of approximately 612 contact hours. The 18 requisite courses entail 14 core classes and 4 electives. Students choosing to spend a semester abroad in a partner exchange institution extend their program by one semester.
Program Advantages:
- Outstanding value for your investment
- Exclusive career services
- Full range of courses and seminars
- Koç University’s excellent facilities, resources, and extensive alumni network

When you are getting an MBA, a one year full-time program can save you a considerable amount of time. It is especially perfect for students who are focused on their career path and know what they want from an MBA degree.

Key merit of the Koç MBA program is the increased return on investment. This shorter period of education time creates a smaller opportunity cost. Students are not out of the workforce for a long time. Students also enjoy a more affordable budget for living and relocation expenses.

<table>
<thead>
<tr>
<th>Component</th>
<th>Semester</th>
<th>Course</th>
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<tbody>
<tr>
<td>Introduction</td>
<td>Summer I (5 weeks) 144 hours</td>
<td>Managing in Organizations</td>
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<td></td>
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<td>Organizational Behavior</td>
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<td>Managerial Economics</td>
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<td>Statistics</td>
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<tr>
<td>Foundation</td>
<td>Fall (14 weeks) 210 hours</td>
<td>Accounting</td>
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<td>Managerial Finance I</td>
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<tr>
<td></td>
<td></td>
<td>Management Science</td>
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<td>Economics</td>
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<td>Marketing</td>
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<td>Operations Management</td>
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<td>Growth</td>
<td>Spring I and II (7+7 weeks) 210 hours</td>
<td>New Venture Development</td>
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<td></td>
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<td>Managerial Finance II</td>
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<tr>
<td></td>
<td></td>
<td>Electives</td>
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<tr>
<td>Launch</td>
<td>Summer (3 weeks) 64 hours</td>
<td>Leading and Managing in Organizations</td>
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<td></td>
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<td>Business Simulation</td>
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<tr>
<td>Optional Exchange Semester</td>
<td>Fall III (Optional) 11 months or 16 months (with exchange)</td>
<td>Electives</td>
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</tbody>
</table>
Introduction
Summer Term I
The first part of the program starts in August. Some of the courses in this summer term form a foundation for the core courses that are offered in the following semesters, while others aim to introduce issues related to organizational and human aspects in the contemporary business world.

Foundation
Fall Term
The Fall semester consists of the majority of the core courses of the program. The program is also supported with guest speakers invited from the industry.

Growth
Spring Term
During the two 7-week periods, students take four elective courses and the compulsory Financial Management II and the New Venture Development class, which includes lectures and a collaborative Business Plan Project.

Kerem Deniz Sargut
MBA ’11
The benefits of Koç MBA Program are pretty simple to point out. First, it is a one-year program which provides me with everything that I would have faced in a two-year program. Second, Koç University provides us with numerous extras that will help me find a good job after graduating such as career service, coaching and skill seminars. Koç University also presents its students the opportunity to attend lectures of leading managers from various multinational companies and a very strong alumni network. Third, Koç MBA curriculum is cutting-edge and innovative. I really appreciate the presence of strong and well recognized professors who are known in the international arena.

Koç MBA program helps me to further orient myself. The coaching sessions, professors’ willingness to help and the existence of the highly developed Koç University network are very helpful.

The one year full-time MBA Program offers a world-class education which is consistently recognized as a leading program in Turkey and the region.
In each 7 week period, students may take 2 or more elective courses that meet twice a week for 2.5 hours per session delivering the same contact hours as semester long courses. This semester is also supported with the Guest Speaker Series. The following are some core courses that were offered as electives in the past.

**Launch**

**Summer Term II**

This semester is the final touch of the program. The two core courses taught in the final summer enable students to both utilize the knowledge they have accumulated throughout the program and to have a glimpse of the leadership skills required in today’s business world. The last condensed term is three weeks long, designed to have free afternoons to provide ample time for homework and projects.

**Optional Exchange Semester**

Students who would like to spend a semester abroad can extend their studies by participating in the exchange program during the fall semester following the second semester term. Students especially with limited international experience are strongly encouraged to participate in the exchange program.

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**Elective Courses**

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<tr>
<th>Course</th>
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<tbody>
<tr>
<td>Auditing</td>
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<td>Brand Value Creation &amp; Maximization</td>
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<td>Consumer Behavior</td>
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<td>Corporate Social Responsibility</td>
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<td>Database Management</td>
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<tr>
<td>Financial Markets and Instruments</td>
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<td>Innovation Management</td>
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<td>Intermediate Accounting</td>
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<td>International Business Transactions</td>
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<tr>
<td>Introduction to Risk Management</td>
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<tr>
<td>Marketing Research</td>
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<tr>
<td>Political Economy of Globalization and Development</td>
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<tr>
<td>Pricing and Distribution</td>
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<tr>
<td>Strategic Marketing</td>
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<tr>
<td>Supply Chain Management</td>
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<td>International Negotiations</td>
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<td>International Marketing</td>
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<tr>
<td>Portfolio Management</td>
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<tr>
<td>Information Systems &amp; Electronic Commerce</td>
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<tr>
<td>Doing Business in China: Economics, Politics and Culture</td>
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<td>Strategic Behavior and Competition in Telecommunications</td>
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<td>Data Analytics for Marketing Management</td>
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<td>Strategic Customer Management</td>
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<td>International Business Law</td>
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Koç University ensures that its MBA graduates gain the tools and knowledge they need to be successful in the competitive business world.
**Intensive Learning**

The full-time Koç MBA curriculum underlines that education for business should cover a wide spectrum of perspectives. Therefore, the program offers an innovative education, based upon management fundamentals and functions enriched by case-studies, up-to-date projects and guest speaker series.

The curriculum is designed to give an intensive learning opportunity. It is an innovative response to the demands of the corporate world for MBAs who can achieve things under shorter periods of time. By delivering a high quality MBA education in one year, Koç University Graduate School of Business ensures that its MBA graduates gain the tools and knowledge they need to be successful in the competitive business world without staying out of the workforce for a longer period.

Guest speakers give seminars on their real business experiences. Best practice presentations and competition on case studies give students a broader approach on problem solving.

**Faculty**

The professors in the Graduate School of Business range from faculty in the College of Administrative Sciences and Economics to visiting professors and distinguished senior executives.

---

**Tuğçe Kutluay**

**MBA ’11**

As Koç MBA students, we analyze real life situations in various case studies and try to find solutions to real business problems. With the help of renowned academicians and highly respected instructors from the business world, we have the chance to combine theory and practice. Continuous feedback we receive from instructors helps us improve our approach to real business problems.

Koç MBA is not just an academic program. It is full of people who care about my feelings, my thoughts, and career decisions. I have a personal career coach who helps me define my goals more clearly. I have the opportunity to attend business seminars where I can meet well respected professionals from various sectors. This exclusive career service and the caring environment are just a couple of the many things that make me feel glad to be a part of this family.

We always work in teams. We both practice our leadership skills and learn to be a good team player. Student diversity enables us to make a contribution by sharing our different experiences.
Students Choose Koç MBA for Many Different Reasons

Best practice presentations and competition on case studies give students a broader approach on problem solving.

- High Quality of Education
- Proximity to Business Life and to Business Leaders
- Lifelong Social Relationships
- Innovative Approach to Soft Skills
- High Quality Environment
Term Projects
Students have many opportunities to deal directly with organizations and their managers in the exciting business environment of Istanbul. In these field study projects, student teams act as project consultants to organizations and apply the knowledge they acquire in courses to actual business problems. Students submit one of these individual projects as a requirement for graduation.

In accordance with the regulations and requirements of the Turkish Higher Education Council (YÖK), Koç MBA degree doesn’t require a graduation thesis. Each student carries out several research projects throughout the program. The minimum requirement is at least one individually prepared term project conducted under the guidance of a faculty member.
Koç University Graduate School of Business continues to be the pioneering educational institute of Turkey through its international expansion.
Course Descriptions

Core Courses

MGMT 501 - Managing in Organizations
Visit. Prof. Stewart Tubbs/E. Michigan University
Extant research and theorizing on organizations employed in dealing with management problems. Goals and effectiveness, the external context of organizations, organization culture, organization design, and process issues like decision making, power, politics, conflict, and the management of change. Discussion is framed in a comparative perspective to develop a better understanding of the institutional context of organizational and managerial practice.

MGMT 502 - Organizational Behavior
Visit. Assoc. Prof. Berrin Erdoğan/Portland State University
Human behavior and interpersonal relations as they occur in organizational context, particularly work teams.

MGEC 501 - Managerial Economics
Asst. Prof. Alp Atakan
Fundamental concepts and analytical tools of microeconomic theory: demand, supply, and equilibrium; market structure analysis with a brief introduction to game theory; risk and uncertainty; comparative advantage and gains from trade; market distortions and their welfare consequences. Brief intro into micro foundations of macroeconomics, open economy equilibrium, exchange rate and income determination; policy analysis in an open economy with frequent references to real life phenomenon and their analysis through the tool kit acquired during the course.

STAT 501 - Statistics for Managers
Asst. Prof. Baler Bilgin
Basic concepts and methods of statistics used in making business decisions. Frequency distributions and related descriptive measures, probability and random variables, sampling, statistical inference, regression, correlation analysis, and the general linear model.

Canan Mine Koçgil Köksal
MBA ‘06
Information & Decision Solutions Manager
Procter & Gamble Turkey

Koç University’s vast network of staff, alumni, business and preeminent MBA program guarantees a well-rounded learning experience. Meeting today’s distinguished business leaders and hearing numerous outlooks ensure that you can cultivate an unmatched professionalism, increase your marketability and become a member of an extensive community of business experts.
Course Descriptions

ACCT 501 - Financial Accounting
Senior Lecturer, Alp Bayülken
Financial accounting with a managerial emphasis. Generally accepted accounting principles, concepts, standards, and practices used in recording business transactions in order to prepare major financial statements such as the balance sheet, income statement, and cash flow statement. Accounting for inventories, plant, property, and equipment as well as measurement of liabilities, capital stock, and retained earnings; generation of accounting information for internal planning and control purposes are studied. Role of management accounting for decision making, determination of cost of products and services, and performance evaluation of business units are examined. Different methods of determining product costs using job costing, process costing, and activity based costing are examined. Use of cost, volume, profit analysis in order to determine product contribution margins and break-even point and study of cost behavior in relation to activity levels; determination of relevant information for decision making.

MFIN 501 - Financial Management I
Senior Lecturer, Cüneyt Demirgüreş / Managing Director, Head of Turkish Equity Research & Deputy Head of EEMEA Research, UniCredit Menkul Değerler A.Ş.
Introduction to the time value of money and discounted cash flow analysis; coverage of financial decisions to maximize the value of the firm’s equity: valuation of assets, liabilities, and common equity; capital budgeting decisions; opportunity cost of capital; risk and return.

MGEC 502 - Macroeconomics Analysis for Management
Senior Lecturer, Murat Ülgen/Chief Economist, Chief Economist for Central and Eastern Europe and Sub-Saharan Africa, HSBC
Effects of macroeconomic policies such as fiscal, monetary, and foreign exchange on business. Causes and consequences of inflation and unemployment. Economic growth and technological progress. Open economy, international flow of goods and capital, exchange rates.

MKTG 501 - Marketing Management
Assoc. Prof. Ayşegül Özsomer
Marketing management in modern organizations; knowledge and application of key strategic frameworks to customer analysis, environment, competition, and organizational strengths and weaknesses. Creative selection of target markets and planning the components of the marketing mix. The role and use of information in marketing planning, determinants of and the nature of buying behavior. The complexity of developing and managing the marketing process in a multinational arena.

OPSM 501 - Operations Management
Assoc. Prof. Zeynep Akşin Karaesmen
Fundamental decisions and tradeoffs in control of a firm’s operations: obtaining and controlling the flow of materials through a production facility and distributing them to customers. Four modules: process fundamentals; cross functional integration, coordination, and control; improving the performance of productive systems; and competing through technology and operations.

QMBU 501 - Introduction to Management Science
Asst. Prof. Özden Gür Ali
Fundamental quantitative methods used in business decision-making: mathematical programming, stochastic modeling, and simulation, with emphasis on formulation, analysis, and implementation.

MFIN 502 - Managerial Finance II
Senior Lecturer, Cüneyt Demirgüreş / Managing Director, Head of Turkish Equity Research & Deputy Head of EEMEA Research, UniCredit Menkul Değerler A.Ş.
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.
**MGMT 504 - New Venture Development**  
Senior Lecturer Jacques Couvas, Bilkent University  
An overview of the processes involved in starting, funding and investing in a new or growing entrepreneurial venture. Development of skills and knowledge required for organizing and managing a new business enterprise and preparing the business plan. A Business Plan project is integrated into the course, requiring students to work in groups on the development of a business idea into an entrepreneurial project. Students will be able to use their creativity and sharpen their research, analysis and writing skills. The final evaluation of the project is partly conducted by a group of executives representing a broad range of industries.

**International Opportunities**  
In today’s global economy, with multinational firms and competitors, every manager must be able to function effectively in a global business environment. Koç MBA has an international curriculum and faculty. Koç MBA has an international curriculum and faculty. In addition, around 95% of entering MBA students have some international experience.

Koç MBA alumni work overseas and some alumni graduated from the top PhD programs in the United States and Europe. Some of the countries that alumni live and work are the following: China, France, Hong Kong, Monaco, Netherlands, Saudi Arabia, Dubai, Denmark, Romania, Switzerland, Spain, United Kingdom and the United States.

**MGMT 505 - Leading and Managing in Organizations**  
Visit. Prof. Jeffrey Sanchez-Burks, University of Michigan  
This course is designed to give participants an overview of competitive business strategy & leadership. More than tools and techniques to be applied for problem solving, this course emphasizes the importance and necessity of being extremely flexible in thinking, ability to adapt changing conditions, ability to think outside the box and come up with working strategies.

**Exchange Programs**  
The number of exchange schools has increased considerably over the years, reaching 19 different programs and institutions in Fall 2010-2011.

In the one year full-time MBA program, students who wish to go for an exchange semester and who are in good academic standing may extend their studies by one semester. The programs that are available for the following Fall semester are announced in the Spring semester each year.

On average 25% of MBA students have chosen to benefit from exchange programs.

Our program has hosted students from the European Business School, the Indian Institute of Management, SDA Bocconi, the University of Washington, HHL Leipzig, Helsinki School of Economics and University of Texas at Austin. The incoming exchange students bring their own perspectives to enrich the classroom environment.

**MGMT 509 - Business Simulation**  
Asst. Prof. Özge Pala  
The simulation involves an ongoing series of strategic decisions to manage a computer simulated firm in a competitive environment. The competitive performance is measured in terms of market shares and corresponding financial results. The game provides a ‘safe’, simulated, interactive environment which provides a learning experience in the essentials of financial accounting, principles of marketing, finance and operations management; and the importance of good forecasting in balancing the overall business activities of a firm in a market- driven economy.
Exchange Programs at Koç University Graduate School of Business

The number of exchange schools has increased considerably over the years, reaching 19 different programs and institutions in Fall 2010-2011.
The Graduate School of Business provides MBA students with career and placement services throughout the program. Workshops, Career Management Programs, and one-to-one career coaching and counseling provide students with the necessary skills and tools for effective job search strategies.

Corporate speakers hosted throughout the academic year enable students to acquire information about different functional areas, which in turn helps them shape their career objectives.

Resume Catalogues are prepared every year for students and distributed to prospective employers. The aim of these catalogues is to provide first-hand information about the students to a large number of national and multinational organizations.

We work with leading HR consulting companies to help students plan their careers effectively. The Career Resources Corner at the library and the on-line Koç University Company- Employer Database, covering over 1500 companies, are two other services designated for the career guidance and the job search of students. Networking with Koç MBA and Executive MBA alumni for professional and social occasions is also an excellent resource base.

The MBA Career Events Days which take place throughout the Spring Semester are a unique opportunity where employers and students meet for possible internship and job opportunities. On-campus presentation and interviewing opportunities increase the speed and efficiency of recruitment for companies. At the same time, students are exposed to a broad panorama of alternative employment opportunities.

Some of the top recruiting companies for Koç MBA alumni in recent years have been Pfizer, Citibank, Procter & Gamble, Novartis, Deloitte, Koç Holding and PricewaterhouseCoopers.

Please direct all general and human resource inquiries regarding career development and job placement to:

Ms. Pırıl Üstün
Graduate School of Business
Koç University
Rumelifeneri Yolu
Sarıyer, Istanbul 34450, Turkey
Tel.: 90-212-338 13 35
Fax: 90-212-338 16 52
e-mail: pustun@ku.edu.tr

For more information please visit: www.gsb.ku.edu.tr
Leadership and Management Development Program (LMDP)

Koç Leadership and Management Development Program (LMDP) is a program designed to help MBA students expand their managerial skills. It commences at orientation and continues with seminars and guest lecturers throughout the MBA program.

Through the Leadership and Management Development Program, students acquire professional skills in addition to the sound academic base provided by the rigorous and innovative curriculum of the Koç MBA program. In addition to these, students attend workshops and guest speakers hosted by other units of the university.

LMDP’s key components are:

- Managerial Skills Development
- Communication Skills Development
- Career Consultations
- Career Information Sessions
- Guest Speaker Series

COMPANIES RECENTLY PARTICIPATED IN THE LMD Program

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<tr>
<th>COMPANY</th>
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<tbody>
<tr>
<td>Arçelik</td>
<td>Migros</td>
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<tr>
<td>Deloitte Consulting</td>
<td>Peppers&amp;Rodgers</td>
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<td>Deloitte Financial Advisory Services</td>
<td>Petrol Ofisi</td>
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<td>Doğan Online</td>
<td>Pfizer</td>
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<td>Eczacıbaşı Holding</td>
<td>Reckitt Benckiser</td>
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<td>Egon Zehnder</td>
<td>Roche</td>
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<td>Google</td>
<td>Shell Turcas</td>
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<td>Michael Page International</td>
<td>UNDP</td>
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<tr>
<td>Microsoft</td>
<td>Zurich Insurance</td>
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The high success rate of the graduates reflects the quality of the program and this success contributes to the current reputation of Koç MBA in the Turkish, regional and global business environment.

Koç Graduate School of Business currently has 565 MBA program alumni, 487 EMBA Program Alumni, 36 Master of Science in Finance Alumni, totaling 1088 invaluable members of Koç GSB’s business network that act as vital resources for current students. The high success rate of the graduates reflects the quality of the program and this success contributes to the current reputation of Koç MBA in the Turkish, regional and global business environment. A number of the graduates have earned top leadership positions in prominent local and multinational companies.

The employment distribution of the MBA alumni reflects the versatility of the graduates, who work in the following areas:

• Banking
• Securities
• Consumer goods
• Automotive and suppliers
• Telecommunication and technology
• Pharmaceuticals and medical products
• Petrol and energy
• Holding companies
• Electrical machines and electronics
• Education and advisory services
• Distribution and retailing
• Consulting

Kemal Özışıkçilar
MBA ’00
Building Innovations Sales & Marketing Manager
Turkey, Israel & Stan Countries
DuPont Turkey

The most important thing I learned in the MBA program was working in teams and building consensus on how to make a project/come to decisions. The importance of soliciting and utilizing others’ opinions cannot be overemphasized and it contributes to an individual’s success as well as an organization’s success directly. This was something that I learned at Koç University and have utilized in every endeavor since then.

I challenge any young professional considering a graduate business degree to view all aspects of the program, not just starting salaries and job offers. The full-time degree is a lifetime, life-changing experience that should be well-rounded. Once you do that, you will see that Koç University Graduate School of Business stands in the top tier.
Application Procedures & Admission Requirements

All candidates are required:
• To be highly motivated and dedicated individuals who make a firm commitment throughout the full length of the study
• To have a bachelor’s degree from a recognized university
• To take the TOEFL and GMAT, test scores should be sent to the institution number 0163
• To submit an official academic transcript from the undergraduate institution
• To complete the application form as specified, obtain two letters of reference and arrange for a personal interview
• To provide the application fee payment slip

Beste Sözer
MBA’10
Cost Analyst
Philip Morris

I believe that students with some work experience can contribute a lot to the class. The content they contribute is very resourceful for the rest of the students. This intuitively makes a lot of sense and this truly is how an MBA class should be, because as students contribute and share their experiences, the class becomes a more interactive place. We get the opportunity to learn from the others’ relevant hands-on experiences, which familiarizes all students with the kind of solutions that they will be facing in the future.
Campus Life

**Fener Campus**
Koç University’s Fener Campus presents a living space full of fresh air for those students who desire to focus on the academic life in the middle of the nature. The campus is easy to access at any hour of the day, with scheduled public buses, minibuses, ferries and shuttles programmed in accordance with the academic schedules.

**İstinye Campus**
Koç University’s renovated İstinye Campus serves as the Executive Education Center. Located in close proximity to Istanbul’s Stock Exchange and corporations in the Maslak-Levent area, İstinye Campus hosts the EMBA program’s winter sessions. The campus is comprised of five buildings and its 32-room guest house is available for accommodation.

**Library**
The Koç University Library boasts a collection of 151,000 books, 42,500 e-journals and 57 online databases. Inter-library loan and document delivery services make material easily accessible to students. Koç University’s library also provides subject-specific library training and reference services in several fields of business.

**Sports and Physical Fitness**
The School believes in the importance of physical fitness as an integral part of a well-balanced lifestyle. In the gymnasium with synthetic surface and in the weight training and conditioning areas, men and women can pursue personal health objectives under trained supervision. The outdoors swimming pool is particularly appealing in the summer term.

**Mine Yılmaz**
MBA ’10
Consultant
Deloitte Consulting | Energy & Resources

After working for four years as an electronics engineer in two leading technology companies in Turkey and having a master’s degree in electrical and electronics engineering, I feel that I have satisfied my passion for technical design and development. However, the world is changing with great speed, to fully capture the value of my engineering skills, they must be complemented with social and innovative skills including empathy, self-confidence, and the courage to take initiative.
Campus Facilities
The campus is on a hill close to the city of Sarıyer but far removed from the distractions of city life. It sprawls over 25-hectares of beautiful campus grounds. 60 academic and administrative buildings, laboratories, library, dormitories, faculty residences, social and sports facilities are the product of a meticulous, integrated design. The architecture is a blend of the historical style of İstanbul with the timeless characteristics of academic institutions.

The Graduate School of Business’ strategic design facilitates interactive teaching and research. The building features modern classroom and offices, seminar rooms and breakout rooms for the use of MBA students. Ample space is provided for socializing, meetings, receptions, study, and student events.

On-Campus Student Residence
There are many residential areas near the campus. For the graduate students, the university rents condominiums in apartment buildings near the campus. It also furnishes all these apartments for the convenience of the students.

Life in these accommodations is comfortable and is truly appreciated by students during their education.

Özlem Ayaz Arda
MBA ’04
Strategic Planning Specialist
Koç Holding A.Ş.

Koç’s MBA Program provided me with numerous perspectives that carried over into my professional life. The critical skills I gained in effective communication and collaboration allow me to think and act professionally in any environment.
Memberships

Being a member of GSBN, Koç University Graduate School of Business is fostering a network of emerging business leaders who are committed to using the power of business to create a better world.

Koç University Business School is a member of the Association to Advance Collegiate Schools of Business (AACSB). AACSB International has more than 1,100 members in 70 countries. More information on AACSB International, please visit www.aacsb.edu/aboutus.asp

The School is also a member of the European Foundation for Management Development (EFMD). EFMD is an international membership organization, based in Brussels, Belgium. It has more than 600 member organizations from academia, business and public sector organizations in more than 70 countries. More information on EFMD is available at www.efmd.org

Koç University Business School, which aims to contribute to the development of the business leaders of the 21st century, continues to be the pioneering educational institute of Turkey through its international expansion.

In December 2009, Koç University, College of Administrative Sciences and Economics and Graduate School of Business has become the first university to join the Global Management Schools Network (GSBN). It is a nonprofit organization which aims to educate the future corporate leaders for the emerging markets with the support of the International Finance Corporation and the World Bank.

Currently there are 41 management schools from 14 countries in the Global Management Schools Network which aims to create a professional collaboration among the reputable management schools and local management faculties.

Being a member of GSBN, Koç University Graduate School of Business is fostering a network of emerging business leaders who are committed to using the power of business to create a better world. The next generation of skilled managers will have a positive impact on society throughout their professional careers and beyond. More information on GSBN is available at www.gsbnonline.org/
Koç University Graduate School of Business is the full academic member of CEMS alliance which is a strategic alliance of leading business schools and multinational companies.

CEMS is the global league of leaders on the pre-experience Master’s Market and it cannot be equaled in terms of reputation of its members: 28 world-class academic institutions (25 full members and 3 associate members) collaborate together with more than 65 corporate partners to offer international, postgraduate students a unique blend of high quality education and professional experience. Its first mission is to set a global standard of excellence for pre-experience Master’s in management. Being a full academic member of CEMS, Koç University Graduate School of Business offers CEMS MIM (Master in International Management), a prestigious supranational business degree. This masters degree program is exclusively open the CEMS schools who meet very strict selection criteria.

More information on CEMS: The Global Alliance in Management Education is available at www.cems.org

25%

On average 25% of MBA students have chosen to benefit from exchange programs.

Murat Ülgen, PhD
MBA ’97
HSBC Chief Economist
Central & Eastern Europe and sub-Saharan Africa

Koç MBA has equipped me with necessary knowledge and skills to run an international business, hence it has been clearly an inflection point in my career. Today, I am managing a group of regional economists from Istanbul with expanded responsibilities. Moreover, it is also a great honor for me to return to the business school as a visiting instructor, lecturing managerial economics class for MBA students. In a way, Koç MBA is an integral part of my life and it continually helps me advance my business and academic career.
Koç School of Business prides itself in being the first and only school in Turkey and its neighboring regions to obtain EQUIS accreditation.

Koç University School of Business earned EQUIS accreditation in March 2009.

EQUIS - the European Quality Improvement System - is a leading international system of quality assessment, improvement, and accreditation of higher education institutions in management and business administration administered by EFMD. Its scope covers all programs offered by an institution from the first degree up to the PhD, including non-degree programs.

Koç School of Business prides itself in being the first and only school in Turkey and its neighboring regions to obtain EQUIS accreditation. The accreditation is one of the milestones in the School’s efforts towards achieving worldwide recognition with its programs, students, alumni, and faculty.

Mutlu Koç
MBA '02
Treasury Expert
Republic of Turkey Prime Ministry
Undersecretariat of Treasury

This morning I sat in a room with G20 delegates - representing 90% of the world economy and 80% of the world trade – to defend Turkey’s position. Throughout the meeting, I relied on only one thing: The negotiation skill I gained through Koç MBA Program.
CFA Partnership

CFA Institute is a global membership association that administers the Chartered Financial Analyst® [CFA®] and certificate in investment Performance Measurement [CIPM] curriculum and exam programs worldwide, publishes research, conducts professional development programs, and sets voluntary, ethics-based professional and performance reporting standards for the investment industry. CFA Institute has more than 95,900 members, who include the world’s 82,600 CFA charter holders, in 134 countries and territories, as well as 135 affiliated professional societies in 56 countries and territories.

More information on CFA Institute is available at www.cfainstitute.org/index.html.

The CFA program sets a globally recognized standard for developing the skills, standards, competence and integrity of the financial analyst, portfolio managers and investment advisers worldwide. CFA Institute partners with a limited number of select institutions that cover a significant portion of the CFA Program curriculum in their degree program. The partner universities are recognized as leaders and servers as role models to other institutions. Koç University’s Master of Science Program is selected as the first partner program in Turkey and one of 24 CFA Program partners in Europe.

Ayşegül Özsomer, PhD
Associate Professor

The full-time MBA at Koç University is a leading program not only in the region but also on a global basis. Our faculty members are renowned researchers who bring their cutting edge expertise to the classroom before the knowledge is published. In this way, our MBA students get access to new knowledge and have the potential to contribute to the progress of the organizations they participate in and to the economy at large.

Other Affiliations
Koç University signed the UN Global Compact in 2007. In 2008, Koç School of Business participated in the Principles of Responsible Management Education Initiative (PRME). Our programs remain committed to advancing corporate and social responsibility.
Directions to Rumelifeneri Campus

Rumelifeneri Yolu 34450 Sanyer İstanbul  Tel: 0212 338 1000  Fax: +90 212 338 1360
Koç University Graduate School of Business is the leading school in business education in Turkey and stands among the most successful business schools globally. In Financial Times Global Executive MBA Rankings 2010, Koç ranks 24th in Europe, 57th in the world and is the only business school from Turkey and also from the surrounding region ranked in top 100.

Koç University Graduate School of Business’ vision is being recognized as a model in Turkey and beyond. Its mission is building the most innovative post-graduate business programs and acting as a facilitator of change and progress. With its program offerings and partnerships, the School is the pioneer in terms of the first achievements in management education in Turkey. It established the first Executive MBA Program in Turkey. Its MSc in Finance Program is the first CFA Program Partner in Turkey. Koç University became a member of CEMS – The Global Alliance in Management Education as the only Turkish university in 2009. CEMS MIM (Master of Science in International Management), ranked 1st in the Financial Times Master in Management Rankings in 2009, and 2nd in 2010.

Choosing Koç University Graduate School of Business and coming to Istanbul mean choosing a fascinating place to live, study, and work. Istanbul has a unique geographical location as the city on two continents and has a beautiful landscape where you feel the combination of contemporary and traditional. It is the business headquarters of Turkey, which is the 16th largest economy in the world and 6th among the EU countries in 2009 as stated by IMF. With its dynamic, stable, attractive, and promising economy, Turkey is becoming the international business center and hub with easy access to multiple markets including Europe, Russian Federation, Middle East, North Africa, Central Asia, and Caucasus.