

INTERDISCIPLINARY EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

IEMBA

Graduate School of Business and Economics,
Bahçeşehir University

- An Excursion to Silicon Valley with a Certificate in Innovation, Entrepreneurship and Leadership from Santa Clara University, Silicon Valley Executive Center, Leavey School of Business
- New Perspectives on Global Economy, Finance, and Banking: Global Thought Leaders from Five Continents Webinar Series



Dean's Message

Welcome to the Interdisciplinary Executive Master of Business Administration (IEMBA) program offered by the Graduate School of Business and Economics at Bahçeşehir University. I am delighted that you have chosen us in this exciting journey we are embarking on for the first time. I am confident that you will make very important contributions to our class of 2023, while developing your leadership potential further through the program.

We set out the program not to be different but to do the right thing in today's *sui generis* world in every aspect. We redesigned our EMBA program to broaden the horizons of experienced, sensitive, engaged, and energetic entrepreneurial individuals who have taken leadership responsibilities in their own businesses or companies they work. We began the design process by asking how we can reimagine business education for the executives who aim for high business performance but never forget the pressing challenges that our planet and societies face. At the end of the day, we concluded that the principles of innovation-growth-sustainability, each of which is an inseparable part of a whole, should guide us in designing the content of the program.

When we evaluate our new IEMBA program impartially, we believe, while equipping the participants with the leading edge of theoretical and practical knowledge, the program will render them to be ethical leaders who feel the pain of our planet and the suffering of the "tired, poor, and huddled masses" deeply in their hearts.

If you believe that the world can be changed with business along with other kinds of social engagements, then we hope to see you at our first meeting.

Best regards,

Ahmet Öncü

Dean of Graduate School

Director of Graduate School of Business and Economics



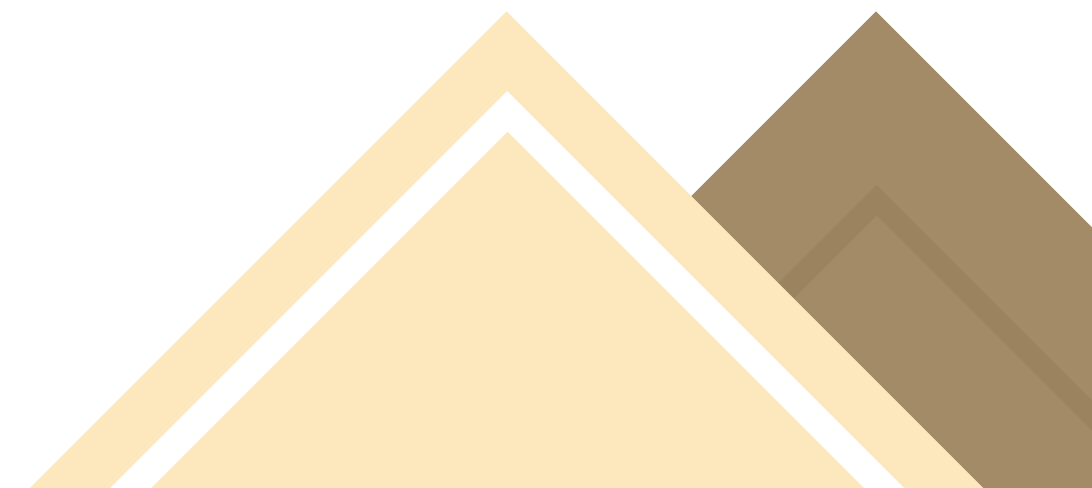
IEMBA: INNOVATION-GROWTH-SUSTAINABILITY

Fundamental Principles of the BAU IEMBA

Innovation: create value with empathy and purpose

Growth: explore the present, shape the future

Sustainability: lead responsibly to elevate prosperity



IEMBA: INNOVATION-GROWTH-SUSTAINABILITY

The BAU IEMBA Highlights

“To boldly go where no one has gone before,” a new Executive MBA with its purpose, content, approach, facilitators, and global reach and experience.

Purpose: Lead social and economic change by empowering leaders to align their businesses with sustainable development goals and inspiring next generation leaders to broaden their horizons, strengthen their skills to manage themselves, focus their work and team on success, and turn competition to their advantage.

Content: An interdisciplinary program designed to address actual business and management problems that every business may encounter today.

Approach: Studio teaching and collaborative learning based on a mentor-mentee relationship. Case analysis in each session in classrooms designed for studio training.

Facilitators: Consisting of both academics and practitioners to balance theory and practice, a carefully chosen group of instructors who have become leading names in their fields.

Global reach and experience: A certificate program from Leavey School of Business, Santa Clara University, one of the elite institutions of America, in Silicon Valley, one of the world's leading business hubs; webinars from renowned global thought leaders on the state of global economy, finance, and banking.

IEMBA: INNOVATION-GROWTH-SUSTAINABILITY

The BAU IEMBA Program Outcomes

The BAU IEMBA Program aims to bring excellence to postgraduate executive education with its interdisciplinary approach, global reach and experience, and fundamental principles of innovation, growth, and sustainability.

Innovation: The BAU IEMBA not only helps executives strengthen their ability to be creative in any situation on the global scale through innovative thinking but also introduces new approaches to value creation responsibly, while embracing a future full of uncertainties and ambiguities.

Growth: Businesses are built to grow. Growth, on the other hand, requires a systematic examination and management of activities of the enterprise in terms of profitability, down to the smallest detail. One of the most unique features of the BAU IEMBA is that it presents the executives with how the financial, managerial, operational, and transactional activities can be sustained. In addition, the program offers how to identify growth areas and targets in line with profitability criteria.

Sustainability: The BAU IEMBA introduces the sustainability goals and social innovation initiatives as two sides of the same coin. In almost all sessions of the program, executives are invited to consider their contributions to the construction of the most optimal future for the planet, nature, and all living things while setting growth targets. A graduate of the BAU IEMBA will have learned how to produce creative ideas that seek to reconcile planetary, public, and private interests.

IEMBA: INNOVATION-GROWTH-SUSTAINABILITY

In addition to the three overarching outcomes of the program, as expected learning outcomes, our graduates will...

- apply business principles to solve structured and unstructured problems to strengthen strategic positioning in the global economy,
- demonstrate an understanding of essential business disciplines and leadership principles,
- use integrated knowledge across business disciplines to define, analyze, and solve problems.
- apply responsible business practices and ethics principles to inform decision-making,
- be able to identify ethical dilemmas and apply an ethics model or framework to propose and defend resolutions,
- use effective teamwork and collaboration skills,
- deliver professional quality communications that demonstrate appropriate audience awareness,
- produce clear, concise, and compelling business documents,
- deliver oral presentations that use effective content, organization, and delivery, accompanied by appropriate technology,
- utilize qualitative and quantitative methods to investigate and solve critical business problems,
- integrate tools and concepts from multiple functional areas (i.e. finance, marketing, operations) to solve business problems,
- incorporate diversity and multicultural perspectives when making business decisions,
- apply business models and analytical tools to decision making,
- analyze the impacts of changes in the economic and global business environments on decision making,
- apply analytics to financial decision making,
- analyze financial and accounting information, while recognizing its value, uses, and limitations,

IEMBA: INNOVATION-GROWTH-SUSTAINABILITY

PRE-PROGRAMS

**Are Leaders Born or Made?
Orientation & team building
workshop in a suburb of Istanbul**

**A Crash Course on the Political
Economy of Capitalism**

Interdisciplinary Executive Master of Business Administration IEMBA

**Profitable Business:
1) Financial**

Sustainable Business

Geo-business

PROGRAM

**Profitable
Business:
2) Managerial
(Half course)**

Responsible Business

**Doing Business in an
Uncertain (VUCA) World
(Elective)**

**Profitable
Business:
3) Operational
(Half course)**

**Creative Business
Creativity:
1) Individual
2) Corporate**

Digital business (Elective)

**Profitable
Business:
4) Transactional**

**1) Strategy
&
2) Business Modelling**

Neuro-business (Elective)

Leading a Business

SEMESTER 2

**Start-ups & Transformation
Projects**

SEMESTER 1

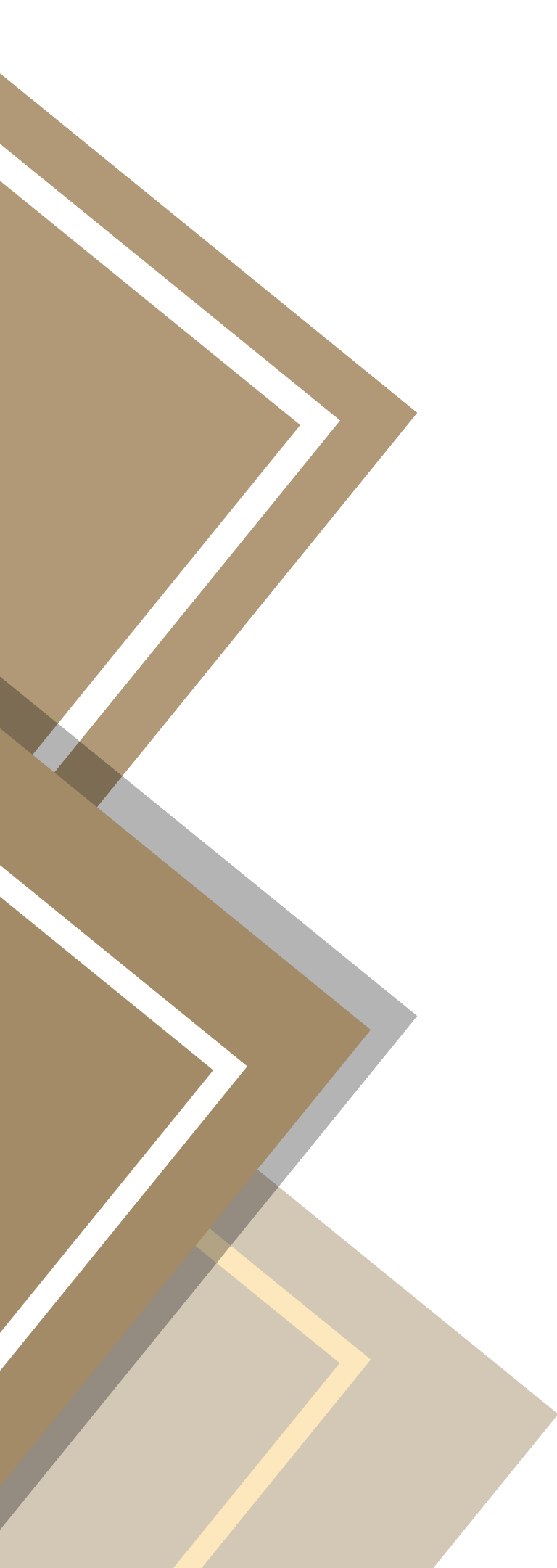
SEMESTER 3

IEMBA: INNOVATION-GROWTH-SUSTAINABILITY

CERTIFICATE PROGRAMS

Innovation, Entrepreneurship, and Leadership Certificate from Santa Clara University, Silicon Valley Executive Center, Leavey School of Business

Geo-business in Practice: How to Explore Silicon Valley



PRE-PROGRAMS

Are Leaders Born or Made?

Orientation & team building workshop

In this first meeting as a class, we spend three days in a suburb of Istanbul to get to know each other and the details of our program before starting our exciting journey. We are sure that a close bond of friendship will be formed amongst us in this joyful escape from the hustle and bustle of city life.

As Oscar Wilde once suggested, creating any kind of intimate bond ultimately depends on conversation. We will do everything we can to get you to talk, listen, and act on what comes out of your conversation. In addition to the physical activities to develop team spirit, we will watch movies, videos, and concerts, as well as read and discuss sections from classic books we have chosen together.

And most importantly, we discuss whether a person can become a leader with an Executive MBA, as is often claimed by business schools. Experts who have a voice in the fields of psychiatry, philosophy, history, and political theory are also participating in this questioning, which will be held as a workshop.

A Crash Course on the Political Economy of Capitalism – Michael Keane, Ahmet Öncü, and T. Sabri Öncü

An online fifteen-hour crash course on the political economy of capitalism for five consecutive nights in September 2022.

The contents will be determined and announced by the instructors soon.

PROGRAM



Profitable Business: 1) Financial – T. Sabri Öncü

Businesses exist to make profits. But profits are about the future as they will occur later. Profitability is, on the other hand, about the present. A definition of the profitability of an investment is the ratio of the expected present value of its future net cash flows to the current investment amount. This is a forward-looking measure and there are other measures that are backward-looking. However, all profitability measures provide information about the attractiveness of an investment relative to other possible investments. In this part of the Profitable Business umbrella of courses, we will focus on the financial aspects of measuring and improving the efficiency and profitability of businesses, and discuss some financing strategies for such improvements with a view toward profitable growth. Time permitting, other topics such as venture capital financing for start-ups may also be covered. A brief outline of the course is below.

Evaluating the past and present:

- Financial statements: balance sheet, income statement, and cash flow statement
- Financial ratios: leverage, liquidity, efficiency and profitability

Looking at the future:

Restructuring the business:

- Organic (within corporate identity): reorganizing existing and choosing among proposed investments
- Inorganic (change in corporate identity): mergers, acquisitions, and joint ventures
- Restructuring the financing

Financing strategies:

- Money markets: commercial paper
- Capital markets: private equity placements, initial and secondary public offerings
- Credit markets: loans from banks and nonbanks
- Debt markets: bonds

Profitable Business: 2) Managerial – Funda Kılıç and Ahmet Öncü

This is a purely case-based course, following in the footsteps of Peter Drucker, focusing on the three management responsibilities essential to profitability: the performance of the business organization for which executives work, making work productive and the employee achieving, and managing social impact and social responsibilities. The case topics with respect to the three responsibilities are listed below. Cases are to be announced later.

Performance of the business organization

- Case topic 1: The purpose and objectives of a business
- Case topic 2: Making the future today
- Case topic 3: Strategic planning: the entrepreneurial skills

Productive work and the achieving worker

- Case topic 4: Why managers?
- Case topic 5: The spirit of performance
- Case topic 6: Managerial communications

Social impacts and social responsibilities

- Case topic 7: How to balance the special purpose of your business with the common good

Profitable Business: 3) Operational – Oğuz Vecdi Öncü

Operations refers to all mental and/or physical activities required to achieve the goal(s) of an organization within an efficient & effective framework.

Operations Management is a field of business concerned with the administration of business practices to maximize efficiency within an organization. It involves planning, organizing, and overseeing the organization's processes to balance revenues and costs and achieve the highest possible operating profit.

- Corporate finance – basics of business: The ultimate purpose of corporate finance is to maximize the value of a business through planning and implementation of resources, while balancing risk and profitability.
- Tangible & intangible assets: Material investments and intellectual capital
- Operational efficiency & effectiveness: Doing the right things by the right methods. Effectiveness relates to achieving an objective, while efficiency relates to the cost or effort to achieve that objective.
- Operational excellence: Having an operation that creates and delivers services & products that customers want in order to establish perpetual business growth.
- Agile organizations: An «agile organization» is a term applied to organizations which are quick in responding to changes in the marketplace or environment.
- Field management

Profitable Business: 4) Transactional – Selçuk

Tuzcuoğlu

Among others, a company's profitability depends on gaining loyal customers and building strong brands. This requires a well-designed marketing strategy that takes into account any transaction between the business and its customers. From proper brand positioning to Customer Lifetime Value, all components of profitable transactional activities will be covered in the content of this course.

- Principles of Marketing Management for high profitability
- Establishing the right Marketing Mix with the exact STP Decisions
- Analyzing Consumer Behavior
- Classic and Modern Methods of Marketing Research
- Capturing Market Shares in B2B Markets
- Creating Powerful Brands and effective Brand Elements
- New Product Development and Marketing Decision at every stage of Product Life Cycle
- Profitable Sales Campaigns and profit-oriented Logistics
- I.M.C and the Balance between Digital and Conventional Marketing
- New Types of Marketing: Guerrilla Marketing, Green Marketing, Experiential Marketing, etc.
- The Usage of Technology for better Marketing Communication
- Storytelling, Gamifications and other novel ways of Persuasion
- Ethics in Marketing and Responsibilities to Consumers

Leading a Business – Ela Ünler

Upcoming leaders need broader skill sets corresponding to individual, task, and organizational requirements. This course aims to develop next-generation leadership competencies to address the development needs of rising leaders and elaborates on skills to be successful in the new environment.

- Leadership development is a multidisciplinary process where psychology, social psychology, and neuropsychology provide significant inputs. It provides insights for leaders in developing new capabilities to succeed in a VUCA (volatility, uncertainty, complexity and ambiguity) World.
- To create individual awareness, the course puts the leaders first, the employees second, and the business third. "Without leading the self, one cannot lead the business" is the mantra!

Sustainable Business– Meriç Bıçakcıoğlu

with Ross Mitchell

This course deals with sustainability and social innovation. Sustainability is to meet today's needs without compromising the needs of future generations. Social Innovation, on the other hand, is to design and implement novel solutions to improve welfare and inclusion of all communities and individuals. Both concepts are interrelated and work in tandem to ensure the most optimal future for the planet, the nature, and all living beings, while the challenge for both is to introduce different perspectives.

- Sustainability involves individuals, communities, organizations, governments, and actions these actors perform. There are various concepts and practices under sustainability, such as the SDGs and their targets, Impact measurement, ethics and ethical business conduct, governance and transparency and others.
- Sustainability is embodied in policies and mutual understanding for active involvement (e.g. the Paris and Kyoto Agreements), corporate reports (such as CSR and ESG reporting practices), and the ever-growing number of social movements. Nowadays, sustainability practices have become part of corporate and governmental strategies while earning their place as guiding principles.
- Social Innovation draws from various theoretical streams such as design, ethics, (social) economy, sociology, business administration, social entrepreneurship. It culminates as practices focusing on positive impact for all target segments. It is complementary to sustainability in that it provokes «out-of-the-box» thinking, hence, creativity, to flesh out sustainability-driven strategies.
- We will implement several workshops for immediate learning of concepts and act as a «thinking tool» for corporate and individual goal-setting, impact measurement, and corporate impact strategies.

Responsible Business – Melek Eyigünlü

Corporate Social Responsibility (CSR) & Responsible Business Conduct (RBC) refers to making a positive contribution to economic, environmental, and social progress with a view to achieving sustainable development on a voluntary basis and acting as a responsible member of the international community.

- CSR and RBC can take many different forms, including non-profit initiatives, philanthropic contributions, and volunteer efforts, all while incorporating social, environmental, ethical, consumer, and human rights issues into company plans and policies.
- Responsible Business draws from Universal Ethics Norms, Normative Moral Theories of Philosophy and Politics, International Business, Human Resources and Law.
- The guiding framework will be based on common normative ethical theories and models of ethical decision making.
- In pursuit of compliance, it is simply not enough to obey the laws and regulations. It is extremely important to establish our own corporate philosophy with integrity on a global basis to achieve sustainable growth with good faith and fair acting.
- Because responsible decision-making processes, strategic risks, and opportunities do not have a single ethical stance, this course will present a variety of learning objectives and outcomes:



Creative Business: 1) Individual Creativity – Alper Almelek

The aim of the course is for potential future leaders to increase creativity awareness. By gaining this ability, participants will have wider horizons that will enable them to analyze the leadership situations in companies and thereby be able to challenge the difficulties of business life. In order for individuals to achieve status and credibility in business life, they need to increase their ability to be creative in any circumstance by means of innovative thinking. The target is for students to do several exercises throughout the course and reach high creativity awareness.

- Definitions of Creativity
- Exercise: Creativity Test
- Preparation Phases of Creativity: 1-Preparing the soul 2-Observation skills 3-Dreaming skills
- These phases include many exercises for class as well as home.
- Inspirational Muse & Rituals
- Exercise: Advertisement
- Profile of the Creator
- The value of Creation
- Perspective Changers
- Failure in Creation
- Creativity in Business Life, and Innovation
- Exercise: Innovation
- Ethics in Creativity

Creative Business: 2) Corporate Creativity

– Hüseyin Güler

Corporate creativity refers to demonstrating new approaches for value creation and tackling businesses and business models more creatively and responsibly while embracing the future full of uncertainties and ambiguity.

- It is expected that new firms will replace half of the current Fortune 500 firms by 2034 and all by 2051.
- This change is triggered by a new generation of companies that succeeded in making disruptive and transformative innovations a part of our daily lives. By the end of 2021, Tesla, Microsoft, Apple, Amazon, Google and Facebook had exceeded 11 trillion dollars, which means that their aggregate year-end 2021 market value makes them the third-largest economy in the world after the USA and China.
- Amid this rapid change, some new and evolving factors such as the pandemic, climate change, and raw material shortages have had devastating effects on many companies and sectors while, in a way, bringing about new opportunities. These conditions force companies to be more creative, bringing the need to unlearn the old and learn the new for renewal.
- This course draws from Open Strategy, Change Management, Ambidextrous Organization Approach, Organizational Culture of Innovation, Corporate Entrepreneurship Models, and Talent Management.
- The guiding framework will be based on current corporate innovation approaches, models, and best practices for generating new value.
- While it is not possible to talk about a single valid model for corporate creativity, recently evolving global success stories inspire new approaches, offering unique learning objectives and outcomes:

Strategy & Business Modelling: 1) Strategy - Kağan Karamanoğlu

Strategy is about crafting a company's strategy and how to ensure this strategy is depicted in the company's business plan. This course focuses on crafting a strategy taking into consideration the market, competition, positioning, products/services, and capabilities of the company and integrating the strategy into a business model.

- Strategy aims to set the foundation for companies to have underlying and guiding principles that ensure a sustainable, growing business while taking into consideration factors such as macroeconomics, industry specifics, regulative environments, and competitive forces.
- The guiding framework will be based on capability-driven growth strategies.
- In pursuit of growth, it is not simply enough to follow the market; it is extremely important for companies to establish their own way to act in the market and reach a position, build on differentiating capabilities, and align their products and services with their growth strategies.
- Every company needs to have its own unique strategy and business plan because there cannot be a "one-size-fits-all" or a "me-too" approach. Therefore, this course has the following learning objectives and outcomes:

Strategy & Business Modelling: 2) Business Modelling

– Enis Behar Menda

The Business Modelling course is the final stage of the process designed to provide you with the opportunity to demonstrate what you have learned in the Executive MBA program and how an idea turned into a business model and an actionable business plan.

- Participants create, improve, and refine their business model and business plan during the course, moving from one milestone to another. Each week will begin with the instructor explaining the current phase and providing underlying information with points to consider during the project plan.
-
- "Business Modelling" is essential for start-ups and new and established businesses that need to discover, design, and evolve their business models. This course introduces a structured way to think about, analyze, and develop a business model and business plan.
-
- Participants discuss and work on customer segments, the value propositions, the market, the channels and customer relationships, revenue streams, key resources, key activities, key partners, the cost structure, cash-flow and financials. Teams will present a business model and a detailed business plan for their final team project

Geo-business – Ahmet Öncü

Geo-business is a field of business studies that problematizes the impacts of geography on business strategy, objectives, and results. In doing so, it focuses on the decisive roles of scale, space, and place in business competition by drawing from International Political Economy, Economics, Political Theory, International Relations, International Business and Management, Sociology, Anthropology, and History. The guiding framework of the course is World-Systems Theory that conceptualizes national and local business contexts as non-detachable units of the World-Economy. In each session of the course, a particular business case will be analyzed in order to ground thorny theoretical puzzles in the practical works of business executives. A brief outline of the course is provided below.

- The past, present, and future of global business context: an introduction
- Economic policies and the struggle for hegemony in the world-economy since 1810
- Technological revolutions in the last two hundred years and business competition
- The state of business competition in the next thirty years of the global business context
- How to bring geography into business strategy
- Contours of business strategy, scale, space, and place
- Your business model and uneven development in the World-Economy
- Readiness for your next competitor: industrialization and regional specialization
- The puzzle of unused capital: types of profitable business and spatial distribution of your business
- Strategies for leadership in business community and smart cities
- Rigging global competition in your favor and creative cities
- Readiness for disruptions: placing your businesses within global supply chains
- Role of spaces and places of consumption in business competition
- Readiness for the emerging economic geography of energy transition: Your next challenge in building your sustainable business
- Building alternative global business networks against rentier capitalism

Doing Business in an Uncertain (VUCA) World

– Emre Başkan

"VUCA (volatility, uncertainty, complexity and ambiguity) World" defines the uncertainty we experience and how we understand the world. However, rather than making definitions, a people-centric approach should seek answers to the following question: How does uncertainty affect people? Answering this question helps us manage change, transformation, and adaptation. In other words, answering this question helps us take our organization out of its comfort zone and manage our business more effectively.

- Simon Sinek says; "100% of customers are people. 100% of employees are people. If you don't understand people, you don't understand business." This course puts business people under the scope and tries to understand how uncertainty affects their behavior.
- With the help of Neuroscience and Comfort Zone Psychology, the course examines why and how business people make decisions. Furthermore, another focus is on decision traps stemming from uncertainty and complexity.
- The course provides solutions and approaches that will help us manage our business more effectively.
- The course makes use of team works, group presentations, and cases. Guest speakers from the business world will provide different points of views related to key issues examined during the sessions.

Digital Business – Cenk Okan Özpay & Mustafa Tan

Digital business is about strategizing and managing information technology which consists of software, hardware and data. The concept has gained importance starting in the early 2000s and has become more crucial in the post-pandemic era.

- Digitalization defines our lifestyle, habits, and business. There is no business definition left without an information technology presence.
- Digitalization is necessary for survival in the business world.
- This course discusses and defines the current and critical technologies in detail. However, rather than dealing with technical issues, the focus will be on their uses, opportunities they create, and the impact they have on businesses



Neuro-Business – Selçuk Tuzcuoğlu

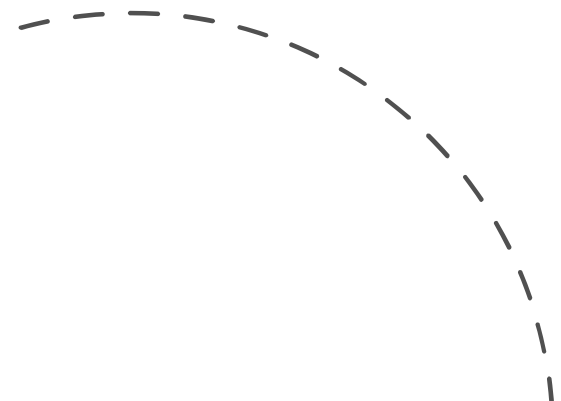
Neuro-Business is an emergent field of business studies that aims to understand the impact of the brain on business decisions and procedures. From investments to motivation, from brand decisions to leadership, all business interactions are a network of human relationships, and to manage all these processes, the correct knowledge about the brain is essential.

- Brain and Decision Making – The Role of the Brain
- Parts of the Brain and Neural System – 3 Brains, Lobes and Parts of the Brain, Neocortex, Limbic System, Hypothalamus etc...
- Brain and 5 Senses – The Influence of the Senses on the Brain and on Human Behaviors
- Brain and Decision Making – Decision Making Process with and without Sufficient Data
- Perception, Persuasion, Prediction, Intuition, Empathy, Instinction, Creativity
- Neuroscience Meets Economics
- The Myth of Rational Consumer, Behavioral Economics and Evolutionary Psychology
- Kahneman and Thaler: Nobel Prizes go to the Neuropsychology – “Thinking Fast & Slow”, “Nudge”
- Leadership and Emotional Intelligence (EQ)
- Motivation and Effective Interpersonal Relations
- Relevance of Neuroscience to Finance and Investment – Stimulus of Monetary Decision
- Understanding Consumer Behavior, Brain and Pricing Strategies
- Neuroscientific Market Research Methods, Gender and Generations
- Advertising and Subconscious Brand Choices, Creating Loyalty
- Neuroscience and the Digital World – Social Media, Storytelling and Content Management, Gamification

Start-ups & Transformation Projects

Coordinators: Enis Behar Menda & Kağan Karamanođlu & OđuzÖncü

To be determined collectively among coordinators and participants.



Innovation, Entrepreneurship and
Leadership Certificate from Santa
Clara University, Silicon Valley
Executive Center, Leavey School of
Business



An Excursion to Silicon Valley with a Certificate in Innovation, Entrepreneurship, and Leadership from Santa Clara University, Silicon Valley Executive Center, Leavey School of Business – Ahmet Öncü, T. Sabri Öncü, and Deniz Tunçalp

The IEMBA class will have a two-week tour to Silicon Valley, one of the world's leading business hubs, to earn a certificate in innovation, entrepreneurship, and leadership from Santa Clara University, Silicon Valley Executive Center, Leavey School of Business. The tour also includes the Geo-business in Practice component that provides participants with a chance to conceptually explore the local ecology and the working ecosystem of business actors and factors in Silicon Valley. Participants will also have opportunities to meet with Turkish startups developing businesses in that region, as well as other local business leaders, and develop first-hand experience in business culture of the destination.

Certificate Program

The Silicon Valley Executive Center partners with the BAU Graduate School of Business and Economics in offering the BAU IEMBA participants an innovation, entrepreneurship, and leadership certificate. The high-impact program helps the participants be better equipped to tackle the speed and complexity of growth in today's business environment. T.Sabri Öncü is the organizer and one of the facilitators of the program from BAU.

Geo-Business in Practice: How to Explore Silicon Valley

The concept of ecosystem and an ecologic lens on businesses

- Actors and factors of respective ecosystems at the Hub
- Nascent and mature industries of the Hub and temporality
- Strong/weak actors, strong/weak flows in the Hub

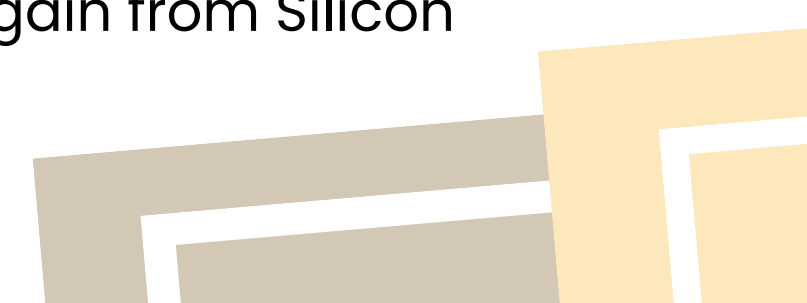
Inputs, outputs and the position of the Hub at the global value chains

- Primary and secondary data analysis about the Hub
- Areas of opportunity, over-competition and gaps

Arbitrage and cross-border trade

- What can professionals, businesses, and startups from Turkey bring to Silicon Valley?
- What can professionals, businesses, and startups from Turkey gain from Silicon Valley?

Ahmet Öncü and Deniz Tunçalp are facilitators.



New Perspectives on Global
Economy, Finance, and Banking:
Global Thought Leaders from Five
Continents Webinar Series



New Perspectives on Global Economy, Finance and Banking

Global thought leaders from five continents webinar series: Part I



Ann Pettifor (UK-South Africa)
Economist, writer, and speaker.
Director of Policy Research In
Macroeconomics.
Member of the Green New Deal
Group.



Aswath Damodaran (US-India)
Professor of Corporate Finance and
Valuation at New York University.
Disrupter of education, publishing
and financial services.



Frances Coppola (UK)
Writer and speaker on banking,
finance, and economics.
Professional singer.



Yanis Varoufakis (Greece)
Professor of Economics at the
University of Athens. Member of the
Hellenic Parliament and former
Finance Minister of Greece.



New Perspectives on Global Economy, Finance, and Banking

Global thought leaders from five continents webinar series: Part I



Jayati Ghosh (US-India)

Professor of Economics at the University of Massachusetts Amherst. Member of the Independent Commission for the Reform of International Corporate Taxation and the WHO Council on the Economics of Health For All.



Steve Keen (Australia)

Economist, writer, and commentator. The New Liberals Senate Candidate in New South Wales.



Yilmaz Akyüz (Switzerland-Turkey)

Former Director, UNCTAD.
Former Chief Economist, South Centre,
Geneva, Switzerland.



New Perspectives on Global Economy, Finance, and Banking

Global thought leaders from five continents webinar series: Part II



Erinc Yeldan (Turkey)
Professor of Economics at Kadir Has University, Istanbul.
Executive Committee Member of the International Development Economics Associates.



Michael Hudson (US)
Economist, write, and commentator.
President of the Institute for the Study of Long-term Economic Trends in New York.



Ana Saggiaro Garcia (Brazil)
Assistant Professor of International Relations at Pontifícia Universidade Católica do Rio de Janeiro. General Coordinator of the BRICS Policy Center.



Michael Keaney (Finland)
Senior Lecturer in Global Political Economy at Metropolia Business School, Finland. Researcher of the global financial crisis of 2008 onward.

New Perspectives on Global Economy, Finance, and Banking

Global thought leaders from five continents webinar series: Part II



Boris Kagarlitsky (Russia)
Sociologist, writer, and commentator.
Professor at the Moscow School for
Social and Economic Sciences



CP Chandrasekhar (India)
Former Professor of Economics,
Jawaharlal Nehru University, New
Delhi. Executive Committee Member
of the International Development
Economics Associates.



Patrick Bond (South Africa-Ireland)
Professor of Sociology at the University
of Johannesburg, South Africa.
Formerly with President Nelson
Mandela's Office.



Facilitators



Alper Almelek

Alper Almelek studied Political Science at the University of Southern Maine and Music (Opera Singing & Piano) at Sonoma State University. In 1995 he joined his family business where he worked at several positions, and in 2006 became Managing Director for Turkey (Country Manager) & Business Director for Middle East for Siegwerk Corporation. Since 2014, he has been working as Chairman for both Almelek Co., and Vamatco Co., (www.vamatco.com).

Alper completed the Executive MBA at Sabancı University (Istanbul) in 2016. During this program, he also participated in a Certificate Program at Massachusetts Institute of Technology in Leadership & Entrepreneurship. At Saïd Business School, University of Oxford, he studied a Postgraduate Diploma in Organizational Leadership, graduating in 2017.

Focusing on his speaker and teaching career since 2016, Almelek taught "Innovative Leadership" at Bahçeşehir University in Spring 2019 as a part-time lecturer. He also taught "Innovative Leadership in Computer Engineering" as a part-time lecturer at the Faculty of Computer and Informatics at Istanbul Technical University. In addition, he gave speeches within the scope of TEDx Bahçeşehir, TEDx Youth IELEV.



Emre Başkan

Emre Başkan started his business career as a Management Trainee at Anadolu Group. Within this particular period, he experienced six different sectors: Internal Audit (HQ), Finance (HQ), Business Development (HQ), Human Resources (HQ), Sales (Anadolu Efes) and Marketing (Anadolu Efes). In 2012, he graduated from Sabancı University's E-MBA program and assisted Global Leadership and Innovation program of MIT Sloan School of Management. Following that, he founded Azor Brand & People Solutions, where he developed and internationally registered the business model Cozmo® (Comfort Zone Model for Business).

Currently, he manages Azor to provide human-centric solutions to the business world, conducts research using the Cozmo® approach, and publishes reports in Harvard Business Review Turkey. Additionally, he is broadcasting two digital programs that focus on business management: "Above the Line" (in cooperation with HBR turkey) and "Pencere".

Başkan is a member of Bilgi University Electric Electronics Engineering Department Advisory Board and has also undertaken advisory roles on entrepreneurship at Boğaziçi University and Galata Business Angels. He regularly shares his experiences with corporations as a keynote speaker.



Meriç Biçakcioğlu

Meriç Biçakcioğlu holds a PhD in Organization Studies with a focus on entrepreneurship and organizational sociology from Bilgi University. Subsequent to a teaching career, Meriç joined the Istanbul Chamber of Industry where he initially worked as team member of an international reorganization project, then acted as manager of the training unit, and later became a coordinator and advisor to the Board. After pursuing an MBA at the University of Nottingham, UK, he became an entrepreneur in the agricultural sector. Starting as a producer and seller, he designed an “agricultural due diligence” system to support agricultural investment processes.

He has been actively involved in the entrepreneurship ecosystem where he occasionally mentors and conducts training sessions. He works with Hicelerate, an accelerator based in New York, USA, as project coordinator and mentor in business model development and renewal, innovation and innovation culture, reorganization and process management.

Biçakcioğlu plans workshops and training on innovation, entrepreneurship, and other management related topics. He teaches and talks about Social Entrepreneurship and Social Innovation, his special focus area, at various occasions and with various interest groups, such as schools, non-profit organizations, and universities. Currently, he also acts as part-time instructor at Özyeğin University where he delivers “Social Entrepreneurship, Social Innovation and Change” and “Creativity and Ideation” courses.



Melek Eyigünlü

Melek Eyigünlü holds a BA in International Relations from Hacettepe University, an MA in International Relations from Ege University, and an MA in International Business from Sydney Macquarie University. She is a PhD candidate of Political and Social Thoughts with a thesis on philanthropy in İstanbul Technical University.

Between 2006 and 2019, she worked as an international trade manager in several global companies based in England and Austria. Currently, she continues her professional life as a freelance consultant. Since 2020, she has advised the Turkish Parliament on foreign policy analyses and provided academic insights. She has various publications and awards in both academic and business fields.

Eyigünlü is a member of the Darüşşafaka Society's Commission of Donation, Communication and Fund Raising. Through social responsibility projects with several non-governmental organizations, she endeavors to contribute to equal opportunity in education.



Hüseyin Güler

Hüseyin Güler holds a BS in Industrial Engineering from Marmara University, an MBA from Uludağ University, and a PhD from Middle East Technical University with his work on innovation networks.

With 20+ years of experience in technology and innovation fields, mainly in the GSM, automotive, wood-based composites industries, and the public sector, he has been in leadership positions for over 17+ years.

In his early career, he was involved in new product/business model development projects at TURKCELL and TOFAŞ. He assumed leadership roles for 9+ years at TUBITAK in designing policies for innovation which targeted innovative companies and technopreneurs. He also was involved in establishing a Turkish R&D lobbying office in Brussels for a brief period. After his role as the General Secretary of Bursa Chamber of Commerce and Industry, he has held high-level management roles at Kastamonu Entegre, leading innovation transformation in a traditional sector with his motto "Innovation does not need Supermen, but Voltrons." This approach has received six awards in external competitions or rankings since 2019.

Güler has published many articles on innovation management and innovation policies and was a member of various innovation or sectoral working groups formed by the OECD, European Commission and UN from 2006 to 2021.



Kağan Karamanođlu

Having graduated in Computer Science with Management Science (Hons.) from the University of Kent at Canterbury in 1999, Kağan later on went on to complete his Master's degree in Management Science (Hons.) at the London School of Economics.

Following his Master's, Kağan worked as a Management Consultant at Booz Allen Hamilton/Booz & Company between 2001-2010 in the London and Munich Offices where he completed over thirty projects in over twenty countries.

Between 2010-2018 he held several Director positions at Türk Telekom Group including Corporate Strategy, Business Planning, Emerging Products and Services as well as International Operations, where he was Managing Director of Türk Telekom Mobile in Germany and Belgium.

In 2018 he rejoined Strategy& (formerly Booz & Company and now part of the PwC network) where he is the Managing Director for Turkey and part of the European Strategy& Leadership team. His work entails helping large corporates to achieve sustainable growth, enter new markets, and improve their operations.

He has several thought leaderships, most of which can be found here:

<https://www.strategyand.pwc.com/tr/tr/medya.html>



Funda Kılıç

Funda Kılıç received a BA in Business Administration from Istanbul University. From 1998 to 2006, she worked in several managerial positions in retail banking sales departments of leading banks in Turkey. She received an MA in Organizational Behavior in 2011 and a PhD in Management and Organization in 2016 from Marmara University.

Since 2014 she has been working as a senior consultant for private and public institutions. Between 2018 and 2021, she worked as a coordinator at İTÜ Çekirdek, mentoring and training startups. She also acts as a mentor at the İTU İNNOGATE program, supporting entrepreneurs to scale up in America. She has been a senior consultant at PMO Partners since 2019, scaling up medium-sized companies in the EU and US markets while also providing consulting services in corporate and digital transformation processes.

She has many academic publications in respected international journals and books. She was a faculty member of School of Management, Department of Entrepreneurship, from 2016 to 2021 at İstanbul Şehir University. Her research interests are strategy, network theory, and entrepreneurship.

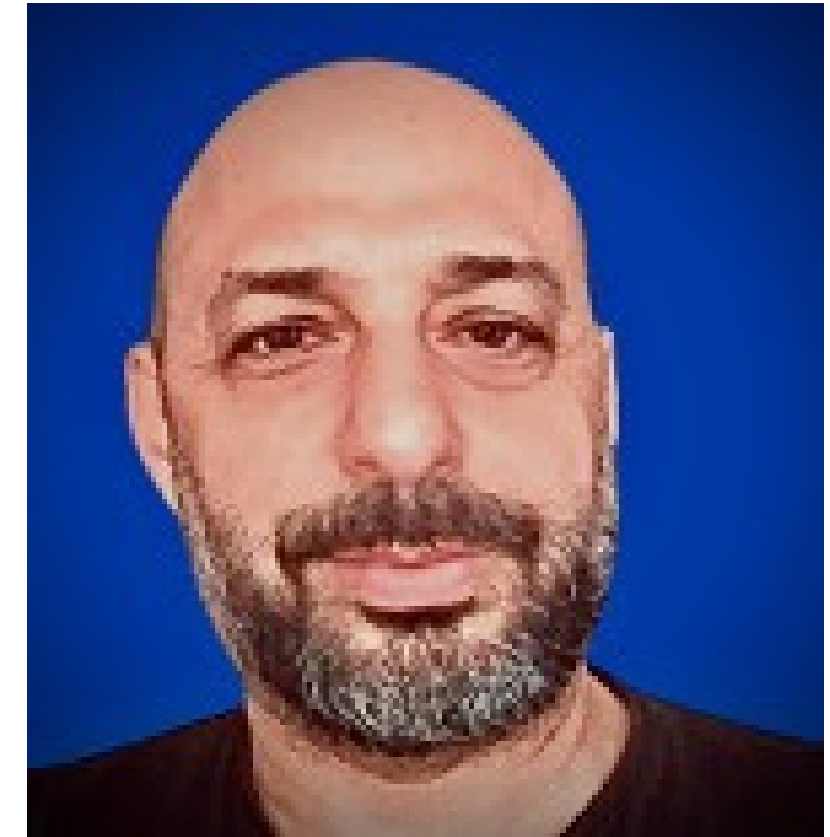


Enis Behar Menda

Enis Behar Menda graduated in Economics from Istanbul University, Istanbul, Turkey, completed the Marketing Program at Central Washington University, Seattle, US, and holds an Executive MBA from Koç University, Istanbul, Turkey.

He is a business consultant with 25+ years of corporate experience and, furthermore, entrepreneurial experience in founding and managing various service companies and products. After corporate experience in C Level roles, he founded and managed several companies. He has a broad understanding of designing service structures and currently works on expansion plans and global business mobility projects in the UK, exploiting his professional experience in many multinational corporations and entrepreneurial experience in many countries.

In 2016, with more than 20 years of experience working with global brands, corporate customers, start-ups, scale-ups, and individuals, he founded Plusture, an independent business service company focused on "Global Business Mobility" in the UK, providing individual, family, and corporate services. Behar Menda manages Plusture.



Ross E. Mitchell

Ross E. Mitchell holds a Diploma in Forest Technology from the Northern Alberta Institute of Technology, a BS in Forestry from the University of Alberta, an MS in Rural Planning and Development from the University of Guelph, and a PhD in Rural Sociology again from the University of Alberta, all in Canada. His specialties include environmental and social impact assessment, social performance, and sustainable resource management.

After working as a forester, forestry specialist, environmental scientist, environmental sociologist, and consultant in both public and private sectors in several countries for about three decades, Mitchell joined Integrated Gas and New Energies, Shell International in The Hague, Netherlands, in 2014 as their Health, Safety, Security and Environment (HSSE) Lead. Since 2019, he has been the HSSE Manager at Nature-based Solutions, Shell Energy, in The Hague, Netherlands.

With a career in environmental and social management in capital resource-based projects (oil and gas, mining, forestry), renewable energy (wind, solar, hydro, biofuels), infrastructure (highways, dams, buildings) and nature-based solutions, he has project experience in more than 50 countries. He has published more than 30 peer-reviewed articles and chapters on environmental and social sciences.



Ahmet Öncü

Ahmet Öncü received a BA in Economics in 1985 and an MA in Economics in 1987 from the Middle East Technical University, Ankara, Turkey. He won the Canadian International Development Agency scholarship to study in Canada in 1987. He received an MA in Economics in 1990 and a PhD in Sociology in 1996 from the University of Alberta, Edmonton, Alberta, Canada.

After teaching at the University of Alberta between 1993 and 1995, he joined Bilkent University, Faculty of Business Administration in 1996. He joined Sabancı University in 1998, when it was still in the foundation phase, and took part in the design and development of the curriculum of the Graduate School of Management. In addition to his lectures in undergraduate, MBA, EMBA, and PhD programs, he also taught in Sabancı University Executive Development Unit, which serves as the university's connection point with the business community.

He has many academic publications in respected international journals and books and has published many non-academic articles in newspapers and electronic venues. He has been a well-known name in executive education circles for more than twenty years with his lectures titled "Global Business Context" and "New Competitive Environments and Horizon Tour."

As of 2021, he is the Dean of Graduate School and the Director of Graduate School of Business and Economics at Bahçeşehir University, Istanbul, Turkey.



Oğuz Vecdi Öncü

Oğuz Vecdi Öncü holds a BA in Political Science & Public Administration from Middle East Technical University, an MA in International Trade from İstanbul Commerce University, and a PhD in Banking & Insurance from Marmara University with a thesis titled “Impact Analysis of Restructuring Process on Efficiency & Effectiveness in Commercial Banking in terms of Basic Banking Principles.”

He worked in the banking sector between 1986 and 2016 for Interbank AŞ, Denizbank AŞ, Denizbank AG Wien, ASB Baku, Odeabank AŞ, MUFG Bank Turkey AŞ as VP, SVP, EVP, COO, Board Member, Board Consultant & Acting GM, Deputy GM. His main responsibility areas were back-office departments in banking, Branch & Head Office & Central Operations, Risk Management, IT Operations, HR, GAA. Öncü is the only senior executive who took part in the establishment of 3 different commercial banks in Turkey.

He continues to participate in global business life as a consultant and in education as a lecturer at a university department of banking & finance.



T. Sabri Öncü

T. Sabri Öncü holds a BS and an MS in Mechanical Engineering and a BS in Mathematics from Boğaziçi University, an MS and a PhD in Applied Mathematics from the University of Alberta, and an MBR from the Graduate School of Business, Stanford University.

He had worked at various financial institutions such as Dresdner RCM Global Investors and Putnam Investment Management in the United States (US) as a "quant" and consultant from 1994 to 2006. He had been a Visiting Scholar of Finance from 2006 to 2007 and 2011 to 2012, Visiting Assistant Professor of Finance from 2007 to 2010, and Visiting Research Professor of Finance from 2016 to 2017 at the New York University Stern School of Business in New York, the US. From 2012 to 2014, he served as the Head of Research at the Centre for Advanced Financial Research and Learning, Reserve Bank of India, Mumbai, India, and, in 2014, as a Senior Economic Affairs Officer at the Debt and Development Finance Branch of the United Nations Conference on Trade and Development, Geneva, Switzerland.

Since 2006, he has lectured on various topics in finance and economics from undergraduate to PhD levels at such universities as the Stern School of Business in New York, the US, the Danube Business School in Krems, Austria, Bilkent University in Ankara, Turkey, and Kadir Has, Sabancı and Kültür Universities, all in İstanbul, Turkey.

He has many scientific publications in respected international journals and books and has published many non-academic articles in newspapers and electronic venues. He is a regular contributor to the Economic and Political Weekly, India and a columnist of the HT Parekh Finance column of the journal.



Cenk Okan Özp ay

Cenk Okan  zp ay was born in İzmir in 1973. He holds a BS in Computer Engineering from Boĝaziçi University, an Executive MBA from Sabancı University, and an MS in Data Analytics and Big Data Engineering from Istanbul Technical University.

Between 1999 and 2012, he worked as a software engineer and architect in various financial institutions. Later, he switched to work in .com companies and system integrator companies in information technology and took part in various smart-city projects in Turkey. Since the pandemic, he has worked on big-data engineering and data analytics to help other firms discover the hidden value in their data.

He is a technology columnist and technical manager of yetkinreport.com. He is also mentoring start-up companies on technological subjects.



Mustafa Tan

Mustafa holds a BSc degree in Industrial Engineering from the Istanbul Technical University. Between 2000 and 2010, he worked as a DevOps Engineer and System Administrator in various telecommunication and financial institutions. In the following years, he turned his focus to developing mobile applications and established his own startup. Currently, he is active in the IoT business where he develops IoT projects for startups. He is also involved in the entrepreneurship and business ecosystem as a mentor.



Deniz Tunçalp

Deniz Tunçalp is an Associate Professor of Entrepreneurship and Management at the Department of Management Engineering at Istanbul Technical University. Between 2015 and 2020, he worked as the Deputy General Manager and the General Manager of ITU Teknokent, the technology development park of ITU. With voting by entrepreneurs, Startup magazine selected Deniz 2nd (2022) and 9th (2021) as creating the most value in the Entrepreneurship Ecosystem of Turkey.

During his service at ITU Teknokent, the Ministry of Industry and Technology ranked ITU Teknokent as the top performing technology development zone of Turkey. He also established ITU Cekirdek as one of the World's Top-5 university incubation centers, according to world rankings of university business incubators. Also, he and his team have helped more than 100 startups to discover global business hubs, such as the Silicon Valley, New York, Chicago, Detroit, and Philadelphia, and started successfully exporting their products and services to the USA and European countries with the Innogate International Acceleration Program.

Before joining ITU, Deniz had various technical and managerial positions at Turkcell. For example, he is the inventor of the Mobile Signature service, which later spread to different countries. Before joining Turkcell, he established one of Turkey's first cybersecurity startups and made a successful exit in 2003.

Deniz received a BS in Industrial Engineering in 1997, an MS in Information Systems in 1999, and an MS in Industrial Engineering in 2000 from the Middle East Technical University. Later, he received a Ph.D. in Organization Studies from Sabanci University in 2005 and an MA in Law from Istanbul Bilgi University in 2011. He also had visiting researcher and lecturer positions at Carnegie Mellon University in Pittsburgh, USA and Politecnico di Milano in Milan, Italy.



Selçuk Tuzcuođlu

A graduate of İstanbul Erkek Lisesi, Selçuk Tuzcuođlu holds a BS in Management Engineering and an MBA from İstanbul Technical University (ITU), and an MA in Tourism Management from İstanbul University. He obtained his PhD in Management Engineering from ITU with a thesis on Private Label Products.

He worked for 20 years in the tourism industry in various positions such as professional tourist guide, tour operator, publisher, and souvenir designer. He also was a Sanitary Papers Category Manager at Giriřim Pazarlama / Eczacıbaşı Holding. After joining BAU in 2007, he has lectured on Marketing, Brand Management, Digital Marketing, IMC, Neuromarketing, Consumer Behaviour, Marketing Research, Technology Marketing and the like. He is a lecturer at the Industrial Chamber of İstanbul and an instructor at KOSGEB. He also provided training to companies such as Turk Telekom, Turkcell, Alarko, Acıbadem, Liv, Pegasus, Aksa, Orhan Holding, Albaraka, TEB, and Akbank.

Tuzcuođlu has published many articles in Marketing Türkiye, TurkishTime, Brand Map, Capital, Fortune, and Mediacat, and participates in the economics programs of the Business Channels. Besides five other books about touristic destinations, he also wrote the book titled "Dark Factory' den Silent Commerce' e."

He is a member of the Board of Directors of the IELEV Foundation and IELEV Schools.



Ela Ünler

Ela Ünler holds a BS in Chemistry from Marmara University, an MBA from Yeditepe University, and a PhD in Organizational Behavior again from Marmara University. She also has Positive, Body, and Gestalt Psychotherapy Certificates.

Before joining BAU in 2007, she worked as a research assistant at Yeditepe University. Between 2013 and 2016, she was the Deputy Director of the Graduate School of Social Sciences, and between 2017 and 2019, the head of the International Trade and Business Department at BAU. She has offered various training programs for companies about organizational psychology, including Leadership in a VUCA (volatility, uncertainty, complexity and ambiguity) World, Emotional Awareness and Management at Work, Stress Management, Self-Leadership, and Ways to Give Effective Feedback. She has many publications in international and national academic journals and has spoken at many conferences including Positive Psychology Talk, HR Summit, and HRThinks.me Summit.

She contributes to several non-profit organizations focusing on youth education and poverty.

