

6 Reasons to Study International Entrepreneurship (UGİ)

1. Global Interest in Data Science, Entrepreneurship, and Regional Studies Is Rapidly Growing

In recent years, the global appeal of creativity, innovation, entrepreneurship, data science, and doing business with different regions has significantly increased. In this context, it has become essential to provide education that helps local dynamics keep pace with global developments. The International Entrepreneurship (UGİ) Program offers training in these areas for students who recognize the importance of these concepts and follow global trends.

Regional Studies

Entrepreneurship

Data Science

If You Are Interested in Data Science

Although data science has existed for a long time, it has begun to affect all areas of life worldwide—including Türkiye—especially in the past decade. This influence is expected to accelerate, making data science a strategic necessity for businesses seeking to maintain competitiveness. Beyond competition, data science enables businesses to make better decisions and develop more innovative products and services, thereby becoming a key strategic focus.

Data is the foundation of innovation; however, what truly matters is the *knowledge* extracted from data. Data science involves preparing data for analysis—including cleaning, merging, and processing datasets—to derive value. The ability to locate relevant data, process it, and transform it into meaningful results is crucial for the social sciences.

In the International Entrepreneurship Program, students learn *how to locate* necessary economic data, *how to clean and extract* relevant information from full datasets, and *how to interpret* the results. These processes are practiced through visual graphs and reports. Thus, students develop data literacy, report-writing skills, analytical thinking abilities, and research competencies.

If You Value Regional Studies

Owing to Türkiye's strategic position between Eastern and Western markets, the International Entrepreneurship Program emphasizes training professionals who understand the country's surrounding regions. The program plays an important role in transferring the entrepreneurial ecosystem from Türkiye to Russia, China, and the Middle East.

As Türkiye's **first and only undergraduate program** combining international entrepreneurship with regional studies, the department provides students with language education, cultural and social immersion, business training, and life experience in strategically important regions—such as Russia, Turkic Republics, and the Middle East. Students receive both strong business and entrepreneurship training and practical regional experience, enabling them to be employed or start businesses in these geographies with ease.

If You Aim to Engage in Entrepreneurial Activities

Globalization has transformed societal needs and intensified competition among organizations. To meet evolving consumer demands and remain competitive, organizations have adapted their business practices and embraced technological transformation—especially in the service sector. As industries shift toward digitalization, entrepreneurship has gained even greater importance.

Because entrepreneurial ventures produce value-added, innovative ideas that contribute to economic growth and development, countries increasingly develop policies supporting entrepreneurship. In this context, the UGİ Program places strong emphasis on entrepreneurship and offers dedicated courses. Entrepreneurship accelerates economic growth, creates new products and services, encourages employment, and drives innovation. It fosters social change by reducing reliance on outdated systems and technologies, while also supporting research and industrial development. Entrepreneurs not only generate ideas but also transform them into successful ventures.

2. A Dual Advantage: UGİ Bachelor's Degree + Three Certificates from Universities Abroad

- Upon graduation, UGİ students receive both the TOBB ETÜ International Entrepreneurship bachelor's degree **and three separate certificates** from the universities they attend in their selected target region.



3. International Education Experience

- UGİ students spend approximately **one academic year (three semesters)** of their four-year program studying abroad in their chosen target region.
- Through this structure, students gain language proficiency, academic and cultural experience, business administration training, and professional exposure in strategically important regions such as Russia, Turkic Republics, and the Middle East.
- In addition to English, students acquire strong proficiency in the language of the target region (Russian or Arabic) and gain firsthand experience living abroad.

4. A Second Foreign Language

- Before entering the department, students complete an English Preparatory Program.
- After being admitted to the major, they study both English and the language of the target region at an advanced level.
- During their first year in the program, students receive intensive language training in Türkiye (26 hours per week).
- In the spring semester of their second year, they are sent abroad to receive full-time language education—Russian for those in the Russian track and Arabic for those in the Arabic track.

5. International Academic Staff

- With a diverse academic staff from different countries and cultures—who publish internationally and possess global professional experience—students gain access to multiple perspectives.
- Thanks to the academic network of the faculty, students can benefit from opportunities to work or study not only in Türkiye but also in various countries abroad.

6. UGİTALKS Seminar Series

- Throughout three semesters, the UGİTALKS seminars are held weekly, providing students both foundational knowledge in entrepreneurship and opportunities to meet distinguished and successful professionals in the field.
- In addition to acquiring theoretical knowledge, students listen to entrepreneurial and success stories of invited guests and build valuable professional networks.