

Curriculum

The Executive MBA offers a modular structure and rich content, over five 8-week modules (a total duration of 12 months).

Participants typically have an average work experience of more than 10 years from various sectors that create an excellent learning and networking environment.

The curriculum of the program consists of 9 required **core courses** to provide a strong analytical foundation and 5 **electives** to allow participants to construct a program tailored to their goals and interests. Participants take all their core courses together in a lock-step fashion, which enhances teamwork and peer interaction.

The program also entails a **Capstone Project**, in which participants help formulate a solution to a business-related problem in their organization. This gives the participants an opportunity to apply many of the concepts and skills they gain in the program.

The program offers an **Immersion Abroad Study Trip** for EMBA students to experience the vision of the program in a global setting. During a week-long trip to Boston, Massachusetts, students not only listen to seminars by world-renowned scientists in Harvard University, MIT, Boston University, and Boston College, but also visit leading firms such as Google, Boeing, GE, and IBM Watson Health to meet top executives. This trip gives our students a chance to learn about strategic management practices directly from experienced managers in their sectors.

In addition, within the **Executive Seminar Series**, our program offers an opportunity for students to meet with the executives who share their invaluable experiences.

Program Structure

MODULE	COURSES			
Module 1	Business Analytics	Economics for Managers	Business Ethics & Corporate Social Responsibility	EXECUTIVE SEMINARS
Module 2	Marketing Management	Financial Accounting and Reporting	Operations Management	
Module 3	Corporate Finance	Strategy and the Business Landscape	Macroeconomics for Global Economy	CAPSTONE PROJECT
Module 4	Elective 1	Elective 2	Elective 3	
Module 5	Immersion Abroad Study Trip	Elective 4	Elective 5	

ÖZYEGİN
UNIVERSITY
GRADUATE SCHOOL
OF BUSINESS



- MBA
- Executive MBA (EMBA)
- Financial Engineering and Risk Management (FERM)
- PhD in Business



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Hoping for a raise is out, getting a promotion is in!

ÖZYEGİN
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OF BUSINESS

EMBA Program

Executive MBA

Why an Özyeğin University Executive MBA (EMBA) Program

Thank you for your interest in Özyeğin University EMBA Program. We offer a modular structure and rich content in a small class-size setting that maximizes student-instructor interaction. Participants typically have an average work experience of more than 10 years from various sectors, creating an excellent learning and networking environment that is essential for managers in a continuously changing business world. Furthermore, the EMBA includes a Global Immersion Trip for all students to experience the dynamics of an international business environment.



Dr. S. Nuray Akın

Academic Director
MBA and EMBA Programs

We look forward to having you as a part of the OzU Graduate School of Business family.

The EMBA program has several important and unique features:

- » A **case-based curriculum** offering cutting-edge conceptual knowledge and tools.
- » A **modular structure** exposing participants to a variety of topics.
- » A **convenient location** in the heart of the city, at the OzU Graduate School of Business Residence located at the SwissOtel the Bosphorus.
- » Participants with average **work experience of over 10 years**.
- » **World-class faculty** with PhDs from top universities in the world.
- » Collaboration with **renown executives** to teach elective courses and to give seminars.
- » A **well-balanced** program combining theory with applications in business.
- » An emphasis on **teamwork** and **collaborative projects** throughout the program.
- » Friday and Saturday **schedule** to minimize interference with participants' work schedule.

In addition, the program offers participants the opportunity to:

- » Attain a **global perspective** through coursework as well as an **Immersion Abroad Study Trip**.
- » Develop their **leadership and interpersonal skills** through team building activities, team projects and managerial workshops.
- » Attend OzU GSB **certificate programs** of their choice **at no additional cost**.



Required Courses

- » Business Analytics
- » Economics for Managers
- » Financial Accounting and Reporting
- » Operations Management
- » Marketing Management
- » Corporate Finance
- » Business Ethics and Corporate Social Responsibility
- » Macroeconomics for Global Economy
- » Strategy and the Business Landscape
- » Executive Seminar Series
- » Immersion Abroad
- » Capstone Project

Elective Courses

Elective courses vary depending on the availability and preferences of faculty members. Each term, several electives are made available to participants. Program participants are then polled to determine which of the available elective courses will be offered.

The following is a sample of elective courses:

- » Behavioral Decision Making
- » Career Management
- » Country Economic Analysis
- » Demystifying Turkish Economic Data
- » Design Thinking
- » Managerial Accounting and Cost Analysis
- » Managing and Leading Organizations
- » Marketing Strategy
- » People Management and Personal Branding
- » Project Management
- » Retail Operations
- » Strategic Brand Management
- » Supply Chain Management
- » Selling and Sales Management
- » Mergers & Acquisitions and Private Equity
- » Strategic Financial Management

Immersion Abroad Study Trip

The OzU EMBA program is designed to educate and train the influential leaders of tomorrow to meet the challenges of a rapidly changing, technology-driven, interconnected world.

Consistent with this mission, the objective of the Immersion Abroad Study Trip is to support the development of EMBA students' global awareness and perspective. This trip complements the classroom experience by offering students the opportunity to meet and engage with global leaders, managers, professionals and government officials from multinational corporations as well as local businesses and organizations.

Participation to the Immersion Abroad Study Trip is a graduation requirement for all EMBA students, ensuring that students broaden their understanding of the global context of management. During the trip, students are introduced to world class organizations and business schools of prominent universities through site visits and guest speaker presentations.

The objectives of the Immersion Abroad Study Trip can be stated as follows:

- » To introduce students to the challenges, opportunities, risks and rewards of doing business in and with the host country.
- » To meet with managers, professionals and officials who share their personal experiences, perspectives and insights to broaden students' perspectives.
- » To allow a full immersion into the economic and financial structure and the culture of the host country.
- » To deepen students' understanding of the culture, social norms and business practices of the host country through academic and business visits and social and cultural activities.



Testimonials



The biggest contribution of the OzU EMBA program for me was to realize how important it was to add 'practice' on top of what it means 'to learn' theoretically. I was proud to see that, in addition to their international experience and knowledge, academics who teach in this program were respectful to criticism, they were warm and energetic. In short, Özyeğin EMBA is a mind-opening experience shared with a classroom full of exemplary participants.

Alper Cumhur Albayrak
Gelecek Varlık Yönetimi – IT Director



Ozyegin University stimulates my eagerness to learn by providing new vision and new perspectives. Not only at my business decisions but also in my private life, now I know that I (and also other counterparties I deal with) have many prejudices that may block me to reach the best solutions. Through my journey at Ozyegin University, I learned how to pinpoint that prejudices and how to deal with it. Furthermore, by providing real examples and case studies, the EMBA program expands "out of box thinking" and creativity. If you want to go further and stretch yourself, you should grab the opportunity provided by Ozyegin University.

Sunay Sökmen
ING Bank – Senior Vice President, Financial Accounting and Reporting Group



OzU EMBA turned out to be an important asset for my career development. The program offered valuable courses taught by professionals who have strong backgrounds in business or academic life. Global Immersion Program is an important part of the Executive MBA and I feel very lucky to have been a part of a great program that exceeded my expectations. The program was designed in a way to help us understand the dynamics of the innovation environment of Boston and the innovation economy in USA. We visited around 20 companies/institutions some of which were Google, GE, MIT, Harvard, Boston College, Forsyth Institute, Charles River Ventures, Liberty Mutual Insurance, Invenshure, among others. Networking is also a very important aspect of EMBA where many executives are invited as guest speakers who gave us valuable advice for business and career development. I am glad that I have chosen OzU EMBA and I would like to thank everyone who contributed to its quality.

Yasemin Esra Hügül
Mapfre – Head of Demand Management, Analysis and Processes

Admission Requirements

Application Requirements

The following are required in order to be eligible to apply to the OzU EMBA program:

- » A bachelor's degree
- » Excellent command of written and spoken English, which is the language of education in EMBA
- » A minimum work experience of 6 years

Application Documents consist of the following:

- » Online Application Form
- » Diploma
- » Transcript of Grades
- » CV / Resume
- » Letters of Recommendation
- » Statement of Purpose Essay
- » Supplemental Information

Applicants who pass the initial screening will be invited for an in-person interview.

Online Application

Before beginning the online application, please read the Admissions section and application instructions thoroughly. Online applications can be completed in multiple sessions. Simply save your work and come back to the application at a later time.

Please refer to our website: gsb.ozyegin.edu.tr

Applications will be considered on a rolling basis.

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