NEAR EAST UNIVERSITY

FACULTY OF ECONOMICS AND ADMINISTRATIVE
SCIENCES

MASTERS PROGRAM in BUSINESS ADMINISTRATION
(MBA)

COURSE CATALOGUE

2021-22

- **QUALIFICATION AWARDED**

Students who successfully complete the program are awarded the degree of Master of Business Administration (MBA).

- **LEVEL OF QUALIFICATION**

This is a Second Cycle (Master's Degree) program.

- **SPECIFIC ADMISSION REQUIREMENTS**

Prospective students are required to meet the following conditions when applying to master's degree programs:
- Diploma and Graduation Cumulative Grade Point Average: A prospective student must have a bachelor's degree diploma and his/her undergraduate cumulative grade point average is required to be higher than the cumulative grade point average specified by the Department/Arts Major.
- ALES score: In the line with points required by the program applied, prospective students are required to achieve at least 55 (fifty-five) standard points in ALES in order to be eligible to apply for the master's degree programs with thesis. ALES is not required for student admission to nonthesis master's degree programs, and graduate programs offered by Fine Arts, Performing Arts, and Major Arts departments. Besides, excluding students from Turkey, students from other countries and TRNC are not required to take ALES.
- Foreign Language Exam: Prospective students, who apply for admission to master's degree programs where the medium of instruction is the Turkish language, are required to achieve at least a score corresponding to "D" in the NEU Foreign Language Proficiency Test (NPT) held by the NEU Rectorate. Prospective students, who apply for master's degree programs where the medium of instruction is the English language, are required to achieve at least a score corresponding to "C" in the same exam. Foreign language exam is not compulsory for master's programs without thesis; however, in the acceptance of students to the non-thesis graduate programs, foreign language exam conditions may be sought with the decision of the Academic Board of the relevant Department / Arts Major. In cases where foreign language exam is required, prospective students may be exempted from the foreign language (English) exam within the framework of the paragraph (b) of Article 8 of the Institute of Graduate Studies' Regulations.
- Evaluation: The result of the written exam prepared by the respective Department/Arts Major, the result of the interview, ALES score and undergraduate grade point average are evaluated for student admission to the master's degree programs. 50% of the written exam and interview results, 40% of ALES score, and 10% of the undergraduate grade point average are taken into consideration, and those, who achieve at least 55 (fifty-five) points in total, are ranked upon the decision of the Chair of the respective Department/Arts Major. As a result of this ranking, the reserve prospective students are determined according to the scoring order within the available quota. By taking into account the letter of reference submitted by the student with his/her application form, and the composition indicating why he/she wants to receive master's degree education as well as his/her goals, an oral evaluation is realized through an interview.

- **QUALIFICATION REQUIREMENTS AND REGULATIONS**

The students studying in this program are required to have a Cumulative Grade Points Average (CGPA) of not less than 3.00/4.00 and have completed all the courses with at least a letter grade of CC/S in the program in order to graduate. The minimum number of ECTS credits required for graduation is 120 for the thesis option and 90 for the non-thesis option.

- **RECOGNITION OF PRIOR LEARNING**

At Near East University, full-time students can be exempted from some courses within the framework of the related bylaws. If the content of the course previously taken in another institution is equivalent to the course offered at NEU, then the student can be exempted from this course with the approval of the related faculty/graduate school after the evaluation of the course content.

- **PROFILE OF THE PROGRAM**

Business administration is a field that covers the principles for managing public sector institutions as well as private sector enterprises in an efficient and effective manner in the light of changing environmental conditions that influence how business is conducted. Business education is based on basic concepts related to areas such as correct identification and realization of objectives, effective use of resources, strategy and change management, organizational development and general management, production / service management, finance, accounting, marketing, human resources management and management information systems. The number of organizations operating in the international arena under the influence of globalization is high. Therefore, it is vital to prepare executive candidates who can take an active role in the national as well as international platform and in this respect this is the main objectives of the MBA Program.

- **PROGRAM OUTCOMES**

Program Outcomes	
1	To comprehend the basic principles in business administration
2	To use managerial skills in a variety of areas
3	To possess current conceptual and practical knowledge about the field
4	To establish a relationship between the field of business and other disciplines
5	To define and understand the problems related to the field of business administration
6	To identify solutions to organizational and business related problems using conceptual, practical and methodological skills acquired
7	To lead others in the solution of business related problems
8	To develop learned skills by applying them to new situations and conditions
9	To write and speak English fluently
10	To communicate effectively with others, inside as well as outside of the organization
11	To have an awareness of ethical issues, and to understand how business decisions affect others
12	To be knowledgeable on basic environmental and social issues
13	To adopt a lifelong learning philosophy and be able to access information in a continuously changing and globalizing world as well as keeping up with the developments in science and technology

- **COURSE & PROGRAM OUTCOMES MATRIX**

THESIS OPTION

Course Code	Course Name	Program Outcomes												
		1	2	3	4	5	6	7	8	9	10	11	12	13
1st Year - 1st Semester														
FIN516	Financial Management	√	√	√	√	√	√	√	√	√	√	√		√
MARK501	Marketing Management	√	√		√	√	√	√	√		√			√
MAN5XX	Area Elective													
MAN5XX	Area Elective													
1st Year - 2nd Semester														
MAN540	Strategic Management	√	√	√	√	√	√	√	√	√	√	√	√	√
GCC603	Ethics and Scientific Research Methods	√	√	√	√	√	√	√	√	√	√	√		√
MAN5XX	Area Elective													
MAN596	Seminar													
2nd Year - 1st Semester														
MAN599	Thesis	√	√	√	√	√	√	√	√	√	√	√	√	√
2nd Year - 2nd Semester														
MAN599	Thesis	√	√	√	√	√	√	√	√	√	√	√	√	√
Selected Technical (Field-Related) Elective Courses														
MAN525	Human Resource Management	√		√	√		√		√		√	√	√	√
MAN561	Entrepreneurship	√	√	√	√	√	√	√	√	√	√	√	√	√
FIN504	International Finance	√	√	√	√		√		√	√	√	√		√
MAN512	International Business		√	√	√	√	√	√	√	√	√	√		
MAN559	Innovations Management	√	√		√	√	√	√	√	√		√	√	√
MAN558	Organizational Psychology	√	√	√	√	√	√	√	√	√	√	√		√
MAN533	Production Management	√	√	√	√	√	√	√	√	√	√	√		√

* 1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

NON-THESIS OPTION

Course Code	Course Name	Program Outcomes												
		1	2	3	4	5	6	7	8	9	10	11	12	13
1st Year - 1st Semester														
FIN516	Financial Management	√	√	√	√	√	√	√	√	√	√	√		√
MARK501	Marketing Management	√	√		√	√	√	√	√		√			√

Code	Course	1	2	3	4	5	6	7	8	9	10	11	12	13
MAN5XX	Area Elective													
MAN5XX	Area Elective													
1st Year - 2nd Semester														
MAN540	Strategic Management	√	√	√	√	√	√	√	√	√	√	√	√	√
GCC603	Ethics and Scientific Research Methods	√	√	√	√	√	√	√	√	√	√	√		√
MAN5XX	Area Elective													
MAN5XX	Area Elective													
2nd Year - 1st Semester														
MAN5XX	Area Elective													
MAN5XX	Area Elective													
MAN598	Project	√	√	√	√	√	√	√	√	√	√	√		√
Selected Technical (Field-Related) Elective Courses														
MAN525	Human Resource Management	√		√	√		√		√		√	√	√	√
MAN561	Entrepreneurship	√	√	√	√	√	√	√	√	√	√	√	√	√
FIN 504	International Finance	√	√	√	√		√		√	√	√	√		√
MAN512	International Business		√	√	√	√	√	√	√	√	√	√		
MAN559	Innovations Management	√	√		√	√	√	√	√	√		√	√	√
MAN558	Organizational Psychology	√	√	√	√	√	√	√	√	√	√	√		√
MAN533	Production Management	√	√	√	√	√	√	√	√	√	√	√		√

* 1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

- **OCCUPATIONAL PROFILES OF GRADUATES**

The MBA program prepares executive candidates to take an active role in the national as well as international platform in such business related settings such as marketing, sales, accounting, finance, human resource management, as well as sectors such as banking and financial services, tourism, business services, and public organizations.

- **ACCESS TO FURTHER STUDIES**

The students graduating from this program (thesis option) may apply to a Third Cycle (PhD degree) program.

- **PROGRAM STRUCTURE**

The thesis option of the MBA program consists of 8 courses + thesis with 120 ECTS in total. The non-thesis option of the MBA program consists of 10 courses + project with 90 ECTS in total.

Students are required to take a minimum of 2 maximum of 4 courses in each semester. All the elective courses are taken from the Faculty of Economics and Administrative Sciences.

Students who have no background in Business Administration are required to successfully complete (pass with a minimum CC grade) 3 foundation courses; EAS104 Principles of Management, EAS201 Microeconomics; EAS203 Financial Accounting before starting the program.

- **COURSE STRUCTURE DIAGRAM WITH COURSE CREDITS**

To see the course details (such as objectives, learning outcomes, content, assessment and ECTS workload), click the relevant Course Code given in the table below.

THESIS-OPTION

Course Code	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
FIN516	Financial Management	3	0	3	7,5
MARK501	Marketing Management	3	0	3	7,5
MAN5XX	Area Elective	3	0	3	7,5
MAN5XX	Area Elective	3	0	3	7,5
					30

Course Code	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
MAN540	Strategic Management	3	0	3	7,5
GCC603	Ethics and Scientific Research Methods	3	0	3	7,5
MAN5XX	Area Elective	3	0	3	7,5
MAN596	Seminar		-	-	7,5
					30

Course Code	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
MAN599		-	-	-	30
					30

Course Code	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
MAN599		-	-	-	30
					30

Selected Field-Related / Technical Elective Courses						
Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
MAN525		Human Resource Management	3	0	3	7,5
MAN561		Entrepreneurship	3	0	3	7,5
FIN 504		International Finance	3	0	3	7,5
MAN512		International Business	3	0	3	7,5
MAN559		Innovations Management	3	0	3	7,5
MAN558		Organizational Psychology	3	0	3	7,5
MAN533		Production Management				
Xxx 000						

THESIS-OPTION

Course Code	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
FIN516	Financial Management	3	0	3	7,5
MARK501	Marketing Management	3	0	3	7,5
MAN5XX	Area Elective	3	0	3	7,5
MAN5XX	Area Elective	3	0	3	7,5
					30

Course Code	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
MAN540	Strategic Management	3	0	3	7,5
GCC603	Ethics and Scientific Research Methods	3	0	3	7,5
MAN5XX	Area Elective	3	0	3	7,5
MAN5XX	Area Elective	3	0	3	7,5
					30

Course Code	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
MAN5XX	Area Elective	3	0	3	7,5
MAN5XX	Area Elective	3	0	3	7,5
MAN598	Project	-	-	0	15
					30

Selected Field-Related / Technical Elective Courses						
Code	Pre.	Course Name	Theory	Application/ Laboratory	Local Credits	ECTS
MAN525		Human Resource Management	3	0	3	7,5
MAN561		Entrepreneurship	3	0	3	7,5
FIN 504		International Finance	3	0	3	7,5
MAN512		International Business	3	0	3	7,5
MAN559		Innovations Management	3	0	3	7,5
MAN558		Organizational Psychology	3	0	3	7,5
MAN533		Production Management				
Xxx 000						

Additional Notes
A total of 120 ECTS for the thesis-option and 90 ECTS for the non-thesis option are required to graduate. The MBA students must complete the compulsory courses and the technical elective courses to provide a total of 240 (thesis option) / 90 (non-thesis option) ECTS. Otherwise, they will not be deemed to fulfill the conditions to graduate from the program.
If you need support for these courses due to your disability, please refer to Disability Support Unit. Contact; engelsiz@neu.edu.tr

- **EXAM REGULATIONS & ASSESSMENT & GRADING**

Exam Regulations and, Assessment, and Grading
For each course taken at NEU, the student is given one of the letter grades below by the instructor as the semester course grade. Each grade has also its ECTS grade equivalent
The table below provides the detailed information about the local letter grades, coefficients and ECTS grade equivalents;

SCORE	GRADE	COEFFICIENT	ECTS Grade
90-100	AA	4.0	A
85-89	BA	3.5	B*
80-84	BB	3.0	B*
75-79	CB	2.5	C*
70-74	CC	2.0	C*
60-69	DC	1.5	D

50-59	DD	1.0	E
49 and below	FF	0.0	F

*for these ones, the higher grade is applied

In order to be successful in a course, short cycle (associate degree) and first cycle (bachelor's degree) students have to get a grade of at least DD, second cycle (master's degree) students have to get a grade of at least CC, and third cycle (Ph.D.) students have to get a grade of at least CB to pass a course. For courses which are not included in the cumulative GPA, students need to get a grade of S (satisfactory). Apart from that, each local grade has an equivalent ECTS grade which makes it easier to transfer the grades of mobility periods of students. The table above shows the ECTS grading system at NEU. Also, among the Letter Grades;

I	Incomplete
S	Satisfactory Completion
U	Unsatisfactory
P	Successful Progress
NP	Not Successful Progress
EX	Exempt
NI	Not included
W	Withdrawal
NA	Never Attended

Grade of I (Incomplete), is given to students who are not able to meet all the course requirements at the end of the semester or summer school due to a valid justification accepted by the instructor. Students who receive a letter grade "I" must complete their missing course requirements and receive a letter grade within one week following the date the end of semester grades or summer school grades submitted. However, in the event of special cases, this period can be extended until two weeks before the beginning of registration for the next semester, upon the recommendation of the respective Graduate School department head and the decision of that academic unit's administrative board. Otherwise, grade of "I" will automatically become grade of FF, or grade of U.

Grade of S (Satisfactory) is given to students who are successful in non-credited courses.

Grade of U (Unsatisfactory) is given to students who are unsuccessful in non-credited courses.

Grade of P (Successful Progress) is given to students, who continue to the courses that are not included in the GPA that has a period exceeding one semester, and regularly performs the academic studies for the respective semester.

Grade of NP (Not Successful Progress) is given to students, who do not regularly perform the academic studies for the respective semester for courses that are not included in the GPA and have a period exceeding one semester.

Grade of EX (Exempt), is given to students who are exempt from some of the courses in the curriculum.

Grade of NI (Not included) is issued to identify the courses taken by the student in the program or programs which are not included in the GPA of the student. This grade is reported in the students' transcripts with the respective letter grade. Such courses are not counted as the courses in the program that the student is registered to.

Grade of W (Withdrawal) is used for the courses that the student withdraws from in the first ten weeks of the semester following the add/drop period, upon the recommendation of his/ her advisor and the permission of the instructor that teaches the course. A student is not allowed to withdraw from courses during the first two semesters of his/ her associate/undergraduate degree program and from those courses he/she has to repeat and received grade "W" before, which are not included in the grade average. A student is allowed to withdraw from two courses at the most during his/ her associate degree study, and four courses during his/her undergraduate study upon the recommendation of the advisor and the permission of the instructor that teaches the course. A student has to take the course that he/she withdrew from, the first semester in which it is offered.

Grade "NA" (Never Attended) is issued by the instructor for students who fail to fulfil the attendance and/or requirements of the course and/or who lose their right to take the end of semester exam because they failed to take any of the exams administered throughout the semester. Grade "NA" is not considered in the average calculations.

Both the ECTS grades and the local grades of the students are displayed on the official transcript of the students.

- **GRADUATION REQUIREMENTS**

In order to graduate from this undergraduate program, the students are required;

- to succeed in all of the courses listed in the curriculum of the program by getting the grade of at least CC/S with a minimum of 120 ECTS (thesis option) 90 ECTS (non-thesis option).
- to have a Cumulative Grade Point Average (CGPA) of 3.00 out of 4.00

- **MODE OF STUDY**

This is a full-time program.

- **PROGRAM DIRECTOR (OR EQUIVALENT)**

Prof.Dr. Şerife Eyüpoğlu, Head of Department, Faculty of Economics and Administrative Sciences, Near East University

- **EVALUATION QUESTIONNAIRES**

Evaluation Survey

Graduation Survey

Satisfaction Survey