

ISTANBUL UNIVERSITY SCHOOL OF BUSINESS:
economic & social **EFFECTS** on the region

Aykut Berber, Ph.D., Asc. Prof. of Management

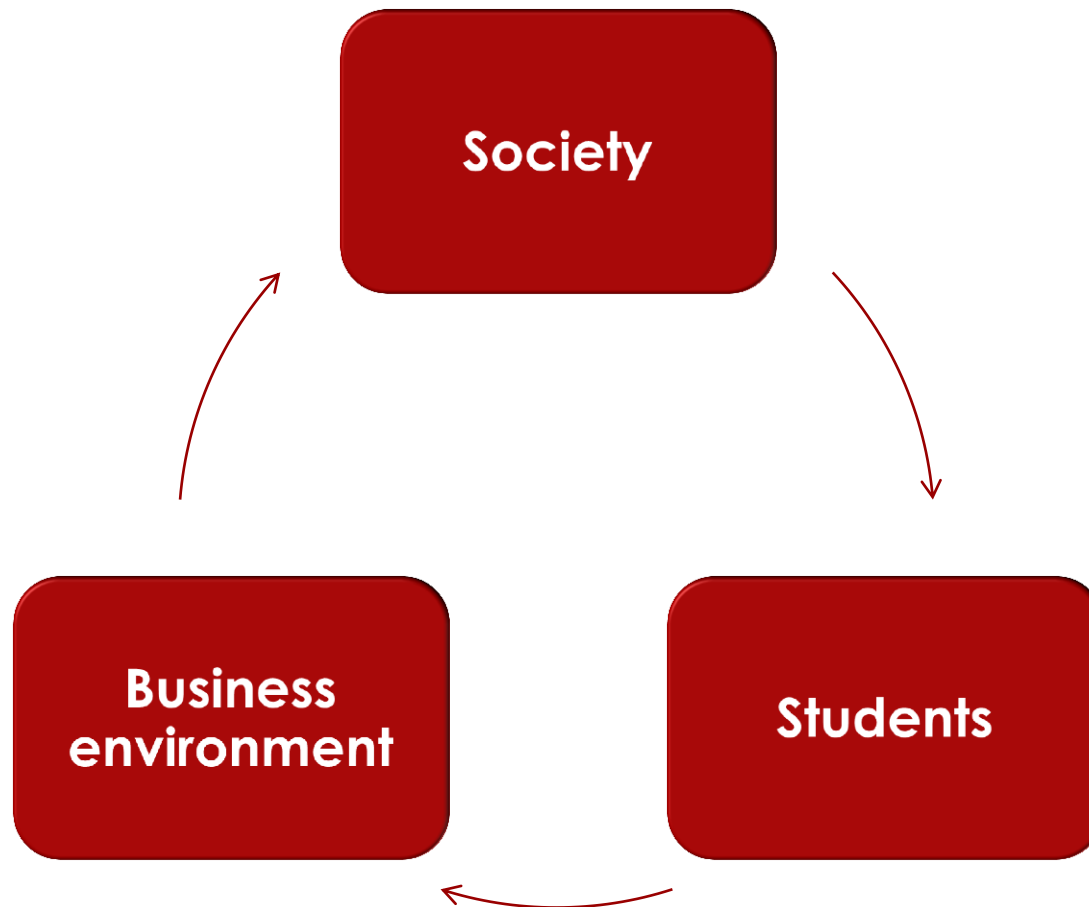
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Business today...

- ▣ "... needs to deliver **more** than **economic value**; it must take into account more **diversified expectations** of stakeholders. The traditional economic system is better at estimating the size of the cake rather than how to share it."

Marc Le Menestrel, Associate Professor at Universitat of Pompeu Fabra in Barcelona (The changing role of business schools in a global world/INSEAD Knowledge)

Diversified **expectations** of...



Today, business schools **need** to...

- ❑ interact with external organizations

- ❑ Enterprises
- ❑ Other business schools
- ❑ Other academic institutions
- ❑ NGO's

through research, special events and collaborations

- ❑ embrace 'arts & culture' as a potential means of enhancing creativity

- ❑ understand the needs and requirements of a diverse workforce

Business world and the IUSB

- ▣ Academic research
- ▣ MBA and training programs
- ▣ Alumni

The **research** interface

- ▣ Ph.D. and master's programs offered individually by each department → opportunity to conduct research in numerous fields and to interact with as many companies as possible
- ▣ The **case study tradition** underlying the teaching method of faculty members → rigor & relevance in research

Learn at IUSB → contribute to economy & society

Compulsory courses given by the School's departments

- Management & organization
- Human resource management
- Organizational behavior
- Marketing
- Finance
- Accounting
- Production management
- Quantitative methods
- Business law

Elective courses on specific topics and further issues

- Corporate governance
- Chinese
- Istanbul research
- Innovation management
- Compensation management
- Business simulation & drama
- Case studies in accounting
- Capital markets
- Conflict management
- Quantitative logistics
- Consumer behavior
- Data mining
- ... and many more

Contribution of the Ph.D. program

Today's **Ph.D.** students
and research assistants



Tomorrow's
ambassadors of IUSB at
universities across
Turkey tomorrow

Research efforts & contributions

- ❑ Individual Ph.D. & Master's programs for **each** department
 - ❑ Interaction with managers & entrepreneurs
 - ❑ Interaction with local and international society
 - ❑ Interaction with employees
- ❑ Dissertations on **diverse** topics including
 - ❑ Arts management & creative industries
 - ❑ Artificial intelligence
 - ❑ Health institution management
 - ❑ Social media
 - ❑ ... and many other contemporary topics that require focus of business management

The Culture Club

- ▣ Arts and cultural events are as important as the business education:
 - ▣ Encouraging **students (and of course, managers of the future)** to explore the world of arts and ...
 - ▣ ... improving their awareness of the importance of arts for creative thinking and decision-making

The Management Club

- ❑ Professionals delivering conferences and sharing experiences with students
- ❑ Diverse activities and workshops related to entrepreneurial thinking, corporate life issues, financing, leadership and decision-making etc.
- ❑ Club's contribution to a student's social life:
 - ❑ "Here, I learned how to respond to corporate e-mails!"
 - ❑ "Before, I was so shy that I couldn't even ask a question to somebody, but now I can easily talk to a CEO!"
 - ❑ "I learn how to collaborate with my colleagues and be good friends with them at the same time!"

International exchange of culture

- ▣ Erasmus and exchange students at IUSB
- ▣ Our Erasmus students at business schools across Europe
- ▣ IUSB research assistants attending Ph.D./master's programs at business schools in Europe and North America

A few words from our international students

"My Erasmus year at IUSB offered me opportunities I could have never imagined at my home University. Today, I am working for the biggest pharmaceutical company in the world!" (Laura, **Romania**)

"Two years spent with a wonderful Turkish staff in Istanbul University School of Business encouraged me to continue with PhD studies in Turkey." (Aferina, **Kosovo**)

"IU School of Business has inspired me to capitalize on my strengths and to think beyond the seas and oceans, a truly life changing experience." (Sinan, **Maldives**)

"Istanbul University School of Business is a great learning environment within one of the most valuable cities in the world." (Erkan, **the Netherlands**)

"In just a few words, my Erasmus in Istanbul was the best thing during all my university years!" (Edoardo, **Italy**)

"At IUSB, professors blend theoretical knowledge with practical issues and students can prepare themselves for corporate life." (Askar, **Ukraine**)

"Serving as a hub between Europe and Asia, Istanbul University provided unique experience in understanding both worlds!" (Flutra, **Albania**)

Major career paths of our students

- ▣ Human resource management & consulting
- ▣ Marketing & sales
- ▣ Financing, accounting & auditing
- ▣ Family business / entrepreneurial activities

Learning at school & training out

- ❑ Big transitions—from corporate life to **business ownership**
- ❑ Brave decisions—from big domestic corporations to a managerial position in **China**
- ❑ Strategic actions—from a successful school life to the ownership of a leading **HR assessment** company

Knowledge acquired & shared

- ▣ Balancing recent trends in business and the curriculum
- ▣ Visiting scholarship, international teaching and new perspectives
- ▣ Advantage of a high capacity MBA program—an opportunity to acquire information on recent trends from executives and employees
- ▣ Sharing knowledge with executives and employees

conclusion: mission comes first...

- 1) A dissertation topic must be...
 - Original** and **new**,
 - Beneficial and **practical** for the society,
 - Suitable to do **research**

Prof. Dr. Kemal Tosun (1922-1993)

Thank you!

Aykut Berber, IUSB 2014