



Innovative model of University-business life integration



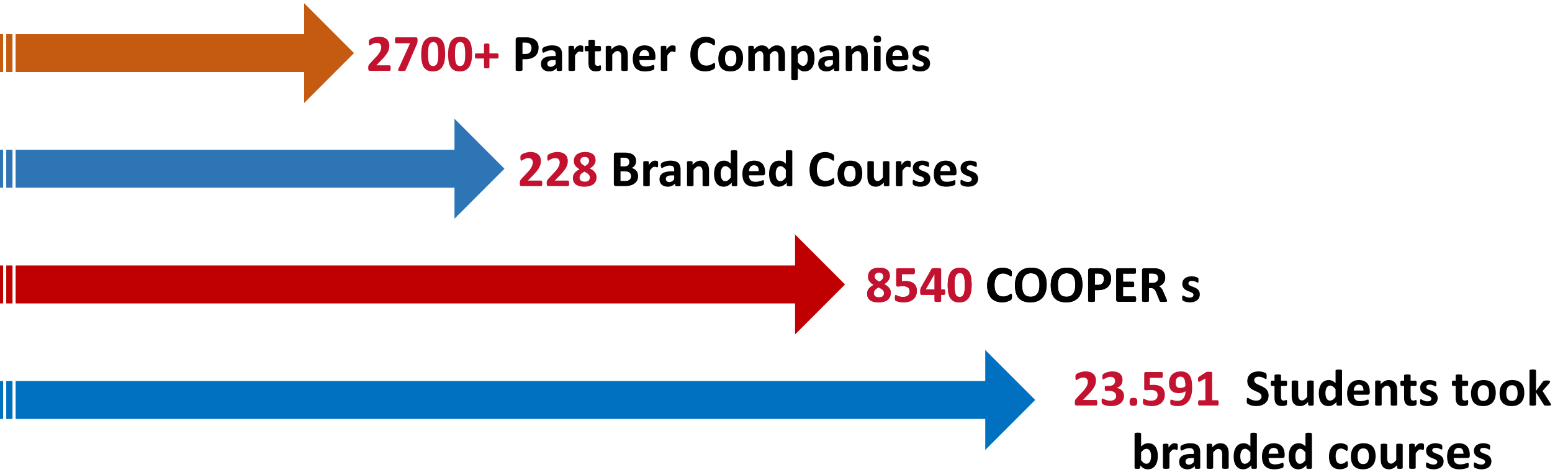
COOPER

- Long Term Internship/
Work Experience
- Reverse Mentoring
 - C Level
 - Project Groups

CAREER SUPPORT & COUNSELING

- Business Point
- CO-OP Seminars
& Workshops
- Individual & Group
Counseling/
Coaching

BRANDED COURSES



COOPER Search & Selection Process

«HR Modelling process for long term internship»

What does COOPER mean?

COOPER



BAU student placed to partner companies by CO-OP office for gaining business experience between three and nine months.

- **Students' internship insurance during their CO-OP period is covered by BAU**
- **It is an application of long term internship, all the students can make CO-OP regardless of having compulsory internship**
- **COOP'ers don't give break to their school, they use their free days at their weekly course program in 3rd and 4th grades**

Search & Selection Process in HR Modeling



Finance Department Short-List

No	Name and Surname	Contact Information	Faculty/Department	Classes	BAU CO-OP's Evaluation
1.	Ayşe Nur Tekçe	0530 se@gmail.com	Business Administration	4	Experience: Hostes at Cookshop, Genpa Telecommunication – Accounting, İpekyol – Human Resources, Merkezi Kayıt Kuruluşu – Finance Language skills: Turkish (native), English (upper intermediate) BAU Economics and Finance Club Member, BAU Government and Leadership School Certificate Programme, Volunteer in LÖSEV
2.	Serra Korkmaz	0532: ser- ra. @gmail.com	International Trade and Business		Experience: Borusan EnBW Enerji – Purchasing Intern, Samsung Electronics – Regional Sales Intern Language skills: English (advanced) Skills: SAP Berlin Campus Summer School Certificate, TOEFL, Kaplan School – Intensive English Program, Simmons College

Interviews



≈7000 Student Interviews

BRANDED COURSES

«Inspiring model for university-business collaboration»

“Branded Courses”

Specific courses created on behalf of the expertise of the partner company to educate students in a specific area of interest or industry needs.

- **New trend topics at business are carried to academia (*Blockchain, Mega projects, reliability engineering etc.*)**
- **Company-Faculty collaboration for creating curriculum and giving courses**
- **14 weeks (*at least 1-2 classes at the company-field*)**
- **Students take credit**
- **Dep. or non-dep. Electives**
- **Opportunity for companies to head-hunt qualified students for internship&employment**

Branded Courses

Courses were opened
with a total of **228**
brands from different
sectors.

The total number of
students taking these
courses is **23591**



Mercedes-Benz

«Commercial Vehicle
Engineering»

FANUC

«Robotics and Automation
Technologies»

trendyol.com

«Introduction to
Software Testing»



«Power Plant
Operation and
Management»



«Introduction to
Defense Industry
Applications»

ANADOLU ISUZU

«Technological Approaches
in Automotive with
Anadolu Isuzu»



«Creative Marketing
Approaches for
Restricted Markets»

In the 2021-22 Education Year
Total 45 Lessons

2022-2023 Fall Branded Courses (Some from 37 total)



HUAWEI

«Cloud Computing
Applications»



«Academy Cloud Computing Foundation»

NETFLIX

«Screenplay Writing»

flormar

«Integrated Marketing
Communications Management»

SAMSUNG

«Developing Applications for
Android Devices»



Orion
Innovation™

«Innovation Agile
Project Management»

K P L A W

«Mergers and Acquisitions»

wissen

«Network System Engineering»



«Freelance Working Model»

Schneider
Electric

«Energy Efficiency&Saving »

2022-23 Education Year
Total 80 Courses

Branded Courses



«KOÇTAŞ Course Field Trip»



«TOFAŞ Course Field Trip »



«AKENERJİ Course Field Trip»

Linkedin Learning Program



LinkedIn Learning
CAMPUS EDITION

LinkedIn LEARNING
WITH Lynda.com CONTENT

LinkedIn Learning



COP4420
Career Management with
LinkedIn Learning
branded course is reopening
in the spring semester.



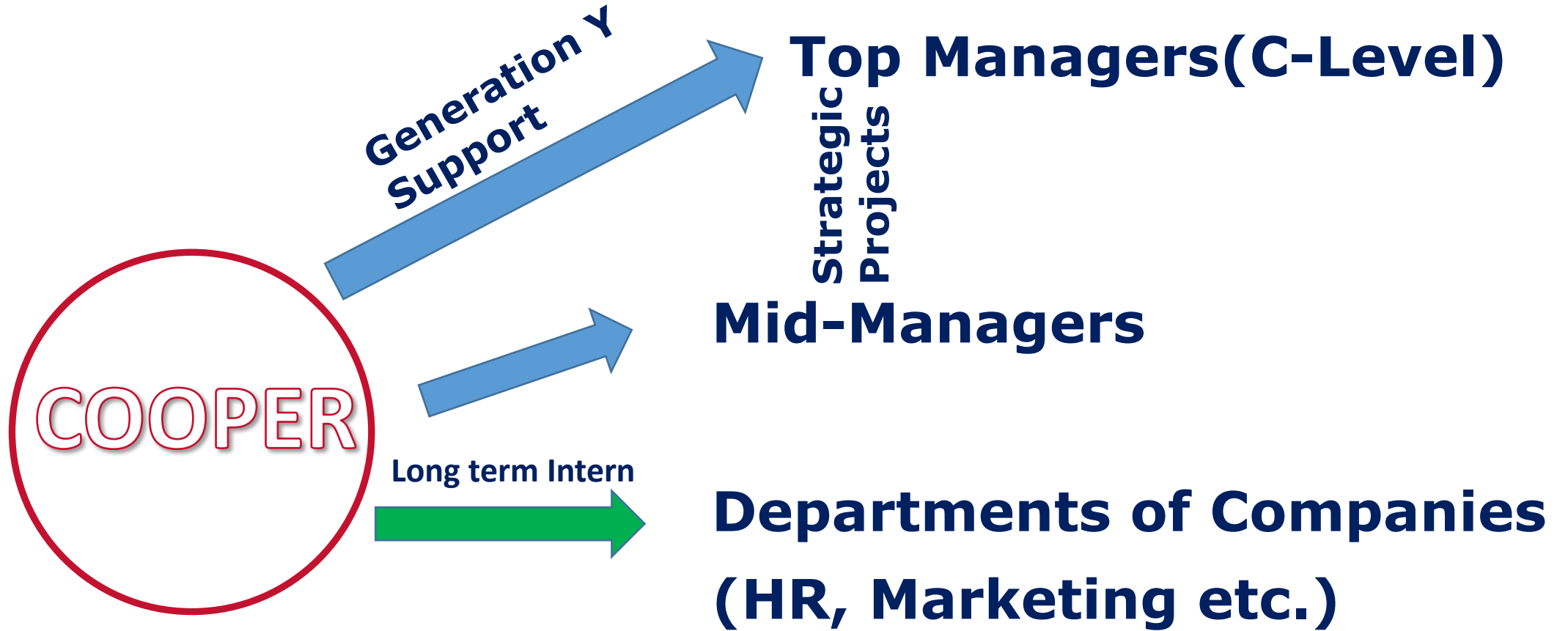
CO-OP
KAMPÜSÜMİŞYERİM

“Career Management with
LinkedIn Learning Branded
Course”

REVERSE MENTORING PROGRAM

«.....More than Internship»

Reverse Mentoring Program



«Aiming to carry the potentials of Y Gen from departmental internship level to decision maker level»

Unilever Project



Unilever Turkey CEO
Harm Goossens, and
Reverse Mentor
Student



«**People Strategy**»
5 Students participated



Unilever Turkey VP Finance
Christian Kaufmann, and our Reverse
Mentor Student



Unilever Turkey,Assistant
Design and Technology
Manager – HC Namet & RUB
Siyavash Haddadi,
with mentor Student **Özge
Polat**

DOMINOS PIZZA





**Akenerji CFO Ondrej Dvorak and his
Mentor Student Aleya Elif Ramoğlu**



**BAU Rector, Vice Rectors and Secretary General
with Mentor Students**

BAU and Unilever in Partnership Present a

REVERSE MENTORING SUMMIT

MODERATOR: PROF. DR. İPEK ALTINBAŞAK FARİNA

"TERSİNE
MENTORLUK
ZİRVESİ"

HARM GOOSSENS
Unilever -Executive Vice
President Turkey,
Central Asia and Iran



İREM BİLGİLİ
Bahçeşehir University
Student 4th Grade

Reverse Mentoring from university students, is helping senior business leaders understand what future generations are looking for in terms of the products they want and the type of companies they wish to work for, whilst for the students themselves they have the opportunity to interact and gain confidence to be ready to join the workforce.

In this Summit, Mentor Students and Mentee Business Leaders are going to share their experiences and gains.

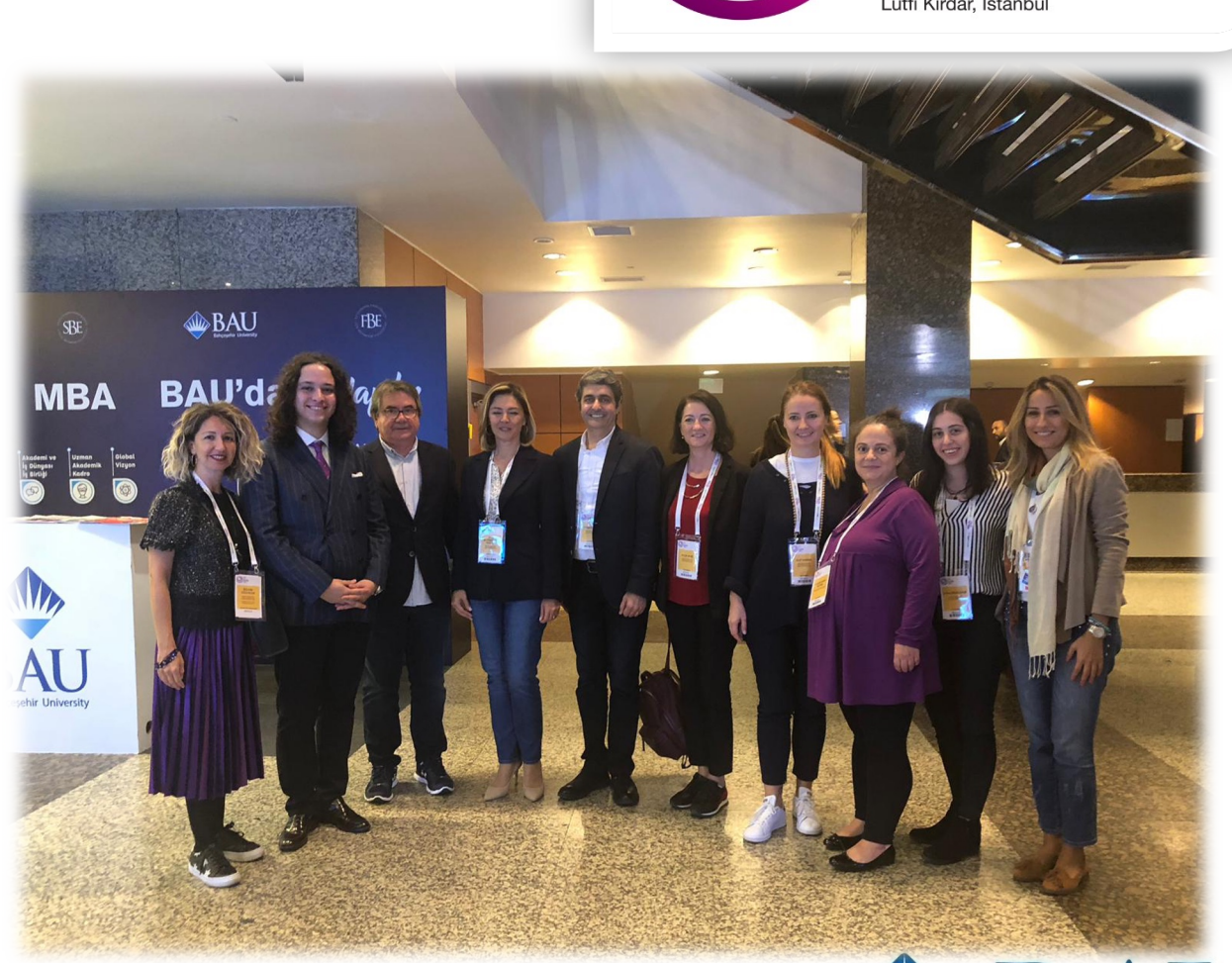
Free registration.
For information: biletino.com

Date: 26 Apr 2018
Time: 14.00
Location: BAU Beşiktaş
South Campus
B Conference Hall

Partnership with BAU-Unilever



First in Turkey



CO-OP SEMINARS

«An innovative merge of career day-sector introduction and mini branded course»

-No credit

-Finish with a social and Certificate ceremony

SEMİNER BAU'da Huawei Günleri

02 Kasım 2022

Introduction to Speech Emotion Recognition
and Multi-modal Emotion Recognition Systems-
D312-15:00

16 Kasım 2022

Huawei Turkey R&D Center
Introduction and AI - Next Step
D312-15:00

23 Kasım 2022

Digital Human Facial Animation:
Challenges and Applications
D312-15:00

14 ARALIK 2022

Introduction to Computer Vision Technology
D312-15:00

"Katılım belgesi verilecektir."



Dr. DOĞAN DALVA
Senior Research Engineer
and Engineering Manager



Dr. ELİF BOZKURT
Senior Research Engineer



Dr. HALİT ÖRENBAŞ
Senior Research Engineer
and Engineering Manager



4 WEEKS



SEMİNER Turkcell Teknoloji Gençler ile Buluşuyor

03 Kasım 2022 -
IOT- B306
15:00

17 Kasım 2022 -
METAVERSE- A101
15:00

22 Kasım 2022 -
EXTENDED REALITY- B203
15:00

"Katılım belgesi verilecektir."

 **TURKCELL**
AKADEMİ

HAKAN ACAR
Radio Network Strategic
Planning Master Expert



ENGİN SAYIN
Turkcell Academy
Digital Learning
Technologies Designer



ÖZER DURMAZ
Mobile & AR VR
Technologies
Principal Developer



1/3



3 WEEKS

SELİN BULUT KURUMAZ

Eğitim ve Gelişim
Müdür Yardımcısı
Hilton İstanbul Bosphorus



ARZU ATASOY

İnsan Kaynakları Müdürü
Conrad İstanbul Bosphorus



EDA KATALAN

Sürdürülebilirlik ve
Sosyal Sorumluluk Şefi
Hilton İstanbul Bomonti



AYLİN İLBAY

İnsan Kaynakları ve Eğitim Şefi
Hilton İstanbul Bomonti



GÜLCAN UĞUR

Kat Hizmetleri Müdürü
Hilton İstanbul Bosphorus



CEREN ÖZKAN

SARSILMAZ
Eğitim ve Gelişim
Müdür Yardımcısı
Conrad İstanbul Bosphorus



Hilton

CONRAD
İSTANBUL
BOSPHORUS

Hilton
İSTANBUL BOMONTI
HOTEL & CONFERENCE CENTER

Hilton
İSTANBUL BOSPHORUS

SEMİNER "En İyi İşveren Olma Yolculuğumuz"

19 Ekim 2022
16:00-18:00

BAU Beşiktaş Güney Kampüsü
Fazıl Say Salonu



SEMİNER

"EN İYİ İŞVEREN OLMA YOLCULUĞUMUZ"

KONU	KONUŞMACI VE UNVANLARI
Hilton Markası / Otellerimiz	Selin Bulut Kurumaz Eğitim ve Gelişim Müdür Yardımcısı Hilton İstanbul Bosphorus
Çalışan Takdir Programları	Arzu Atasoy İnsan Kaynakları Müdürü Conrad İstanbul Bosphorus
Sürdürülebilir Turizm	Eda Katalan Sürdürülebilirlik ve Sosyal Sorumluluk Şefi Hilton İstanbul Bomonti
Thrive at Hilton: Ruh, Beden ve Zihin Sağlığı	Aylın İlbay İnsan Kaynakları ve Eğitim Şefi Hilton İstanbul Bomonti
Kadın Liderlik	Gülcane Uğur Kat Hizmetleri Müdürü Hilton İstanbul Bosphorus
Eğitim ve Gelişim Fırsatları	Ceren Özkan Sarsılmaz Eğitim ve Gelişim Müdür Yardımcısı Conrad İstanbul Bosphorus



CO-OP
MYCAMPUSISMYOFFICE
CAREER DEVELOPMENT & RESEARCH CENTER

SEMİNER

İnternet /
Sosyal Medya ve Hukuk
Üzerine Sohbetler

29 Kasım 2022
15:00-17:00

egemenoğlu
HUKUK BÜROSU

DİLEK GÜRSAN
Partner



AYŞEGÜL YİĞİT
Kıdemli Avukat



DENİZ LUŞ
Kıdemli Avukat



AVNİ GELİŞLİ
Avukat



Visiting Our COOPERs at their companies



Tersine Mentorluk Programı Değerlendirme Formu

Form açıklaması:

Resim başlığı

CO-OP
KAMPÜSÜMİŞYERİM
coop.bau.edu.tr

Adınız Soyadınız? *

Kısa yanıt metni

Tersine Mentorluk Projesi'ni yürüttüğünüz firmayı seçiniz. *

☐ Ata Holding

☐ Denizbank

☐ Doğuş Otomotiv

☐ Türkİshwin

☐ Unilever

☐ Diğer...

Tersine mentorluk yaptığınız yöneticinin adı soyadı nedir? *

Kısa yanıt metni

Tersine mentorluk yaptığınız yöneticinin pozisyonu nedir? *

Kısa yanıt metni

COOPER Değerlendirme Formu (Öğrenci)

Bu form aracılığı ile uzun dönem CO-OP yaptığınız firmayı değerlendirebilirsiniz. Vermiş olduğunuz geri bildirimler, sonra CO-OP yapacak öğrenciler için önem taşımaktadır.

Yapacağınız değerlendirmeler yalnızca CO-OP Dairesi'ne bağlı çalışan tarafından görülecektir. Verdiğiniz geri bildirimler toplandıktan sonra anonimleştirilip analiz edilerek gerekli iyileştirmelerin yapılması için firmalara iletilecektir. Katılım için teşekkür ederiz.

* Bu değerlendirme formu 12 sorudan oluşmakta ve yaklaşık olarak 2 dakika sürmektedir.

Resim başlığı

CO-OP
KAMPÜSÜMİŞYERİM
coop.bau.edu.tr

Adınız, soyadınız? *

Kısa yanıt metni

Hangi firmada CO-OP yaptınız? *

Kısa yanıt metni

Hangi departmanda CO-OP yaptınız? *

Kısa yanıt metni

CO-OP'a başlama tarihiniz nedir? *

Gün, ay, yıl

CO-OP'u bitirme tarihiniz nedir? *

Gün, ay, yıl

Markalı Ders Değerlendirme Formu

Form açıklaması:

Resim başlığı

CO-OP
KAMPÜSÜMİŞYERİM
coop.bau.edu.tr

Adınız Soyadınız? *

Kısa yanıt metni

Çalıştığınız firmanın adı? *

Kısa yanıt metni

Verilen dersin adı? *

Kısa yanıt metni

Süreç boyunca dersin koordinatör hocasından yeterli yardım aldım. *

	1	2	3	4	5	
Kesinlikle katılmıyorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum

Süreç boyunca CO-OP ofisinden gerekli yardımı aldım.

	1	2	3	4	5	
Kesinlikle katılmıyorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Kesinlikle katılıyorum

Digital Evaluations and feedback from students and companies

Activities Special for International Students





DHL Compliance Week Awareness for University Students and Young Talents

What is compliance in business?
What is compliance and why it matters to all of us?

Ingo-Alexander Rahn, CEO Turkey and Levant, DHL Global Forwarding
Murat Kavrar, Managing Director, DHL Freight Turkey

30 September 2022
15:00 - 17:00

BAU students are invited
for the event at BAU C Terrace

*For registration: Mail to coop@coop.bau.edu.tr with "DHL Compliance Week" topic



For long term internship applications



International Students & CO-OP COOP JOINT Program

1/2

CO-OP JOINT International Student Program

CO-OP ACADEMY

Business Point

Career Seminar

Career Workshop

CV Workshop

Mock Interview

Company Visit

Sessions with CO-OP Career Counselor



8 NOV 2022-12 JAN 2023



CAREER SEMINAR

Resilience and Future Readiness for Success in a Brave New World

Are you ready to take on this brave new world?



DOMINIC SOH

TEDx International Speaker
People & Culture Manager at
OSF Digital Australia

10 October 2022

16:30-17:30

BAU Beşiktaş Güney Kampüsü
Fazıl Say Salonu

OSF
DIGITAL



Internship Announcements of International Organizations





Opportunity for taking direct one-to-one career support from company HR professionals

- Two-three days in a week; an HR Professional from partner companies is in-house at CO-OP office.
- Our students' meetings are organized by online appointment system.
- Each student has 20 minutes for interview time. In 20 mins students can ask and talk about;



Penti



Little Caesars Pizza

arzum

Panasonic

EmlakKatılım



THE RITZ-CARLTON



sigortam.net

Orion
Innovation

ekol

LOGISTICS 4.0

CONRAD
HOTELS & RESORTS™

MAPFRE
Sigorta



multinet

BAU
Bahçeşehir University

Business Point Meetings at CO-OP Office



CAREER COUNSELING MEETINGS

Career Counseling At CO-OP Office

Career Counselor
NEYZEN AYDIN YANIK



Let's Design Your
Career Journey Together!

Click on the link in the email to make an appointment.



One Term Career Coaching



Nevin Küçükberber



Steven Gross

Career Counseling Workshop



Career Counseling At CO-OP Office

Career Counselor
NEYZEN AYDIN YANIK



Let's Design Your
Career Journey Together!

Click on the link in the email to make an appointment.



BAU CAREER CAMP FUTURE CAMPUS

KARİYERİNE İlk Adımı

BAU CAREER CAMP ile iki gün boyunca kariyerine odaklan ve üniversite hayatın boyunca kariyer gelişimini nasıl yöneteceğini öğren.

14-15 ARALIK 2022

- Katılacağın seminer ve atölye çalışmaları ile;
- Kendini keşfet ve tanı,
- Amaçlarını belirle,
- Kariyerini erkenden planla,
- Firma profesyonelleri ile görüşerek onların, iş ve kariyer hedeflerine yönelik tavsiyelerini dinle.



BAU BUSINESS CAMP

IMPROVE YOUR Job Readiness

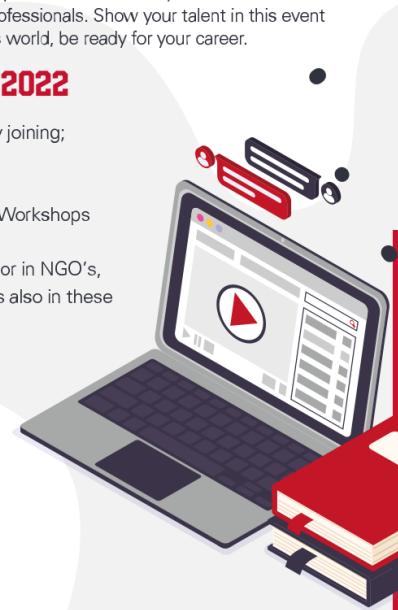
With BAU Business Camp, just focus on your career in two days and learn the hints about the job you aim for from senior professionals. Show your talent in this event that will open the doors of the business world, be ready for your career.

11-12 MAY 2022

- You can meet with several leading companies by joining;
- Meeting with Company Events
- Mock Interviews
- "Leave Your CV" meetings and CV Preparation Workshops
- Career and Entrepreneurship Seminars
- If you are aiming a career in public organizations or in NGO's, we have planned seminars and workshop events also in these fields, you can participate in them.

For detailed info and registration:
businesscamp.bau.edu.tr

*Activities will be hybrid-some of them face to face- some are online



For Prep Class students
Fall Term
Know Yourself - Plan Your Career
Module

For graduate students
Spring Term
Transition to Business Life
Module

BAU CAREER CAMP

Kendini Keşfet, Kariyerini Planla

14 ARALIK 2022

11:00 – 11:45

Açılış & Yabancı Dilinizin Gelecekteki Kariyerinize Katkıları

CO-OP & Alper Girgin (Yetenek Koçu, İK Profesyoneli, ve Öğretim Görevlisi)

12:00 – 12:45

Değerler, Yetkinlikler ve Akademik Yolculuk

Neyzen Aydın Yanık (CO-OP Kariyer Psikolojik Danışmanı)

12:45 – 13:15

Öğle Yemeği

13:15 – 14:00

Sosyal Medya ve Kariyer Gelişimi

Büşra İlhan (Defacto International Market Influencer Marketing Specialist)

14:15 – 15:00

Kariyerimde Gerekli Hard ve Soft Skills Nelerdir?

Prof.Dr.Ela Ünler (Bahçeşehir Üniversitesi)

FUTURE CAMPUS

Üst Kat Cep Konferans Salonu

15 ARALIK 2022

13:00 – 13:45

İşe Alımda Yetkinliklerin Önemi

Aslı Ünsal (Arzum İnsan Kaynakları Uzmanı)

14:00 – 14:45

Dijital ve Teknoloji Becerileri

Murat Sunal (Turkcell Lead Digital Services Strategist)

FUTURE CAMPUS

Üst Kat Cep Konferans Salonu



BAU BUSINESS CAMP

IMPROVE YOUR *Job Readiness*

With BAU Business Camp, just focus on your career in two days and learn the hints about the job you aim for from senior professionals. Show your talent in this event that will open the doors of the business world, be ready for your career.

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businesscamp.bau.edu.tr

*Activities will be hybrid-some of them face to face- some are online

CO-OP
MYCAMPUSMYOFFICE
CAREER DEVELOPMENT & RESEARCH CENTER



46 Activity

1250
student





CO-OP Online PANDEMIC PERIOD



CO-OP

KAMPÜSÜMİŞYERİM

COOPER



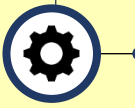
• Long Term Internship



• Reverse Mentoring



• C Level



• Project Groups

Kariyer Danışmanlığı



• Business Point



• CO-OP Seminars

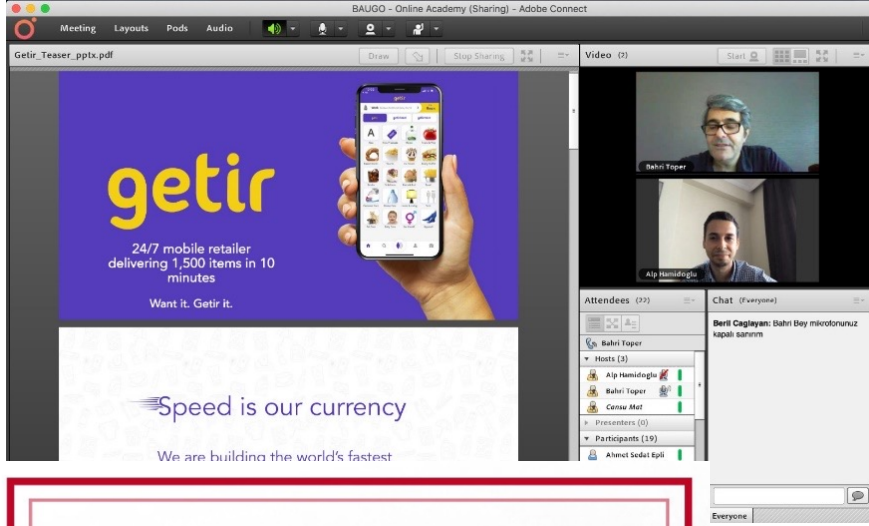
BRANDED COURSES

All CO-OP programs continued online.



Including the closure periods in the first year of the pandemic, CO-OP Interns continued their internships with remote work and gained experiences specific to this period.

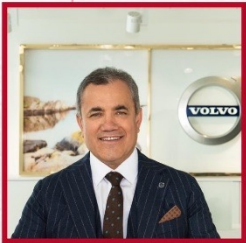
The research on the Online Internship period is available on our CO-OP website.



SEMİNERLER ONLINE DEVAM EDİYOR!

#EVDEKAL

“KRİZ DÖNEMİNDE GLOBAL YÖNETİM”

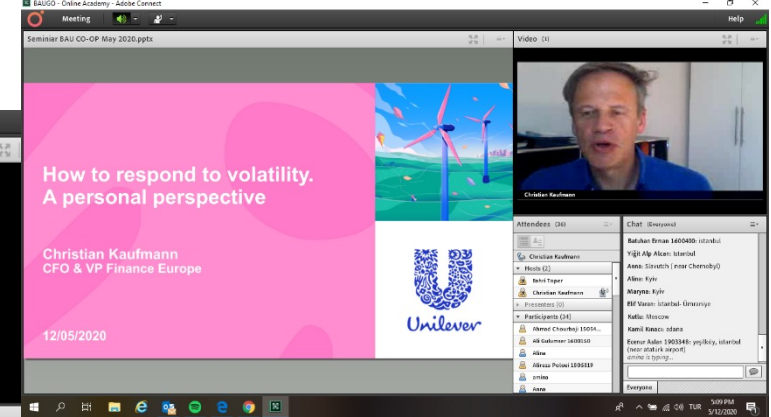
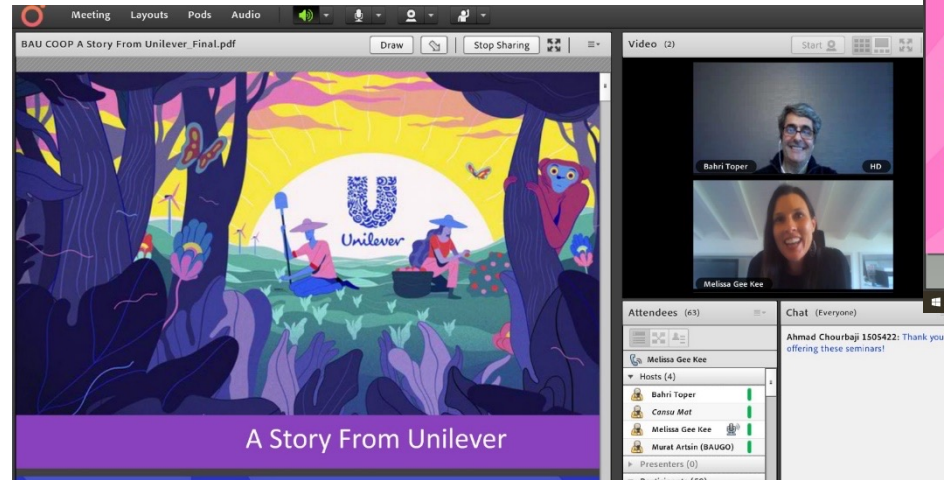


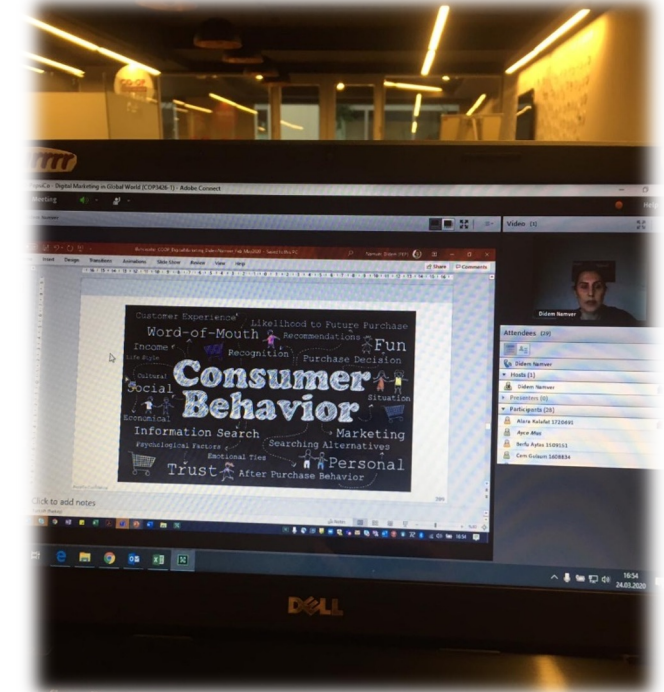
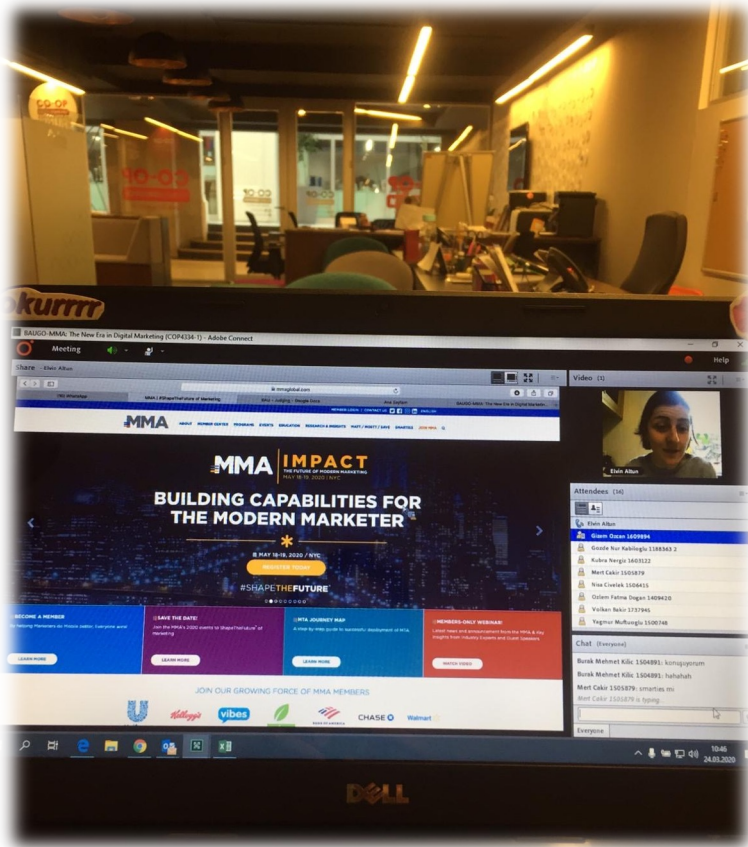
SABRİ SÖZEN

Volvo Car Turkey
Genel Müdür

13 NİSAN 2020
16:00 - 17:00

bau.adobeconnect.com/onlineacademy/





During the pandemic period, 119 Branded Lessons were processed online/hybrid.



Bosch – Corporate presentation
A global network

395,000*
Bosch associates
make these solutions
possible

60*
countries –
440 regional
subsidiaries

Four business sectors

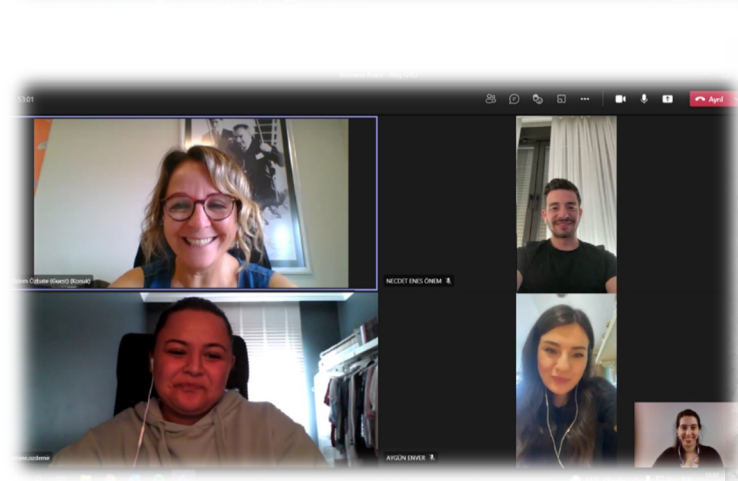
- Mobility Solutions
- Industrial Technology
- Energy & Building Technology
- Consumer Goods

Including sales and service partners, Bosch's global manufacturing and sales network covers nearly every country in the world.

* As of 12.2019
Preliminary, rounded figures based on internal accounting

BOSCH

Zoom meeting interface showing a grid of participants. The list of participants on the right includes: Ad yazın, Davetli paylaşı, Bu toplantıda (7), Tılsimden sesli konuş, Liliyan Ataoğlu, Dışarıya, aysegul.zaybeniz, hazakayla.aydemir, neslihan.kahhan, peymanmur.yazıcı, Şafak HERDEM (HERDEM), aysegul.zaybeniz, Davet edilen diğer kişiler (2), Rahat TOPER.



CO-OP
KAMPÜSÜMİŞYERİM
coop.bau.edu.tr

BUSINESS POINT

ONLINE DEVAM EDİYOR!

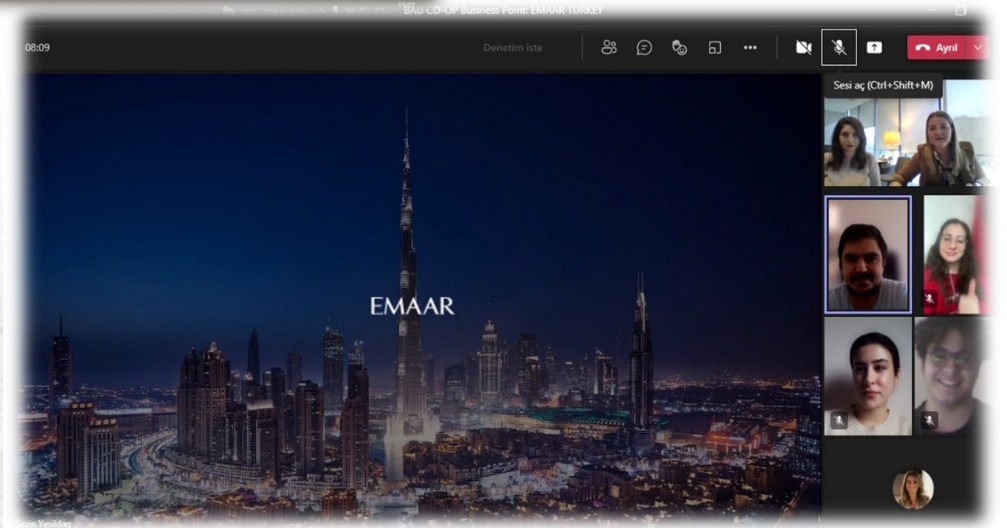
#EVDEKAL

ZEYNEP ÖZER
Talent Acquisition and
Employer Branding Specialist

5 MAYIS 2020
16:00 - 16:40
zoom coop@coop.bau.edu.tr

"Siz Sorun Biz Cevaplayalım:)"

PEPSICO





CO-OP
KAMPÜSÜMİŞYERİM
coop.bau.edu.tr

BUSINESS POINT- VR

Çok Yakında Başlıyor...

#EVDEKAL



ÖZLEM ÖZBATIR
Akış GYO
İnsan Kaynakları Direktörü



20 MAYIS 2020
17:00

<https://account.altvr.com/events/1474047482760528844>

AKIŞ
GYO



OUR COOPERS



"In addition to the academic studies of universities, I find internship opportunities and collaborations very valuable for students. I would like to take this opportunity to express my endless thanks to Bahçeşehir University, especially the CO-OP unit."

Mustafa Tatal – Microsoft Turkey

End-Goal for CO-OP Program



İrem Çağlayan, a graduate of the Department of Management Engineering, made CO-OP within the “Unilever People Strategy» project in the 4th grade, and later became a Unilever employee.



Thank You !



@BAUCOOP



Baucoop



BAU CO-OP