



Eight Decades for Business Education in Turkey

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Seeds for Business Education in Turkey



- 1933 University Reform Act
- From Dar-ül Fünun (House of Sciences) to Istanbul University
- Influences of German Jewish Professors
- 1934 School of Law
- Department of Economics and Business
- 1936 School of Economics
- Department of Business Economics



First in Europe: Institute of Business Administration

- Harvard Business School
- Ford Foundation
- May 5, 1954
- First Executive Education Program Delivered 1955-1956



University Model for Turkish Busy School

Turkey will open its first business school next year, patterned after Harvard's. Six of the seven men who will run it are now gaining experience across the Charles.

One of these is an American: Robert E. Stone, former Dean of the College of Business Administration at Syracuse University, who retired earlier this year to become the new school's co-director. Omer Celal Sarc, Dean of the Faculty of Economics at the University of Istanbul and now a visiting professor at Columbia, will be the other director.

George A. Smith, professor of Business Administration here is the group's faculty director while it is in Cambridge.

Translate Books

After their year here, the scholars will return to Istanbul, Turkey, where they will translate cases and texts and put the Harvard system into effect. The name of the school will be the Institute of Business Administration.

A Ford Foundation grant, made Aug. 20, is supporting the venture, initiated three years ago through the efforts of Turkish businessmen and the government itself.

The new Institute will be affiliated with the faculty of Economics at the University of Istanbul. The state operates this school, the Technical University of Istanbul, and the University of Ankara.

The Turks are studying not only the Business School's courses, but the School itself. They are learning the case method of instruction, report writing, and the library system, and are attempting to formulate a curriculum based on Harvard's, but applicable to Turkish economy.

Every Tuesday the group meets informally with their Business School advisor and hears guest speakers.

In addition to their study here, the Turks will visit business schools at Columbia, Syracuse and other American universities before returning home.



These four Turks and the American with them are part of the group planning Turkey's new business school. Pictured, from left to right: NEZIR NEYZI, of Socony Vacuum Co., MUKERRAM HIC, instructor in Economics at the University of Istanbul; ROBERT E. STONE, co-director of the new school; SAKIR AGANOGLU, assistant director of the Agricultural Bank of Turkey; and ZEYYAT HATIBOGLU, assistant professor at the Technical University of Istanbul.





Establishing First School of Business



- 1968 School of Business
- Four-year University Degree Program
- PhD Program Launched
- 1982 Reformed – Higher Education Council of Turkey
- Ms Programs
- Specialized PhD Programs
- Currently 5000 students
- 2700 Undergraduate



Demand Based Approach



- Sixties and seventies for State Economic Enterprises
- Eighties Privatization Processes
- Nineties Higher Inflation Years
- Beginning 21st Century
- Specialization in MBA Programs
- Demand Shifted



Current Situation

- Supply Side Increased
- Delivery Channels Increased
- Needs and Expectations Changed
- English Common Business Language





Higher Education Institutes Vary



- Different Business Models
- Strategy Driven Business Schools
- Traditional Business Schools
- Facts Driven Business School
- Students Mobility
- Faculty Mobility
- Accreditation Phenomenon
- Other trends



Third Generation University



- Engagement – Innovation – Impact
- Value added approach
- Meeting the needs and expectations of the market
- Being ready to do so
- Being sustainable
- Institute Sustainability



- Thanks