



TRADITION
OF
EXCELLENCE





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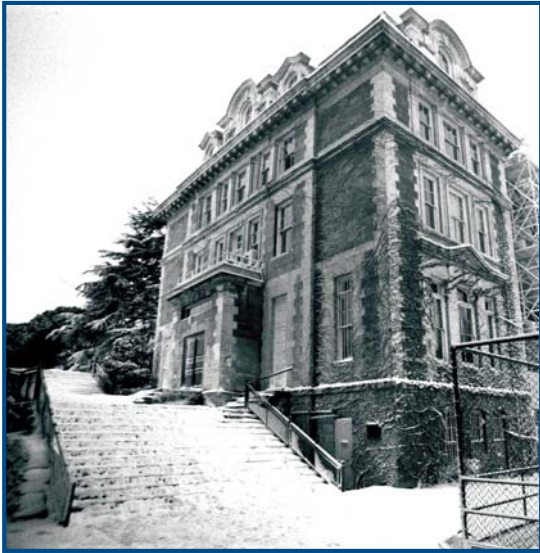
20-21 DEPARTMENT OF MANAGEMENT ALUMNI &
SELECTED LIST OF HIGH LEVEL MANAGEMENT
CAREERS OF OUR ALUMNI IN BUSINESS

FACULTY OF ECONOMICS
AND
ADMINISTRATIVE SCIENCES

DEPARTMENT OF MANAGEMENT

BOĞAZIÇI UNIVERSITY
ISTANBUL - TURKEY

WELCOME TO THE DEPARTMENT OF MANAGEMENT AT BOĞAZIÇI UNIVERSITY



“In a democratic country, administrators, enterprisers, and economists are more than managers and experts; they are the representatives of business and democracy, and as such they should be good citizens and leaders.

The School of Business Administration and Economics curricula are designed to give the training needed for these important roles.”

Excerpt from the report presented at the ceremony marking the opening of the School of Business Administration at Robert College on December 9, 1959

The Department of Management at Boğaziçi University has always enjoyed a reputation for drawing the crème de la crème of the student population in Turkey. These gifted students are in turn provided with the best training possible in order to equip them with the skills and talents needed to become the next generation of business leaders. Both at undergraduate and postgraduate levels students are offered programs that promote their strategic thinking abilities and creativity.

Our faculty are among the leading scholars in the country. At the forefront of their areas of expertise, they teach with skill and passion, and conduct research on the issues that matter today. They understand that preparing leaders in the marketplace means going beyond mere teaching; they are aware that successful management also requires the oft-neglected element of judgment which is indispensable for effective leadership, and the insight that is essential for innovation in our rapidly changing world.

We continue to develop innovative programs that respond to the needs of today's international businesses. In addition to teaching the tools and skills needed to succeed in the business environment the curricula are designed to develop professional executives with the requisite interpersonal skills that are required to communicate effectively. Our graduates are highly sought after in the local business world and find easy entrance into many of the leading graduate schools around the world.



In partnership with the business community, the Department of Management provides a wide range of resources to different fields of business, ranging from providing faculty research expertise to professional development courses for corporations and individuals as well as continuing courses for the wider community. We continually develop innovative programs that respond to the needs of business and have a deep impact on the way business is done in Turkey.

In the rapidly changing world of business, strategic thinking and strong leadership remain at the heart of success. Our rigorous, discipline-based approach to business education transforms our students into confident, effective, and respected business leaders who are equipped to preserve the tradition of excellence on which Boğaziçi prides itself. We produce the next generation of global business leaders.

Prof. Ayşegül Toker
Chair of the Department of Management
August 9, 2008

HISTORY



Boğaziçi University has a long history that stretches back 145 years to its foundation as Robert College in 1863 when it was established at the time as the first institution of higher education outside the territory of the United States. As of 1971, the institution has served as a state university that enjoys a culture of excellence and renown both in Turkey and abroad.

At Boğaziçi University you will find a historic, top-rank university with a highly selective admissions criteria and a reputation for superior education and scholarship. You will also find a picturesque campus set on one of the most beautiful sites overlooking the the breathtaking Bosphorus Strait.

The Department of Management was established in 1959 as the first department in Turkey to offer business administration studies in English. It has earned an international reputation for its high academic standards and the quality of its programs.

Among students who take the extremely competitive national centralized university entrance exams, one of the most sought departments at Boğaziçi University is Business Administration. Students must rank in the top .03% range in order to qualify for enrolment in the Department which has a long history of providing educational opportunities to exceptionally gifted and talented students.

The curriculum is designed to equip students with the requisite skills to become the successful executives and leaders in the future by providing them with effective communication and interpersonal skills. The Department strives to ensure that its graduates recognize the importance of being socially responsible and are keen to constantly improve their managerial skills in a competitive environment. Many of our graduates have gone on to assume leadership roles in both the public and private sectors.

Faculty members are internationally recognized in their respective fields of expertise and research. The commitment of the faculty to teaching and research ensures that the latest developments in scholarly work and research as well as leading edge practices in industry are almost instantaneously conveyed to our students.



SPECIAL FEATURES OF THE DEPARTMENT OF MANAGEMENT



Tradition of Excellence

The only management program in Turkey to admit all its students from among the highest scoring candidates in the central nationwide university entrance exams over the last 30 years.

Similarity in Superiority

The proximity of the the maximum and minimum scores of those students who succeed in entering the Department is evidence of the the caliber of our students.

A Tradition of Seeking Excellence

The degree program and the curriculum is continually evaluated and revised by means of introducing improvements and incorporating the latest developments and trends in contemporary management studies at the international level.

High Standard of English

Boğaziçi University is widely recognized for its quality of teaching in the English language. Ever since 1863, since the days of Robert College, the medium of instruction at this institution has been English.

The Boğaziçi Culture

The university offers a unique environment where close interaction between students and instructors becomes possible and where students are encouraged to express their ideas and creativity.

Equality within Individuality

Students find that the environment at Boğaziçi University is one that allows individuals to assert freely their personality and where everyone respects each other's views with understanding and compassion irrespective of cultural or social differences.

International Opportunities

Students are offered the opportunity to undergo an invaluable experience by spending a semester or a year at one of the leading universities in the world.

Double Major Oppportunity

Management students who qualify are given the opportunity to undertake a double major degree by following a program in conjunction with the Department of Economics, or Political Science and International Relations.

Acceptance to Graduate Schools Abroad

In recent years, our students who have obtained the highest GMAT scores in Turkey, the Middle East and Europe, have succeeded in securing admission to graduate programs in some of the the world's most prestigious universities.



ACADEMIC CURRICULUM



As business techniques become more complex and new challenges emerge, the Department continually refreshes its curricula and revises its teaching and research strategies. In addition to mandatory core courses, a wide range of elective courses are offered by the Department. A selection of those courses that are on the current curriculum are provided below:

- Financial management
- Accounting
- Investment and portfolio management
- Capital markets
- Business research
- Sales management
- Marketing
- Organization and management
- Human resource management
- Business law
- Management information systems
- Operational management
- Total quality management
- Strategic management
- Entrepreneurship
- Multinational corporations
- International business management
- Leadership



UNDERGRADUATE PROGRAM



The Department of Management offers a curriculum leading to the degree of Bachelor of Arts in Management. In today's changing world, students must be prepared to meet the challenges of both the local and the international market place. With growing global competition, Turkish managers must be knowledgeable, competitive, and innovative.

Students in the Department consist of the top .03% of the entire pool of candidates who take the centralized nationwide university exams. The proximity of the the maximum and minimum scores of those students who succeed in entering the Department is evidence of the the caliber of management students.

The Department encourages the active participation of students at all stages of their academic studies. Close interaction between students and faculty members are achieved through group studies and teamwork. Students are provided with the necessary skills in order to ensure that they will be able to communicate effectively and efficiently the knowledge which they will have acquired through their studies whilst remaining alert and receptive to new ideas and creative solutions. Students also have the option of obtaining a double major by following a program in conjunction with the following departments: Economics, Political Science and International Relations.

Undergraduate students enjoy the opportunity of taking part in the Erasmus Exchange Program, should they wish to do so, by studying for a period at another university abroad. The Department has a partnership agreement with a number of universities in several different countries.

Our graduates are widely sought after both in Turkey and abroad. Many of the students who have graduated have been admitted for further studies at some of the world's leading institutions such as the following:

- | | |
|--|---|
| Stanford Business School (CA) | Yale University |
| Harvard Business School | INSEAD (France) |
| Northwestern University (IL) | HEC School of Management (France) |
| Columbia Business School (NY) | London School of Business (UK) |
| University of California UCLA | Erasmus University (Rotterdam) |
| University of Michigan Business School | McGill University (Canada) |
| Carnegie Mellon University | University of British Columbia (Canada) |





The MBA program at Boğaziçi University is for the leaders of the future. The program is widely recognized for its excellence in providing students with a solid academic foundation and the most up-to-date practical perspectives in the contemporary business world.

The program includes practical as well as theoretical courses in order to equip the students with all the necessary tools which they may resort to when faced with challenges in the real world. Graduates are given the skills that will enable them to work in both national and international settings. By placing emphasis on interpersonal communications as well as theory, implementation, diagnosis and decision-making, the program is designed to add value to the professional career of the candidate. High profile leaders from business and industry are frequently invited to give presentations where students are encouraged to actively participate in.

In the final semester, students assume roles in a simulated business environment where they are able to work with the input injected by experienced business executives who act as board members. Students are expected to effectively run a company and take strategic decisions through the means of a computerized competitive model. Their strategic choices and findings are subsequently examined and discussed among participants. The graduates of the MBA program frequently go on to become the founders of their own business or the future leaders in the organizations for which they work.



EXECUTIVE MBA



The Executive MBA program is a one-year course which is designed with experienced and senior managers in mind. It provides participants with the rare opportunity to be exposed to trend-setting developments in the business world as well as cover comprehensively the theoretical framework behind recent strategic business initiatives. The in-depth program blends effectively leading-edge business theories with the practical examination of leadership and teamwork with a view to encourage students to come up with creative solutions when faced with real-life challenges. Courses integrate local and global cases and involve student-faculty discussions, practical exercises, group studies as well as other active learning methods to prepare students for decision-making in the real world. Students develop the insight and strategic thinking abilities that are indispensable if they are to steer their organizations effectively and successfully.



PH.D.



The Ph.D. in Management prepares students for teaching and research positions primarily in academia. The program provides a solid theoretical background in the student's chosen area of study as well as competence in conducting scholarly research. The program includes areas of study that incorporate Accounting and Finance, Marketing, Management and Organizational Studies.

A solid foundation of theory and methodology is given so that students are able to address particular problems in the discipline of management as experienced by both domestic and international businesses. Students work with faculty to identify and solve problems in the local and international business world, and thereby making the transition from acquiring knowledge to creating it. The learning process develops the students' research abilities, and enables them to communicate that research in ways that will move them toward becoming leaders in their chosen field.

Graduates of our Ph.D. program almost invariably go on to teaching or conduct research at leading Turkish universities.



EXCHANGE PROGRAMS



Boğaziçi University is a member of the European Union's Erasmus Exchange Program. An educational program for students, teachers and staff, the Erasmus program aims to increase academic mobility in Europe. Students are encouraged through grants to spend an academic term at other partner universities abroad in order to be exposed to other cultures, improve their knowledge of foreign languages, and develop inter-personal skills in less familiar environments. It is hoped that students who take part in exchange programs will be better equipped to undertake the challenges of a competitive globalized world.

The Department of Management has exchange agreements with a significant number of foreign universities in different parts of the world. A selected list of the universities with which the Department has reciprocal agreements is provided below:

Universite Catholique de Louvain / Belgium
University of Jyvaskyla / Finland
ESC Rouen / France
Euromed Marseille / France
HEC School of Management / France
Institut National des Telecommunications / France
Universite de Paris 1 - Pantheon Sorbonne / France
Berlin School of Economics / Germany
Johnn Wolfgang Goethe - Universitat Frankfurt am Main / Germany
Universitat Leipzig / Germany
Universtat zu Köln / Germany
Erasmus University / The Netherlands
Tilburg University / The Netherlands
University of Maastricht / The Netherlands
Stockholm University School of Business / Sweden
Jönköping International Business School / Sweden
ZHW School of Management / Switzerland

Special Agreements

McGill University / Canada
University of Victoria-Business / Canada

CONTINUING EDUCATION



Continuing Education

The Department of Management takes an active part in workshops, seminars as well as other scholarly activities organized by the Boğaziçi University Continuing Education Center (BUYEM), which designs, coordinates, and offers educational programs to the wider community. BUYEM provides courses and training for individuals of all ages who come from different walks of professional life and equips candidates with the requisite skills to meet the challenges of the 21st century.

Ongoing Programs:

Merck Sharp & Dohme Academy Certificate Program

The MSD Academy Certificate Program is a program that developed and conducted in conjunction with the Department of Management. It provides middle and top level managers with the opportunity to earn an MBA at their workplace. Managers are required to take courses in marketing, finance, law and society, business law as well as participate in games and case-studies. Participants are exposed to new ideas and encouraged to approach problems in the workplace from different perspectives with a view to increase sales and secure long-term returns.

Mercedes-Benz "Certified Manager- C Manager" Training Program for Chain Managers in Turkey

All Mercedes-Benz chain managers in Turkey are required to undertake this course as part of a worldwide training program introduced by the company. The certificate program aims to improve sales and post-sales skills of local chain managers. The following modules are mandatory for the satisfactory completion of the program:

- Customer Relations
- Strategy Development and Management of Performance
- Sales Management
- Change Management
- Production Management
- Human Resources Management
- Leadership

DEPARTMENT OF MANAGEMENT ALUMNI



Student Profile: Onur Kemal Tosun

On the MBA program to which I was admitted in 2006, I had the opportunity to take several core, up-to-date and practical courses. The essential feature of the MBA was that it allowed me to improve myself academically by providing me with the facility to choose elective courses in my field of interest. Thus I was able to take several courses in finance and study the subject in much more depth. The ability to conduct in-depth research and the opportunity to work on subjects such as marketing and administration made me more confident and provided me with a broader perspective. I am convinced that the vision I acquired during the two-year MBA program will be a great help in my future academic career. I feel that I am in a much better position than before I undertook the MBA to decide as to what my field of specialization will be during my doctoral studies. With the sound foundation that I acquired on the MBA, I plan to pursue an academic career in finance.

SELECTED LIST OF HIGH LEVEL MANAGEMENT CAREERS OF OUR ALUMNI IN BUSINESS

AIR FRANCE	ECZACIBAŐI	NOKIA O PARTNER MARKETING
AKBANK	ERNST & YOUNG	ASSISTANCE
ALARKO HOLDING	FINANSBANK	ORIFLAME COSMETICS
AMERICAN LIFE INSURANCE	FINANSBANK (SUISSE) SA	OYAK BANK
AMWAY TURKEY	GARANTİ BANK	PAŐABAHÇE
ARÇELİK	GENERAL ELECTRIC	PFIZER
AVEA TELECOMMUNICATIONS	GLOBAL	PIATTI JEWELS
AXA OYAK HOLDING	GOODYEAR	PRICE WATERHOUSE COOPERS
AYDIN DOĐAN FOUNDATION	HHBC BANK	PROCTER & GAMBLE
BAŐAK INSURANCE	HUNDAI- ASSAN OTOMATIVE	REOX BRO
BEKO ELECTRONICS	IBM TURKEY	ROCHE
BORUSAN HOLDING	IFC GLOBAL FINANCIAL MARKETS	SABANCI HOLDING
BOSPHORUS EXIM TRADING	JOHNSON & JOHNSON	SANTA FARMA
BP	KOÇ ALLIANZ INSURANCE	SIEMENS
BRITISH AMERICAN TOBACCO	KOÇ HOLDING	SILK & CASHMERE
BOYNER HOLDING	KOÇBANK	SOCIETY GENERAL BANK
CISCO SYSTEMS	KODAK NEAR EAST TUKEY	TEB LEASING
CITYBANK	LAFARGE TURKEY	TEKSTİLBANK
COATS TURKEY	MC GRAW-HILL	THE BANK OF TOKYO-MITSUBISHI
CREDIT SWISS FIRST BOSTON	MC KINSEY & COMPANY	SHELL
ÇIRAĐAN PALACE HOTEL	MERCK SHARP & DOHME	TOYOTASA
DANONE	MİGROS TURKEY	TÜRK EKONOMİ BANKASI.
DENİZBANK	MONTREAL TRUST COMPANY	TÜRKİYE İŐ BANKASI
DEUTSCHE BANK	NESTLE	UNILEVER HOLDING
DIŐBANK	NETAŐ NORTEL NETWORKS.	YAPI KREDİ BANK
DOĐAN HOLDING	NETCELL	YAPI KREDİ INSURANCE
DOĐUŐ HOLDING	NIKE	





We produce the next generation of global business leaders

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