

A Ph.D. in Business Administration from Koç University in Istanbul....

ABOUT THE KOÇ Ph.D. PROGRAM

The Koç Ph.D. in Business Administration program is designed to prepare students for faculty positions at the finest business schools around the world. The main objective of the program is to provide state-of-the-art business education and develop innovative research skills. In addition, our students will have the opportunity to develop their teaching skills. The program started admissions in 2008 and a limited number of students are admitted each year to enhance a high-quality learning environment that emphasizes rigor and personal attention. Our world-class faculty members are internationally recognized in their fields and are committed to excellence in research and education.

THE TRAINING IS COMPLETE

We accept students with a wide variety of academic backgrounds, ranging from liberal arts to engineering. An undergraduate major in business or economics is not necessary. We provide our students with a strong foundation in basic topics such as economics, mathematics and statistics and with a focus on the rigorous analysis of relevant business problems.

All of an applicant's abilities are considered in admission decisions. We look for students who are analytical, creative and interested in studying complex business problems.

A CAREER IN RESEARCH AND ACADEMIA IN BUSINESS PROVIDES OUTSTANDING BENEFITS

A career in research and academia in Europe or in the United States provides a satisfying life-long career with outstanding intellectual, social and economical benefits. Business school professors are the highest paid in academia in Europe and in the United States. Financial benefits are substantial.

According to the Association to Advance Collegiate Schools of Business International (AACSB International), average starting salaries for new doctorate assistant professors are \$103,100 in Marketing, \$102,600 in Operation Research and \$94,100 in Information Systems

THE STRUCTURE OF THE PROGRAM IS FLEXIBLE

Our Ph.D. in Business Administration program has a flexible and interdisciplinary structure. We offer specialization in three academic areas: **Marketing, Operations and Information Systems, and Quantitative Methods**. Within the Marketing area, students can focus on Consumer Behavior, Strategy, or Quantitative Modeling.

The first two years will include course work with a first year summer paper, and qualifying exams upon the completion of the course work at the end of the second year. The PhD program has in place arrangements that allow qualified students who have completed their first year of course work, to spend one or two semesters as an exchange student (for their second year coursework) at selected world class European or American universities.

Students with a master's degree are expected to take a minimum of 7 courses (21 credits) and students without a master's degree are expected to take 14 courses (42 credits).

- **Core Courses:** All the students are expected to take the core courses in Microeconomics, Research Methodology, and Quantitative Methods. Depending on the track, these courses can be taken from other departments (e.g. from psychology, economics, engineering) at Koç University or at other universities approved by the Graduate School. Students with limited or no background in business administration will be required to take some of the core courses in the MBA program.
- **Doctoral Seminars and Electives:** In each specialization, students will take doctoral seminars. All the elective courses offered at Koç University are open to the doctoral students.

THE STUDENTS ARE FINANCIALLY SUPPORTED

The Ph.D. program in Business Administration at Koç University is a full time program. Students admitted to the program qualify for our full tuition scholarship and adequate financial support to cover living costs for four years. Admitted students who are provided with a full scholarship are expected to work as teaching and research assistants. Students may also be offered partial scholarships. Additionally, students receive private health insurance and housing. They are provided dedicated offices (next to the faculty) and a desktop computer.

THE PROGRAM IS IN ENGLISH

All students admitted into the PhD program are expected to be proficient in English and have to take the TOEFL and GMAT exam.

HOW TO APPLY

To apply, visit our website to download the application form:

<http://www.gsb.ku.edu.tr>

Application deadline: May 1st, 2009

The complete set of application materials consists of the following items:

- TOEFL, GMAT (minimum 600) and ALES* test scores;
- Application form and essays as specified;
- An official transcript from every university you have attended;
- Three reference letters;
- Application fee payment slip.

Applicants should request the official test scores be sent to institution number 0163.

When your application is completed, you will be called for an interview and those who are accepted are informed promptly. The admission decision is based on a consideration of the whole application record and the interview results.

(*): *ALES exam is required only for Turkish applicants.*

HOW TO GET MORE INFORMATION

For additional information, please contact the Ph.D. Program Office at + 90-212-338 1307 or by email at phdba@ku.edu.tr

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Ph.D. Program Coordinator

Professor Zeynep Gürhan-Canlı

Migros Professor of Marketing

Koc University

KOC UNIVERSITY HAS OUTSTANDING CAMPUS FACILITIES

Koç University is a private, nonprofit institution, founded in 1993 and located in İstanbul. The University is supported by the financial resources of the Vehbi Koç Foundation, set up by Vehbi Koç, a leading Turkish businessman, “to serve humanity by increasing the number of people who can be of service to the Turkish nation,” and is committed to the pursuit of excellence in both teaching and research.

In October 2000 Koç University moved to its permanent campus at Rumeli Feneri, Sarıyer, İstanbul located on a hill close to the city but far removed from the distractions of city life. It sprawls over a sixty-two acre site.

Koç University Suna Kıraç Library is centrally located and easily accessible from any point on/ off campus. The Library has a fine collection of books, journals, newspapers, electronic resources and materials in other media. Coverage is international in scope and comprehensive in terms of subject matter. Publications in Turkish, English, French, German and Italian are routinely acquired. Books not owned are obtained through inter-library loan or special purchase.

The Library:

- holds over 200,000 materials in the areas of Arts & Humanities, Business & Economics, Science & Engineering, Health Sciences, Law and Political Science, and Social Sciences;
- subscribes to over 22,000 electronic journals through databases/journal packages, and over 18,000 electronic books;
- has around 25,500 visitors per month;
- circulates 7,000 items per month.

Hidden within the physical spaces of Koç University Rumelifeneri campus is a vast cyber realm. No fewer than 7000 terminals provide access to the cutting edge information technology systems, thus forming an independent and interactive network channeled into every aspect of campus life.

In and off campus housing as well as sports facilities are offered for the secure and healthy living of our students.

COURSE DESCRIPTIONS

Core Courses

Students can take ECON 500 to strengthen their mathematical foundation before fall semester starts.

Microeconomics Core Requirement (one of the following courses)

ECON 503 Microeconomics I
ECON 504 Microeconomics II

Quantitative Methods Requirement (one of the following courses)

QMBU 661 Multivariate Statistics and Data Analysis
ECON 511 Econometrics I
ECON 512 Econometrics II

Research Methodology Requirement (one of the following courses)

MGMT 661 Research Methods in Business
PSYC 501 Research Methods I
PSYC 502 Research Methods II
PSYC 504 Testing and Measurement
INTL 501 Research Methods

General Requirements (non-credit pass/fail)

TEAC 500 Teaching Experience
ENGL 500 Graduate Writing
MGMT 696 Ph.D. Thesis (only for students working towards the thesis)

Doctoral Seminars (Marketing)

MKTG 661 Behavioral Seminar in Marketing I
MKTG 662 Behavioral Seminar in Marketing II
MKTG 663 Quantitative Seminar in Marketing I: Empirical Focus
MKTG 664 Quantitative Seminar in Marketing II: Analytical Focus

Elective Courses

Students can take any of the courses offered in the business administration, economics, international relations, psychology, and industrial engineering graduate programs in accordance with their areas of specialization and subject to the approval of their advisors.

COURSE DESCRIPTIONS

ECON 503 Microeconomics I

Consumer theory; production theory; general equilibrium and welfare.

ECON 504 Microeconomics II

Choice under uncertainty, game theory, mechanism design, principal-agent models.

QMBU 661 Multivariate Statistics and Data Analysis

This course is designed to provide students with a working knowledge of the basic concepts underlying the most important multivariate techniques, with an overview of actual applications in marketing, operations, finance, and accounting. The course addresses both the underlying mathematics and problems of applications. Topics covered in this course include: Sample Geometry and Random Sampling, The Multivariate Normal Distribution, Regression, Analysis of Variance, Multinomial Logit Choice Model, Principal Components Analysis and Factor Analysis, Structural Equations Models, Cluster Analysis..

ECON 500 Mathematical and Statistical Foundations

To facilitate a swift transition from undergraduate to graduate training, the mathematical foundation that all students should have before starting the MA courses is reviewed in a three-week long intensive Math Camp. Class meets every other day (three times per week) during the first three weeks of the four-week period that precedes the Fall term. There are two 75 min. classes per day. Three classes are devoted to evaluation (written exams). There is a one week break before students start the Fall semester.

ECON 511 Econometrics I

Review of probability and statistics: random variables, univariate and joint probability distributions, expectations; bivariate normal; sampling distributions; introduction to asymptotic theory; estimation; inference. Linear regression: conditional expectation function; multiple regression; classical regression model, inference and applications.

ECON 512 Econometrics II

Departures from the standard assumptions: specification tests; a first look at time series; generalized regression; nonlinear regression; simultaneous equations, identification, instrumental variables. Extensions and applications: ML, GMM, VAR, GARCH, panel data.

PSYC 501 Research Methods I

Review of descriptive statistics and basic research methodology. Experimental methods and research design including one-way analyses, factorial designs, repeated measures, analysis of covariance, and the analyses of main effects, simple effects and interaction comparisons.

PSYC 502 Research Methods II

Building on the content of PSYC 501, further advanced research methods are presented. These include problems in multivariate regression analysis, multivariate analysis of nominal and ordinal data, structural equation models, and methods for analyzing longitudinal data. In addition, students learn how to choose appropriate methodology for a variety of research problems.

INTL 501 Research Methods

Introduction to the fundamental research methods in social science, covering issues and methods shared by all of the social sciences and by many of the natural sciences. Particular emphasis on contemporary work in the fields of international relations and political science, elaborating on both quantitative and qualitative methods and highlighting the steps in identifying a problem worthy of study and developing testable hypotheses, designing a research strategy, gathering data, analyzing data, and interpreting the results.

PSYC 504 Testing and measurement

A review of basics of psychological measurement; all steps of the process of assessment development; different methods of psychological assessment such as observational, self-administered, and interview techniques; and, ways of integrating information from multiple assessment methods are discussed. Students work with applications and discuss greater cultural, ethical, and societal context of psychological measurement.

TEAC 500 Teaching Experience

Provides hands-on teaching experience to graduate students in undergraduate courses. Reinforces students' understanding of basic concepts and allows them to communicate and apply their knowledge of the subject matter.

ENGL 500 Graduate Writing

The following objectives will be met through extensive reading, writing and discussion both in and out of class. Build a solid background in academic discourse, both written and spoken. Improve intensive and extensive critical reading skills. Foster critical and creative thinking. Build fundamental academic writing skills including summary, paraphrase, analysis, synthesis. Master cohesiveness as well as proper academic citation when incorporating the work of others.

MGMT 696 Ph.D. Thesis (only for students working towards the thesis)

MKTG 661 Behavioral Seminar in Marketing I

This is a doctoral seminar course focusing on consumer behavior. The objective of this course is to provide an overview of research in consumer behavior, particularly in the areas of consumer information processing, memory, attitudes, affect, and motivation. The goal of this course is not only to introduce a body of literature but also to give a strong foundation in critical thinking in the behavioral area and to help students develop their own research interests.

MKTG 662 Behavioral Seminar in Marketing II

This is a doctoral seminar course focusing on consumer behavior and marketing strategy. Depending on student interests, the course will cover one or several of the following topics: marketing strategy, international marketing, and behavioral decision theory.

MKTG 663 Quantitative Seminar in Marketing I (Empirical Focus)

This course acquaints students the state of the art in empirical marketing models. The focus is on models of consumer and models of market behavior. In particular, utility theory, discrete choice models, stochastic models and hierarchical decision making are studied. These models are examined in the context of how consumers and the market react to marketing stimuli. The readings are drawn from leading marketing journals. The goal of this course is not only to introduce a body of literature but also to expose students to the state-of-the art empirical modeling techniques, enable them to develop their empirical modeling skills and to help identify their potential research interest in this area.

MKTG 664 Quantitative Seminar in Marketing II (Analytical Focus)

This course acquaints students with the state of the art in analytical/mathematical marketing models. The focus is on managerial models of advertising allocations, channel design, sales force allocations, sales promotion, pricing, product design, test markets, and competitive positioning. The readings are mainly drawn from leading marketing, operation management and economic journals. The goal of this course is to expose students to some of the key models and substantive issues in analytical modeling and help them build strong analytical modeling skills. Students develop their own models and papers on a topic of interest.