





ORTA DOĞU TEKNİK ÜNİVERSİTESİ
MIDDLE EAST TECHNICAL UNIVERSITY

Department of Business Administration



Middle East Technical University

*Founded in 1956

*Has three campuses: Ankara, Erdemli and Northern Cyprus

*Current enrollment: 26,500 students

*One third of the first 1,000 students ranked in the university entrance exam prefer METU

*43 undergraduate, 107 master's and 69 PhD programs offered by 5 colleges and 5 graduate schools

*Current international student enrollment: over 1700

*182 international exchange programs and 19 international joint degree programs



Middle East Technical University

* Ranked among the top 100 universities by Times Higher Education (2014-2015)



* Ranked as the 3rd best university in the BRICS & Emerging Economies region



* Ranked as the 12th best university in the Middle East and Asia region



METU Department of Business Administration

*More than 5,000 graduates since 1957

*5 major and 3 minor programs with a current enrollment of 600 students:

*Undergraduate BA

*Undergraduate BA joint with SUNY

*MBA

*Executive MBA

*PhD in Finance or Quantitative Decision Methods

*Minors in General Business, Finance or Entrepreneurship



What is Business Administration?

The science of managing..

Business administration is a branch of social sciences and studies the management of public or private organizations with the purpose of using resources in the most effective and profitable manner while adapting to the changing environment. These resources are monetary funds, materials, human capital, processes or information.

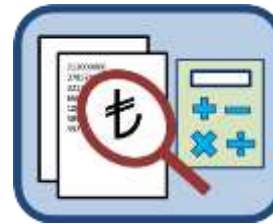
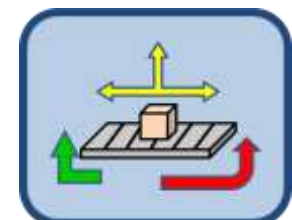
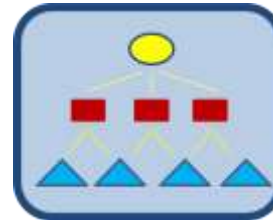


What is Business Administration?

The science of managing..

Having a degree in business administration means that you have acquired the knowledge and the skills to think outside the box in any of the functional areas of business, to make the right decisions at the right time, to think freely and to execute your decisions successfully.

The fact that business administration has many different functional areas (such as Finance, Human Resources, Strategic Management, Accounting, Operations Management, Marketing, Information Systems) means that it is a social science that has applications in many different sectors and interactions with many other disciplines.



Functional Areas of Business Administration

Let's look at an example:

You have decided to open a restaurant:

What types of food should I offer?
Do I have any innovative ideas?

Entrepreneurship

What can I do to differentiate my restaurant from its competitors?
What is my mission?

What financial resources should I use?

Finance

Accounting

Who is going to keep the business and activity records?

How should I price my menu items?
How should I decorate my restaurant?

Marketing

What can I do to align myself with my customers' preferences?



Functional Areas of Business Administration

What can I do to make sure my employees are happy to work at my restaurant?

Organizational Behavior

Who should be responsible from what at my restaurant?
Who should have authority over different functions?

Organizational Structure

Where and how should I produce the food?
Should I break the kitchen into different sub units?

Operations Management

Who should I hire?
What qualifications should I look for?
How much should I pay to my employees?

Is my capacity large enough for the demand?
Are my customers happy about the quality of the food and the service that they receive?



Why METU BA?

*One of the oldest business administration departments in Turkey (founded in 1957)

*Faculty members with a minimum of PhD degree in all functional areas of business

*A curriculum that

allows the students to have exposure to all functional areas during the first two years

and then

allows the students to shape their own curricula during the last two years by choosing courses from a wide portfolio of electives, thereby creating their unique expertise in their preferred functional area(s)



Why METU BA?

*Professionals from the public and private sector that participate in the delivery of courses as guest speakers or part-time lecturers



*A chance to build exposure to business life through the department's collaboration with Turkey's best technology park **ODTÜ TEKNOKENT** and other similar institutions



*A chance to do internships and be employed on a part-time basis via the department's vast network of alumni



Why METU BA?

*A department culture that cultivates innovation and creativity, thanks to its past path-breaking faculty members such as **Muhan Soysal**



*A curriculum that keeps current with the latest business trends and technologies thanks to the influential teaching performed by faculty members who mostly hold PhDs from abroad and the fact that the medium of teaching is English allowing the latest textbooks and cases to be used in the classroom



*An elective course portfolio that continuously expands to include courses on the latest business trends and technologies (such as Digital Marketing, Financial Derivatives, Technology and Innovation Management, etc)



Why METU BA?

*Access to nationally and internationally acclaimed companies

*More than half of the graduating class accepting their first full time jobs before graduation

*The chance to proudly say that you are a **METU BA graduate!!!**



Üniversite	Oran (%)
Orta Doğu Teknik Üniversitesi	14
Bogaziçi Üniversitesi	12.3
İstanbul Teknik Üniversitesi	9.7
Marmara Üniversitesi	9.2
İstanbul Üniversitesi	9
Hacettepe Üniversitesi	6.1
Yıldız Teknik Üniversitesi	5.7
Ankara Üniversitesi	4.1
Dokuz Eylül Üniversitesi	4
Gabatasaray Üniversitesi	3.2
Ege Üniversitesi	3
Gazi Üniversitesi	2.1
Mimar Sinan Üniversitesi	2
Anadolu Üniversitesi	0.8
Uludağ Üniversitesi	0.8



CEO FABRİKASI
ODTÜ
Geleceğin meslekleri

Why METU BA?

Examples of companies/institutions that hire our graduates:



AKBANK



L'ORÉAL

Mercedes-Benz



PHILIPS



TÜRKİYE BANKASI



vodafone



Why METU BA?

*The department's official student club, **METU Business Club**, is one of the most active student clubs on campus!

*A chance to participate in the Business Club's numerous activities and a chance to simulate business life by becoming a board member



Why METU BA?

To become part of a large and powerful network that we call the **METU BA Family!**



METU BA



METU BA 2018 Graduates



