



BA in Management (BAMAN)

Burak Gökgür

BAMAN Program Director
Sabancı Business School

Major Fest Fall 2024



SABANCI
BUSINESS
SCHOOL



European Business Schools
Ranking 2020

BAMAN Program Team



Ayşegül Toker, PhD
Dean



Şerif Aziz Şimşir, PhD
Vice Dean



Burak Gökğür, PhD
Program Director



Burcu Albayrak Günaydın
Administrative Affairs Manager



Neşe Yıldırım
Program Specialist



Eda Helin Gündeş
SBS Assistant

Sabancı Business School - Numbers

41

Full-time
Faculty

35

Network & Part-time
Faculty

449

Undergraduate
Students

181

Graduate
Students

Declared: 213

Undeclared: 236

Executive MBA: 50, Professional MBA: 59 PBAN:

9, MiF: 12, MiM: 14, MBA: 11, PhD: 26



2011: Accredited
2017: Renewed
2022: Renewed

*Less than 6% of Business Schools worldwide
hold this esteemed credential*



Sabancı Business School - Rankings



| Ranking Type | 2023 |
|---------------------------|-------------|
| European Business Schools | 58 |



| Ranking Type | 2023 |
|--------------------------------------|----------------|
| World Rankings (Business/Management) | 251-300 |
| Executive MBA | 101-110 |
| Executive MBA (Europe) | 44 |
| MBA | 201-250 |
| MBA (Europe) | 61-70 |

What does it take to transform a simple idea into global success?



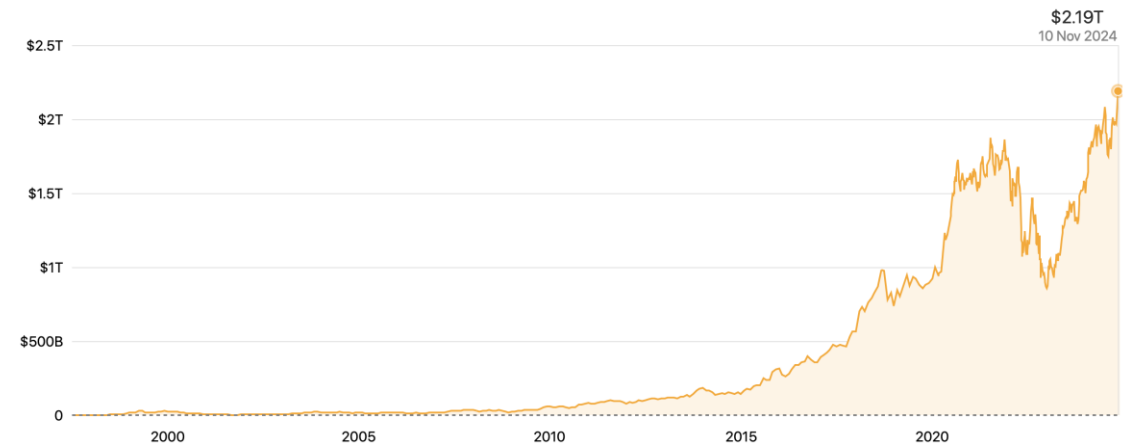
Sustainable Energy (in 2003)
9th most valuable company

Market cap history of Tesla from 2010 to 2024



Online Bookstore (in 1994)
5th most valuable company

Market cap history of Amazon from 1997 to 2024



What does it take to transform a simple idea into global success?



Sustainable Energy (in 2003)
9th most valuable company



Online Bookstore (in 1994)
5th most valuable company

Behind their success were leaders who understood how to align resources, manage people, and make strategic decisions.

At **BAMAN**, we equip you with **diverse skill sets** and **leadership capabilities**.

Did you know? 44% of BAMAN graduates who pursue their careers in professional life hold executive or leadership positions in their companies.

Management is the art of managing people, aligning resources, and taking action to reach goals.

The process of *communicating*, *coordinating resources*, and *accomplishing actions* to achieve the *goals* of the *organization*.

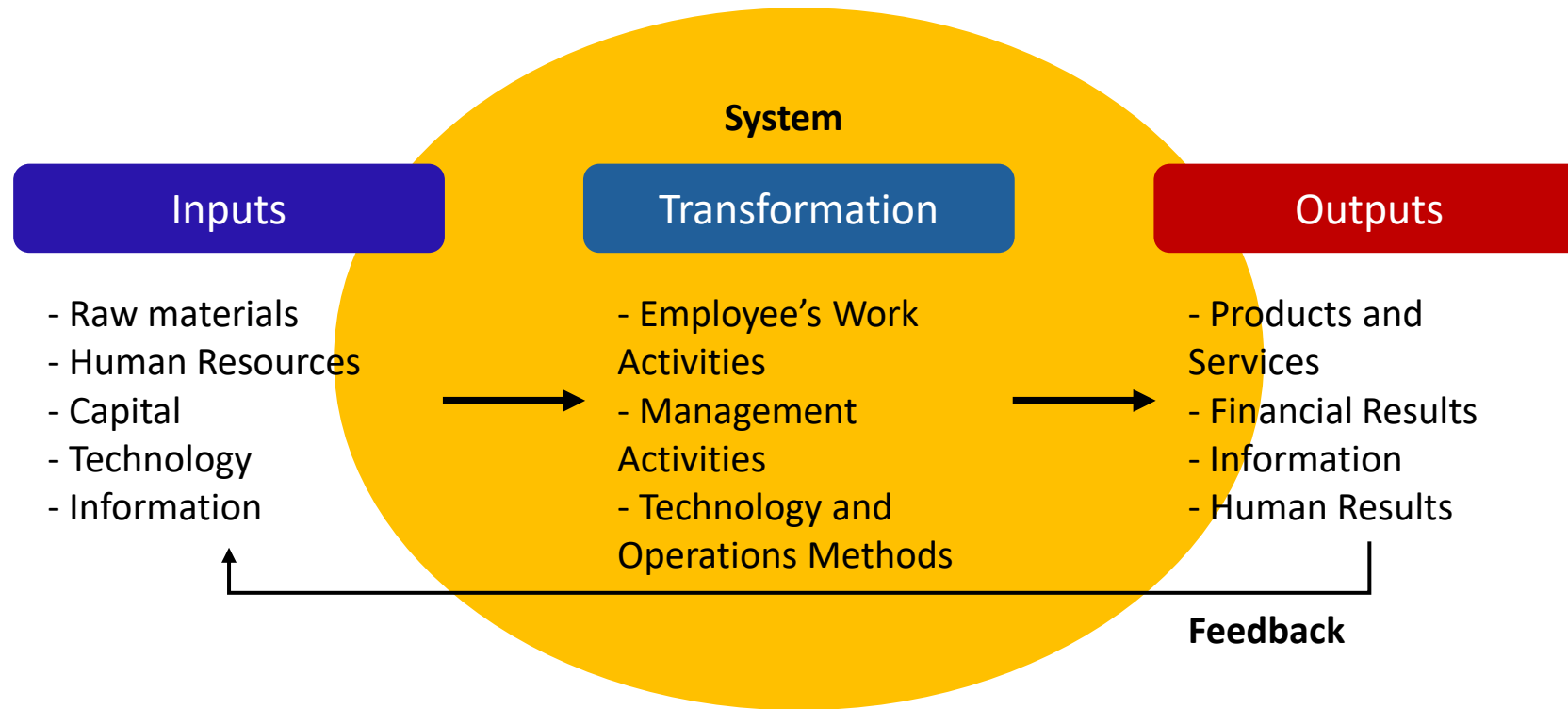


Figure 1. Organization as a System

Management gives you a broad toolkit to address challenges from all angles.



**FINANCE &
ACCOUNTING**



MARKETING



**OPERATIONS
MANAGEMENT**



ORGANIZATION



INFORMATION SYSTEMS



ENTREPRENEURSHIP



SUSTAINABILITY



BUSINESS ANALYTICS

Management is not just about one skill or focus area – It is about mastering the interplay of multiple disciplines to make informed decisions.

Scenario:

You are the type of person who is always on the go.

Your phone battery is dying, and there is no outlet in sight.

What if you had a backpack that could charge your devices using solar power?

Idea: a solar-powered backpack that can charge electronic devices on the go.

How do you turn this idea into a successful business?

What skills are needed to turn this idea into a thriving business?

Management is at the core of every organization; it connects people, processes, and goals.

Idea: a solar-powered backpack that can charge electronic devices on the go.

What skills are needed to turn this idea into a thriving business?

Finance: How do we secure funding to start production?

Accounting: How do we track expenses and manage cash flow?

Marketing: How do we promote the product and attract our target customers?

Operations Management: How do we produce the product efficiently while maintaining quality?

Management/Organization: How do we coordinate the team?

Management is at the core of every organization; it connects people, processes, and goals.

Strategy: What is our long-term plan for growth and competition?

Information Systems: How do we integrate technology into the backpack for better usability?

Business Analytics: What features do customers value most?

Entrepreneurship: How do we pitch our idea, attract investors, and build a successful venture?

Sustainability: How can we reduce our environmental impact and promote social responsibility?

Management touches every part of a business.

The BAMAN program equips you with skills that are relevant today and essential for the future.

BAMAN Students – Double Major & Minor Opportunities

40

DOUBLE-MAJOR:
BAMAN
(2023-2024)

TOP:
Computer Science
Economics

28

MINOR:
ENTREPRENEURSHIP
(2023-2024)

164

MINOR:
BUSINESS ANALYTICS
(2023-2024)

149

MINOR:
FINANCE
(2023-2024)

MINOR:
SUSTAINABILITY
(2024-2025)

Why BAMAN?

Flexible program with a rich set of elective courses

Small classes where we value **participative learning**

Most courses have a skills set development focus:

Teamwork skills, Leadership, Communication skills, Initiative taking, Analytical thinking, Time management

Courses with **local and global focus**

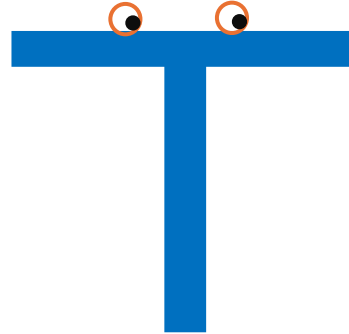
Why BAMAN?

In today's world, successful professionals need to balance the depth of expertise with the ability to work across different areas (*i.e., versatility*).



I-shaped

One area of expertise



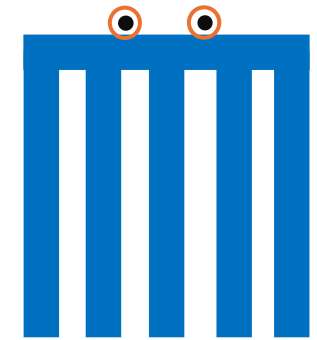
T-shaped

Skilled across topics +
One area of expertise



M-shaped

Skilled across topics +
Experts in multiple areas

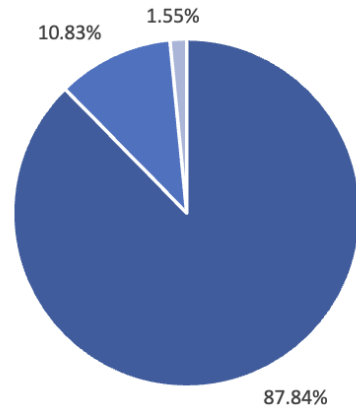


Comb-shaped

Skilled across topics +
Experts in many areas

In the BAMAN program, you leave with the adaptability and skills across various fields (*i.e., comb-shaped professionals*) to succeed in a dynamic world.

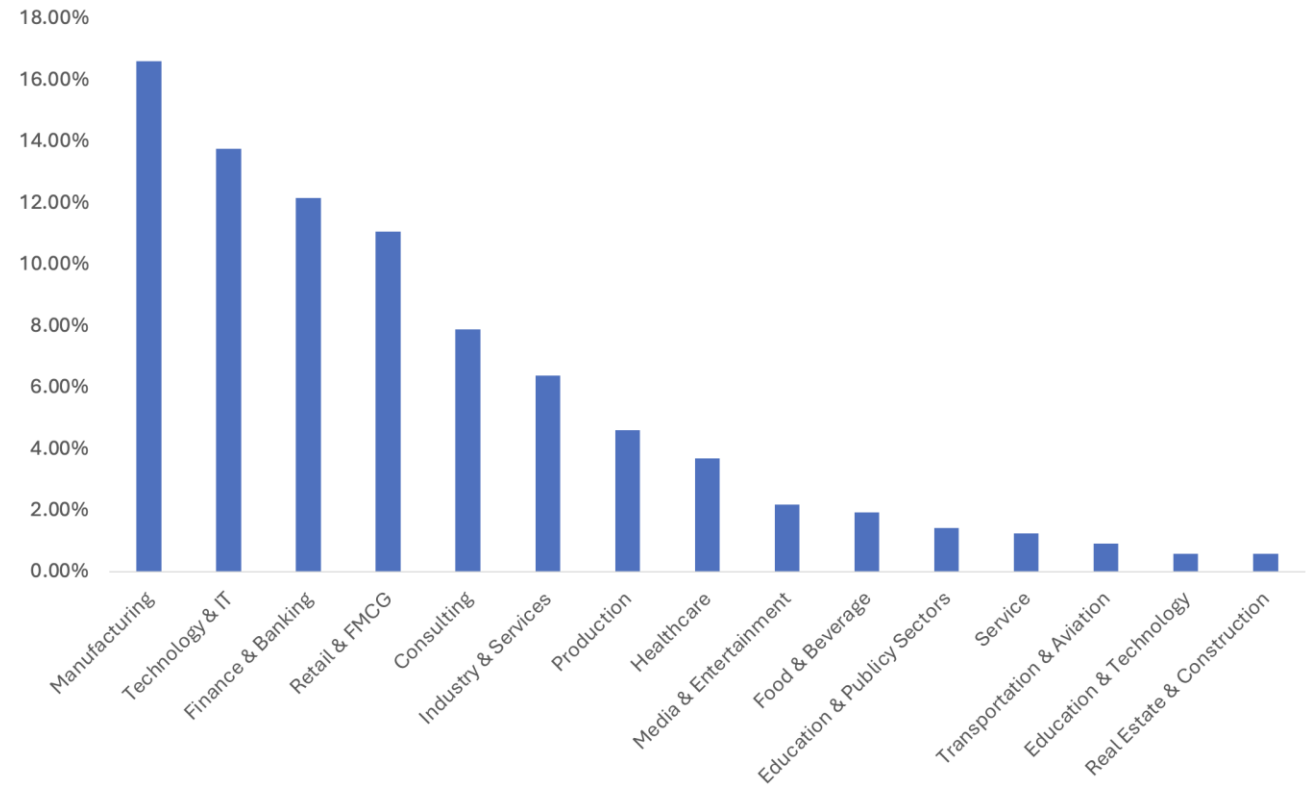
BAMAN Graduates



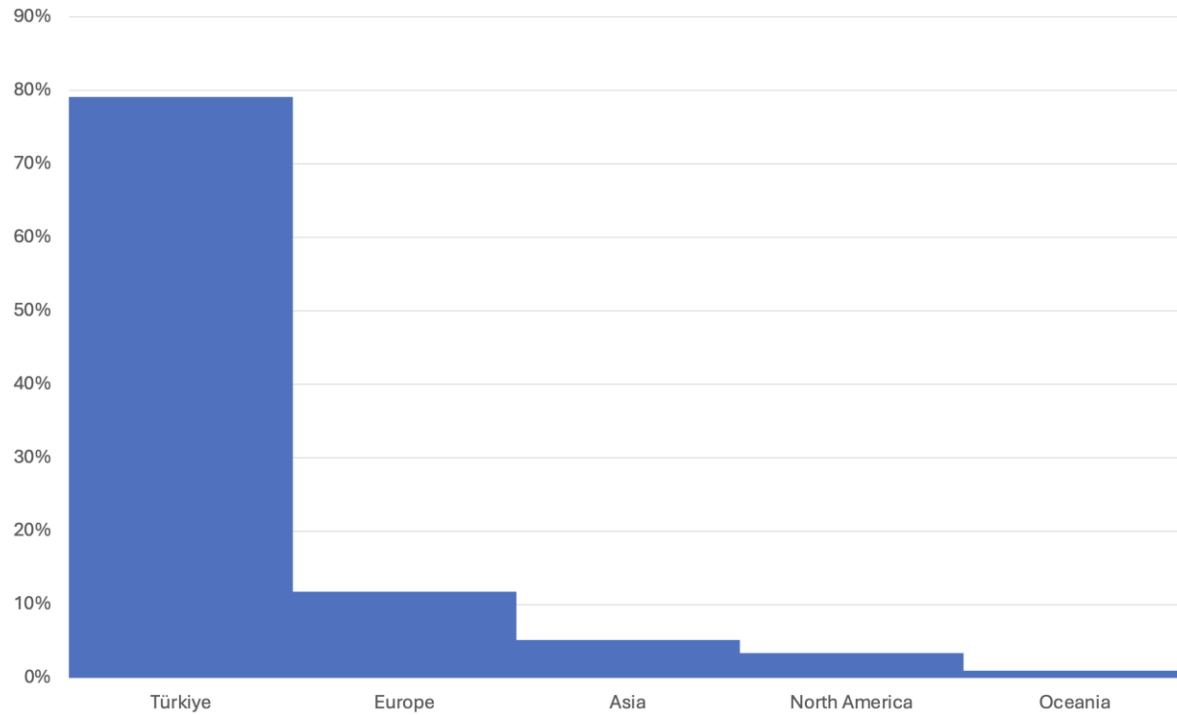
■ Professional* ■ Entrepreneurship ■ Graduate Studies (Researcher/Faculty Member)

**44% of our professional graduates are in Executive or above positions in their companies*

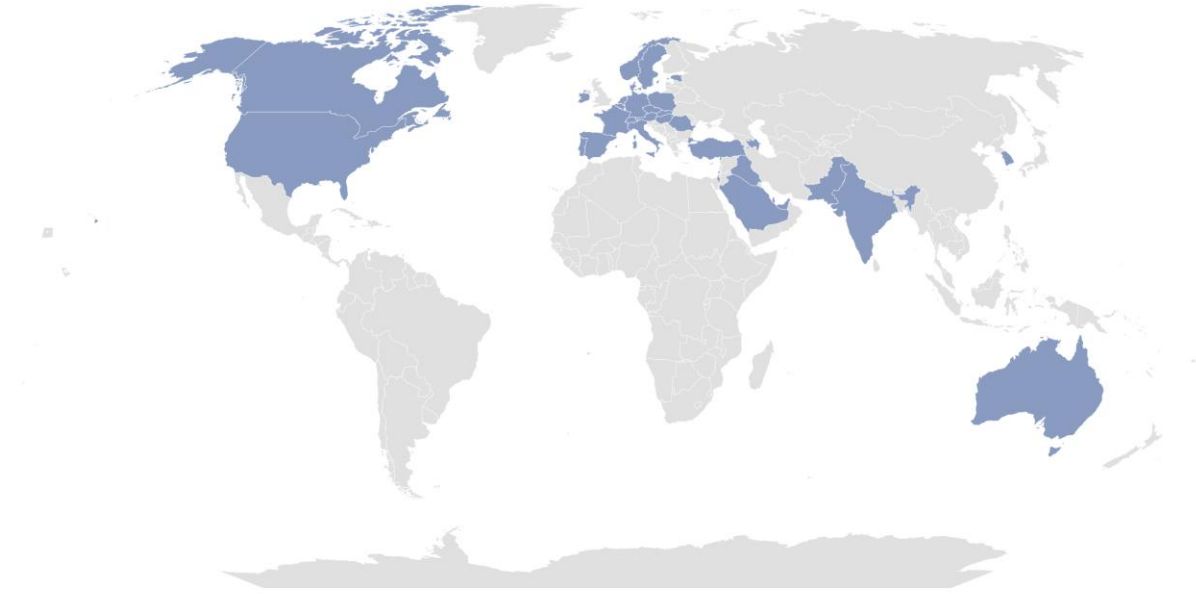
Breakdown of our Graduates into Sectors



BAMAN Graduates: Professional Life



Region-wise Distribution



Country-based view

BAMAN Graduates: Professional Life

McKinsey
& Company



Meta

Carrefour SA

hepsiburada

L'ORÉAL
TÜRKİYE

B
BEYMEN GROUP



arçelik

amazon

AKBANK

INDITEX



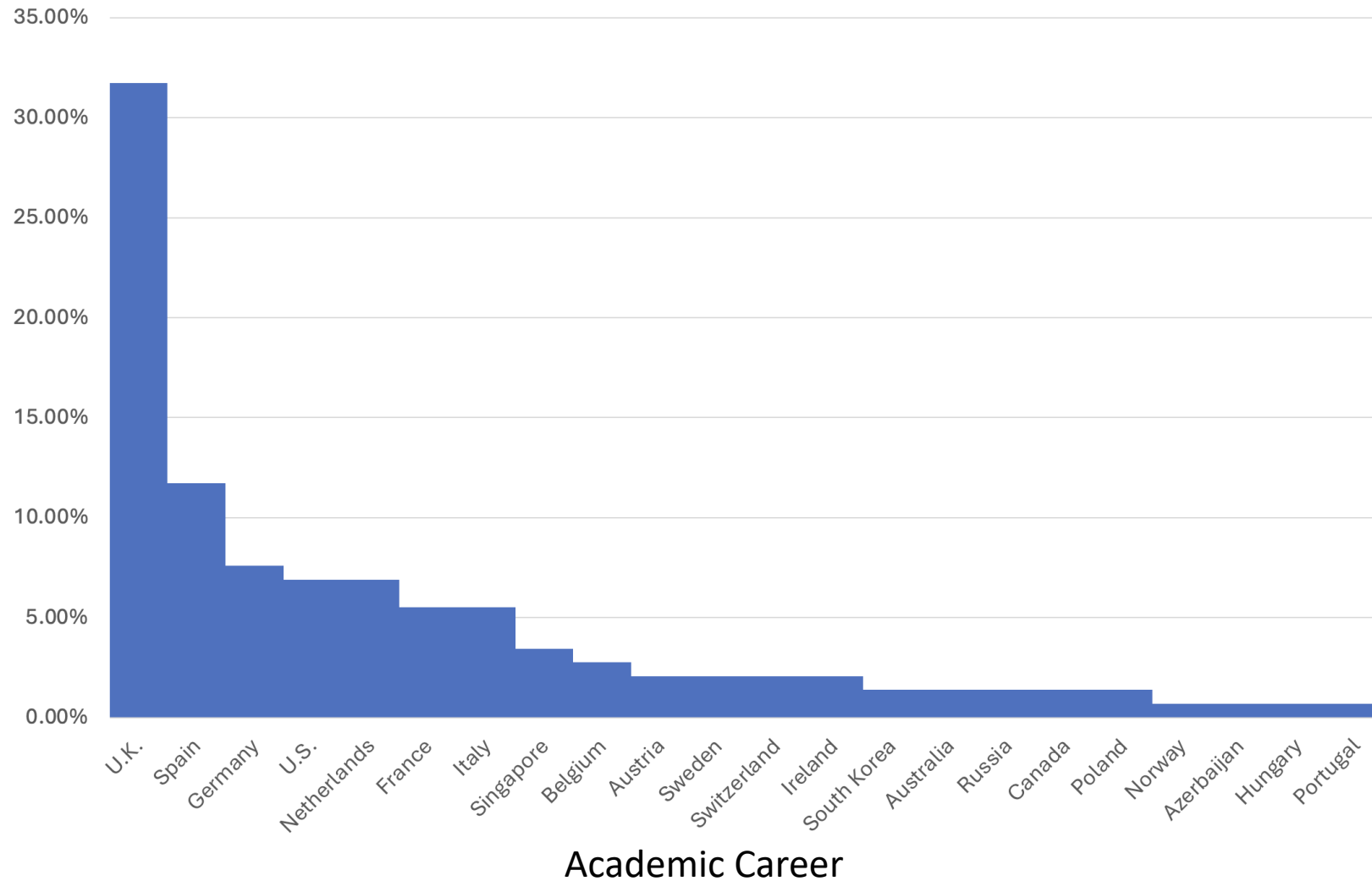
FORD OTOSAN



Allianz

NielsenIQ

BAMAN Graduates: Academic Career



BAMAN Graduates: Academic Career



Wrap up...

Management focuses on creating solutions that benefit businesses, customers, employees, and the community.

| | BAMAN |
|-----------------------------|--|
| Focus | 1) Leadership, 2) Decision-making, and 3) Strategic thinking. <i>Holistic view to Businesses</i> |
| Skill Sets | 1) Analytical, 2) Interpersonal, and 3) Managerial skills, <i>with a focus on leadership, teamwork, and adaptability.</i> |
| Career Opportunities | Marketing, Consulting, Finance, Entrepreneurship, General Management |

SABANCI ÜNİVERSİTESİ

Thank you!