



Eskişehir Osmangazi Üniversitesi  
Sosyal Bilimler  
Enstitüsü

T.C.

**ESKİŞEHİR OSMANGAZI UNIVERSITY**

**INSTITUTE OF SOCIAL SCIENCES**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Business Administration Ph.D. Program**

**Purpose of the program:** The main purpose of the Business Administration doctorate program is to deepen the theoretical knowledge of the students on business management and to enable them to carry out academic research that will contribute to the determination and solution of problems in businesses. At the same time, it is aimed to train people who have a say in the field by sharing the results of the research carried out in both national and international stages and who will take on duties in the business world and academic institutions.

**Importance of the program:** Interdisciplinary study is the basis of today's business management achievements. Business management doctorate program is a program that includes different disciplines such as marketing, management, quantitative methods, accounting-finance, law, and students can develop themselves at an advanced level in the field they want.

**Application requirements:** In order to apply to the doctorate program, the candidates must have a bachelor's or master's degree with thesis, a diploma from the faculties of medicine, dentistry, veterinary and pharmacy for at least ten semesters, excluding preparatory classes, or a specialization authority gained in a laboratory branch according to the principles regulated by the Ministry of Health. Moreover, candidates must have an ALES score, determined by the Senate for applied program, provides that not being less than the standard score which are 55 from ALES, 80 for applying with a bachelor's degree, or an equivalent standard score from an exam whose equivalence is accepted by YÖK for ALES. Applicants to a doctorate program with a

bachelor's degree must have a minimum grade point average of 3.00 out of 4.00 or equivalent. Other conditions regarding the application are announced by the Institute of Social Sciences during the application process, which is held twice a year.

**Courses in the program content:** Research Methods and Publication Ethics in Social Sciences, Organizational Theory, Statistical Methods in Business, Consumer Culture Theory, Strategic Management, Pricing Strategies, Quantitative Decision-Making Techniques, Strategy and Marketing, Minority Rights in Joint Stock Companies, Experimental Design in Social Sciences, Quantitative Methods in Marketing, Multi Attribute Decision Making Techniques, New Developments in Cheque Law, Qualitative Research Methods, History of Marketing. Apart from these courses, students can also take the courses from the Accounting and Finance Doctorate Program.

**Skills gained and academic accumulation:** Students with a doctorate in business administration have the qualifications required by business management in Turkey and in the world. In addition, he/she is able to interpret the scientific literature in the field of business and gain the ability to make suggestions for the results.

**Graduation requirements:** Business administration doctorate program consists of at least 10 courses, seminar, proficiency exam, thesis proposal, specialization course and thesis, with a total of not less than 30 credits. Seminar, proficiency exam, thesis proposal, specialization course and thesis study are non-credit and evaluated as successful or unsuccessful.

The grade of the courses must be at least CB and the grade point average must be at least 3.00 out of 4.00. After completing the doctorate courses, students are required to be successful in the doctoral proficiency exam. Students who are successful in the proficiency exam carry out the thesis study together with the appointed advisor and defend their thesis in front of the determined jury members. Students who successfully complete the courses and thesis study are also required to make a scientific publication. Students who meet these requirements will have a doctorate (Ph.D.) in Business Administration.

**Post-graduation work opportunities:** Extensive employment opportunities are available for graduates of the program. Since students take courses in production management, marketing, accounting and finance, quantitative methods, and many

different fields, they have the opportunity to find a job in every sector, especially in financial institutions.

### **Business Administration Ph.D. Program Objectives**

<b>PO1</b>	To deepen students' theoretical knowledge about business management.
<b>PO2</b>	To enable students to carry out academic research that will contribute to the identification and solution of problems in businesses.
<b>PO3</b>	To train people who have a say in the field by sharing the results of the researches carried out in national and international environments and who will take on duties in the business world and academic institutions.
<b>PO4</b>	To gain high-level skills in using research methods in studies related to the field.

### **Business Administration Ph.D. Program Learning Outcomes**

<b>LO1</b>	Students with a PhD in Business Administration will have the qualifications required by business management in the world and in Turkey.
<b>LO2</b>	Will be able to interpret the scientific literature in the field of business and gain the ability to make suggestions for the results.

### **Accounting Finance Ph.D. Program**

**Purpose of the program:** With our academic staff who have made significant contributions to the field of Accounting and Finance, the Accounting-Finance Master's program with thesis is a program designed to give this opportunity to undergraduate graduates who want to specialize in accounting and finance, especially business graduates. The aim of this program is to enable people who want to work in the fields of accounting and finance to gain competence in these fields, as well as to provide them with the information that will enable them to become managers in these fields in the future.

**Importance of the program:** Accounting and finance, as one of the important functions of business management, is the gateway of businesses to the outside. Some unforeseen events such as financial crises and pandemics have revealed the importance of accounting and financial information and the need for expert personnel

trained in this field. With the courses in the program portfolio, students have the opportunity to grow up to meet the needs of the business world.

**Application requirements:** In order to be able to apply for a master's program with thesis, the candidate must have a bachelor's degree in accordance with the conditions determined, a score determined by the Senate on the condition that it is not less than 55 points in the type of score applied from ALES, or an equivalent score from an exam whose equivalence to ALES is accepted by YÖK. and must have an undergraduate grade point average and YDS score, provided that it is not less than the base points determined by the Senate, or an equivalent score from the exams whose equivalence is accepted by OSYM. Other conditions regarding the application are announced by the Institute of Social Sciences during the application process, which is held twice a year.

**Courses in the program content:** Investment Project Analysis, Banking and Financial Institutions, Current Issues in Accounting, Basic Principles of Accounting, Information Systems, Cost Analysis, Risk Management in Financial Institutions, Auditing, Special Topics in Financial Analysis, Managerial Accounting, Accounting Standards and Practices, Strategic Cost Management, Public Accounting, Integrated Reporting.

**Skills gained and academic accumulation:** Students with a Master's degree in Accounting and Finance have the necessary equipment to be able to follow current developments in this field, to know and apply international accounting practices, to prepare financial statements of businesses, to make the right financial decisions in crisis and uncertainty environments, and also to advance academically. is happening.

**Graduation requirements:** Accounting and Finance Master's program with thesis consists of at least 9 courses, seminars, specialization courses and thesis, with a total of 27 credits. Seminar, specialization course and thesis work are non-credit and evaluated as successful or unsuccessful. After the students successfully complete the courses and the seminar, a thesis proposal is given. The success grade of the courses must be at least CC and the academic success grade must be at least 3.00 out of 4.00. Students whose thesis proposal is accepted carry out the thesis work together with the appointed advisor and defend their thesis work in front of the determined jury members.

Students who successfully complete the semester and thesis studies are also required to make a scientific publication.

**Post-graduation work opportunities:** Graduates of this program generally work in leading public institutions in the field of finance such as the CMB, Central Bank, or in public and private banks, in consultancy companies serving in these fields, or they can establish and operate their own accounting businesses.

### **Accounting Finance Ph. D. Program Objectives**

<b>PO1</b>	Monitoring the developments in the field of accounting and finance at national and international level.
<b>PO2</b>	To be able to analyze and interpret the interactions between practice and theory.
<b>PO3</b>	To be able to create scientific solutions that increase efficiency in accounting and finance management.

### **Accounting Finance Ph. D. Program Learning Outcomes**

<b>LO1</b>	To be able to interpret the scientific literature in the field of accounting and finance.
<b>LO2</b>	To be able to make suggestions for the results obtained from the literature.
<b>LO3</b>	Preparation for professional exams and certifications.

### **Business Administration Master's Program with Thesis**

**Purpose of the program:** The main purpose of the program is to train students from different disciplines, leading managers or researchers equipped with theoretical and practical knowledge about the finance, marketing, management and law dimensions of business. The Department of Business Administration includes Commercial Law Department, Accounting and Finance Department, Quantitative Methods Department, Management and Organization Department and Production Management Department and Marketing Department.

**Importance of the program:** Today, due to the structure of businesses changing with globalization and digitalization, managers with international business knowledge, skills and multinational perspective are more in need than ever before. The main success

factor of the changing business world managers is interdisciplinary work. The Master of Business Administration program also accepts students from different disciplines. In this context, with a wide variety of courses within the program, students will be able to gain knowledge in many fields and specialize in the field they want.

**Application requirements:** In order to apply to an announced master's program with thesis, the candidate must have a bachelor's degree in accordance with the specified conditions. He/she must have a score determined by the Senate, provided that it is not less than 55 points from ALES, or an equivalent score from an exam whose equivalence to ALES is accepted by YÖK, and an undergraduate grade point average provided that it is not less than the base points determined by the Senate. YDS score or an equivalent score from the exams accepted as equivalent by ÖSYM. Other conditions regarding the application are announced by the Institute of Social Sciences during the application process, which is held twice a year.

**Courses in the program content:** Research Methods in Social Sciences and Publication Ethics, Business Information, Analysis with Statistical Programs, Management and Organization, Change and Vision Management, Organizational Culture, Quantitative Analysis Techniques I, Quantitative Analysis Techniques II, Management and Representation in Joint Stock Companies, Consumer Behaviors, Social, Marketing, Lean Goods and Service Production, Culture and Marketing, Marketing Strategies, Marketing Fundamentals, International Marketing, Integrated Marketing Communication Management, Current Approaches in Marketing, Technology and Innovation Management in Marketing, Competition Law, Marketing Management, Quantitative Research in Marketing, Relational Marketing . Students can also take the courses in the Accounting and Finance Master's program with thesis.

**Skills gained and academic accumulation:** Our graduates gain the ability to interpret the knowledge they have acquired in the field of business by integrating them with knowledge from different disciplines, to comprehend interdisciplinary interaction, to use the acquired skills in interdisciplinary studies and to produce new knowledge. Graduates of our department are preparing to take their place as potential managers of the business world.

**Graduation requirements:** Business Administration Thesis Master's program consists of at least 9 courses, seminars, specialization courses and thesis, with a total of 27 credits. Seminar, specialization course and thesis work are non-credit and evaluated as successful or unsuccessful. After the students successfully complete the courses and the seminar, a thesis proposal is given. The success grade of the courses must be at least CC and the academic success grade must be at least 3.00 out of 4.00. Students whose thesis proposal is accepted carry out the thesis work together with the appointed advisor and defend their thesis work in front of the determined jury members. Students who successfully complete the semester and thesis studies are also required to make a scientific publication.

**Post-graduation work opportunities:** There is a wide range of employment opportunities for graduates of the MBA program. They have the opportunity to work in different sectors such as human resources, foreign trade, marketing, accounting, auditing, especially the finance sector.

### **Business Administration Master's Program Objectives**

<b>PO1</b>	To be able to develop and deepen their knowledge of business theories, research methods and practices at the level of expertise based on undergraduate level qualifications.
<b>PO2</b>	To be able to interpret the knowledge acquired in the field of business by integrating it with the knowledge from different disciplines, to comprehend the interdisciplinary interaction, to use the acquired skills in interdisciplinary studies and to produce new knowledge.
<b>PO3</b>	Identifying complex problems in any field of expertise, compiling and examining data on them, developing strategic approaches and producing solutions by using the theoretical knowledge and research methods specific to the field.
<b>PO4</b>	To be able to critically evaluate the knowledge and skills acquired in the field of business administration and to carry out independent studies that can contribute to existing knowledge and practices.

## **Business Administration Master's Program Learning Outcomes**

<b>LO1</b>	To be able to interpret the knowledge gained in the field of business by integrating it with the knowledge from different disciplines.
<b>LO2</b>	Has the ability to analyze, interpret and evaluate the information in the field analytically and systematically.
<b>LO3</b>	Critically evaluates the acquired knowledge and skills.

### **Marketing Master's Program with Thesis**

**Purpose of the program:** With our academic staff, who have made significant contributions to the field of marketing, the aim of the Marketing Master's Program is to train executive candidates with analytical thinking, problem solving, and decision making skills and make them familiar with the basic principles, strategies and techniques of marketing, which is one of the most basic functions of businesses.

**Importance of the program:** With the program, students who are equipped with the strategic marketing skills required by the business world and the ability to make decisions based on a broad perspective will provide competitive advantage for the companies they work for. Within the scope of the program, individuals who work or want to work in the marketing departments of private or public institutions and organizations are provided with a training in marketing strategies and management in national and international markets, with scientific thinking and analytical decision-making skills, so they can work at various levels with high creativity.

**Application requirements:** In order to be able to apply for a master's program with thesis announced, the candidate must have a bachelor's degree in accordance with the conditions determined, a score stated by the university senate, provided that it is not less than 55 points in the type of score (s)he applied for, or an equivalent score from an exam whose equivalence to academic personnel and postgraduate education entrance exam (ALES) is accepted by the council of higher education (YÖK) and by the university senate Besides the candidate must have an undergraduate grade point average and foreign language exam (YDS) score, provided that it is not less than the stated base points, or an equivalent score from the exams whose equivalence is accepted by student selection and placement center (ÖSYM). Other conditions



regarding the application are announced by the Institute of Social Sciences during the application process, which is held twice a year.

**Courses in the program:** Research Methods and Publication Ethics in Social Sciences, Marketing and Society, Consumer Behavior, Social, Marketing, Lean Goods and Service Production, Culture and Marketing, Marketing Strategies, Marketing Fundamentals, International Marketing, Integrated Marketing Communication Management, Current Approaches in Marketing, Technology and Innovation Management in Marketing, Service Marketing, Competition Law, Marketing Management, Quantitative Research in Marketing, Relational Marketing.

**Skills gained and academic background:** Our graduates have effective communication skills, sense of social responsibility, and flexibility towards innovations. Graduates of our department are prepared to take their place as potential managers in the marketing sectors.

**Graduation requirements:** Marketing Master's program with Thesis consists of at least 9 courses, seminars, specialized field topics and thesis, with a total of 27 credits. Seminar, specialized field topics and thesis work are non-credit and evaluated as successful or unsuccessful. The success grade of the courses must be at least CC and the academic success grade must be at least 3.00 out of 4.00. After the students successfully complete the courses and the seminar, a thesis proposal is given. Students whose thesis proposal is accepted carry out the thesis work together with the appointed advisor and defend their thesis work in front of the determined jury members. Students who successfully complete the semester and thesis studies are also required to make a scientific publication.

**Post-graduation work opportunities:** Students who graduate from the Marketing Master's Program can work in the public and private sectors, and can be employed in the marketing departments of businesses. In this context, students who graduate from the program can work in the marketing departments of accommodation businesses, food and beverage businesses, banks, SMEs, stores, etc. Graduates can also have academic career in marketing.

## Marketing Master's Program Objectives

<b>PO1</b>	Evaluate the effectiveness of marketing strategies.
<b>PO2</b>	Ability to produce creative solutions in areas related to marketing.
<b>PO3</b>	Following new marketing tools and techniques and producing innovative solutions.

## Marketing Master's Program Learning Outcomes

<b>LO1</b>	To be able to evaluate the effectiveness of marketing activities.
<b>LO2</b>	To be able to identify problem areas related to marketing in advance.
<b>LO3</b>	To be able to evaluate the effectiveness of marketing strategies.
<b>LO4</b>	To be able to produce creative solutions related to marketing issues.
<b>LO5</b>	To be able to follow and apply new marketing tools and techniques.
<b>LO6</b>	To collect and analyze the marketing information needed by businesses according to scientific research principles.

## Accounting - Finance Master's Program

**Purpose of the program:** With our academic staff making significant contributions to the field of Accounting and Finance, Accounting- Finance Master Program is designed to give comprehensive training especially to Business Administration graduates who plans to specialize in accounting and finance. The aim of this program is not only to make individuals to gain competence in the field of accounting and finance but also to increase their knowledge which will help them to be future managers in related businesses.

**Importance of the program:** Accounting and finance, as one of the important functions of business management, is the gateway of businesses to the outside. Some unforeseen events such as financial crises and pandemics have revealed the importance of accounting and financial information and the need for expert personnel trained in this field. With the courses in the program portfolio, students have the opportunity to grow up to meet the needs of the business world.

**Application requirements:** In order to apply for a master's program with thesis, applicant must have a bachelor's degree in accordance with the conditions determined

and must have the score determined by the Senate provided that it is not less than 55 points applied in the type of score of ALES or an equivalent score from an exam whose equivalence accepted by YÖK. Applicant must have undergraduate grade point average and YDS score provided that it is not less than the base points determined by the Senate or an equivalent score from the exams accepted as equivalent by ÖSYM. Other conditions regarding the application are announced by the Institute of Social Sciences during the application process, which is held twice a year.

**Courses in the program:** Investment Project Analysis, Banking and Financial Institutions, Current Issues in Accounting, Fundamental Principles of Accounting, Information Systems, Cost Analysis, Risk Management in Financial Institutions, Auditing, Special Topics in Financial Analysis, Managerial Accounting, Accounting Standards and Practices, Strategic Cost Management , Public Accounting, Integrated Reporting.

**Skills gained and academic background:** Students with a Master's degree in Accounting and Finance have the necessary equipment to be able to follow current developments in this field, to know and apply international accounting practices, to prepare financial statements of businesses, to make the right financial decisions in crisis and uncertainty environments, and also to advance academically. is happening.

**Graduation requirements:** Accounting and Finance Master's program with thesis consists of at least 9 courses, seminars, specialization courses and thesis, with a total of 27 credits. Seminar, specialization course and thesis work are non-credit and evaluated as successful or unsuccessful. After the students successfully complete the courses and the seminar, a thesis proposal is given. The success grade of the courses must be at least CC and the academic success grade must be at least 3.00 out of 4.00. Students whose thesis proposal is accepted carry out the thesis work together with the appointed advisor and defend their thesis work in front of the determined jury members. Students who successfully complete the semester and thesis studies are also required to make a scientific publication.

**Post-graduation work opportunities:** Graduates of this program generally work in leading public institutions in the field of finance such as the CMB, Central Bank, or in

public and private banks, in consultancy companies serving in these fields, or they can establish and operate their own accounting businesses.

### **Accounting - Finance Master's Program Objectives**

<b>PO1</b>	Acquiring the necessary competencies in the field of accounting and finance.
<b>PO2</b>	To be able to use the right data collection and analysis methods to solve complex problems in the business environment.
<b>PO3</b>	To be able to evaluate accounting and finance applications with a critical perspective.
<b>PO4</b>	Being able to keep up with the latest developments in the fields of accounting and finance.
<b>PO5</b>	To be able to acquire the academic competence that will form the basis for possible doctoral studies in the field of Accounting and Finance.
<b>PO6</b>	Being prone to different accounting practices due to differences in international accounting standards.

### **Accounting - Finance Master's Learning Outcomes**

<b>LO1</b>	To be able to distinguish the characteristics of financial instruments in order to avoid erroneous investment and financing decisions.
<b>LO2</b>	To be able to follow the current developments in the field of Accounting and Finance.
<b>LO3</b>	To know and apply international accounting practices.
<b>LO4</b>	To be able to prepare financial statements of businesses.

### **Business Administration Master's Non-Thesis Evening Education**

**Purpose of the program:** The Master of Business Administration (without thesis) is a business management specialization program. Our aim is to develop the competencies of managers and manager candidates in the field of business and management, to help them expand the boundaries of both their functional and managerial potentials, and to gain strategic thinking and analysis skills that will help them carry their companies into the future successfully.

**Importance of the program:** In a world where competition is increasing, it is important for individuals to specialize at the graduate level. Competence in business and fields is the basic competency expected from manager candidates today. With this program, students are provided with the opportunity to find a job in managerial positions in enterprises or to be promoted for key responsibilities, and they gain practical business knowledge and skills. Since the program is secondary education, working people can continue the program.

**Application requirements:** Other conditions regarding the application are announced by the Institute of Social Sciences during the application process, which is held twice a year.

**Courses in the program:** Data Analysis in Business, Marketing Communication, Decision Analysis in Marketing, Financial Techniques, Current Approaches in Cost Accounting, Research Methods in Social Sciences and Publication Ethics, Strategic Management, Digital Marketing, Investment Project Development and Management, Customer Value Management, Business Organization, Business Management, Investment Analysis in Capital Markets, Independent Auditing Standards, Consumer Behavior, Accounting Information Systems, Business and Commercial Law, Statistical Techniques in Cost Analysis, Information Systems, Brand Management, Digital Trends in Accounting and Auditing.

**Skills gained and academic background:** The Master of Business Administration (without thesis) program is offered as a program for professional life. Individuals with different undergraduate degrees can use theoretical and applied knowledge in the basic fields of business (Marketing, Accounting-Finance, Management-Organization, Quantitative Methods) and develop original ideas about the field.

**Graduation requirements:** The Master of Business Administration (without thesis) program consists of at least 10 courses and a term project, with a total of not less than 30 credits. The success grade of the courses must be at least CC and the academic success grade must be at least 2.50 out of 4.00. The student who successfully completes the courses and the term project and submits the project report in accordance with the format conditions determined by the institute is awarded a diploma.

**Post-graduation work opportunities:** Our MBA (without thesis) program is a specialization program for managers and executive candidates. Our graduates in this program can expand their theoretical and practical knowledge and expertise in functional areas of business such as strategic management, finance, accounting, sales and marketing, purchasing and logistics, production and research and development, human resources management and organization. they are trained and developed as natural candidates for managerial positions.

**Business Administration Master’s Non-Thesis Evening Education Program  
Objectives**

<b>PO1</b>	Providing specialization through elective courses in the fields of finance, marketing, management and law, which are the main sub-fields of business management.
<b>PO2</b>	Ability to develop and deepen their knowledge of business theories, research methods and practices at the level of expertise based on undergraduate level qualifications.
<b>PO3</b>	Identifying complex problems in any field of expertise of the business, compiling and examining data on them, developing strategic approaches and producing solutions by using the theoretical knowledge and research methods specific to the field.
<b>PO4</b>	To be able to critically evaluate the knowledge and skills acquired in the field of business administration and to carry out independent studies that can contribute to existing knowledge and practices.

**Business Administration Master’s Non-Thesis Evening Education Program  
Learning Outcomes**

<b>LO1</b>	To develop their knowledge in the same or a different field at the level of expertise, based on undergraduate level qualifications.
<b>LO2</b>	To be able to interpret and create new knowledge by integrating the knowledge gained in the field with the knowledge from different disciplines.
<b>LO3</b>	To be able to solve the problems encountered in the field by using research methods.

<b>LO4</b>	Being able to independently carry out a work that requires expertise in the field.
<b>LO5</b>	To be able to systematically convey the current developments in the field and their own studies to groups in and outside the field, in written, verbal and visual forms, by supporting them with quantitative and qualitative data.