



**Innovative model of University-business life integration**



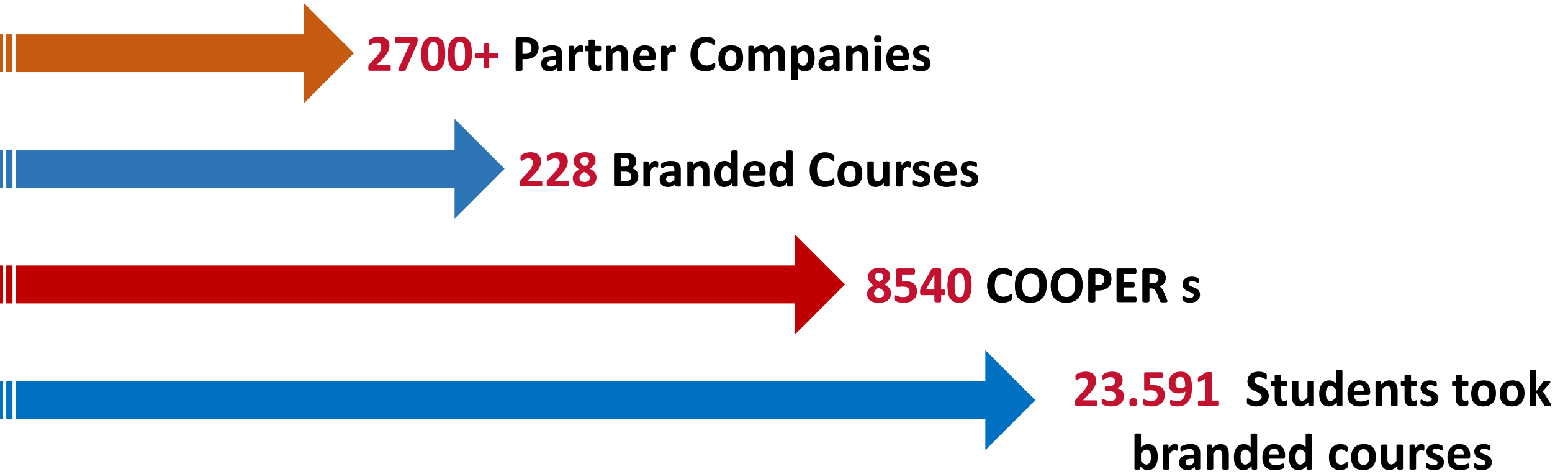
## COOPER

- 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



Interviews



### 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

≈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»

**workflex®**  
where talents meet visionaries

«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 »



# Branded Courses



«AKENERJİ Course Field Trip»

# Linkedin Learning Program



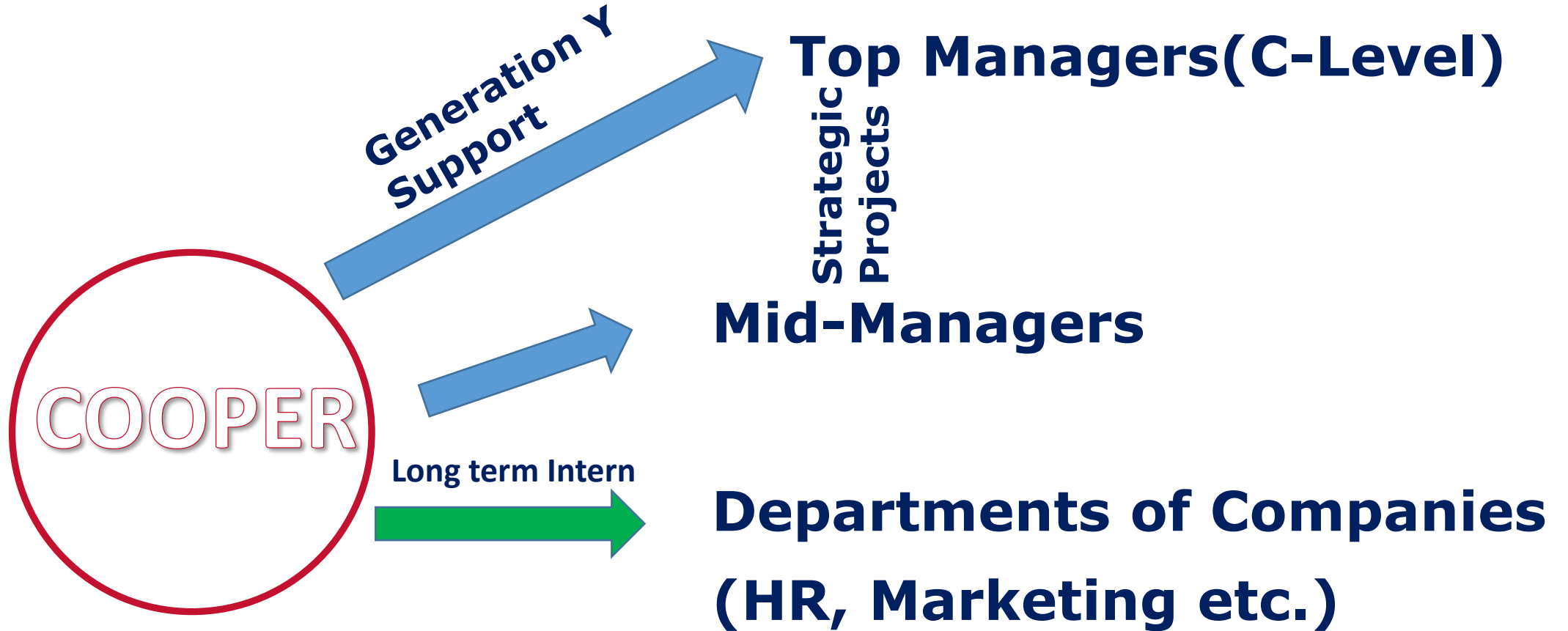
**“Career Management with  
Linkedin Learning Branded  
Course”**



# 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 Aleyna 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 4<sup>th</sup> 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](http://biletino.com)

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

## Partnership with BAU-Unilever



# First in Turkey





bugün:  
yarın,  
gelecek...

**PERYÖN**  
26. İNSAN YÖNETİMİ  
KONGRESİ  
1-2 Kasım 2018  
Lütfi Kırdar, İstanbul



# 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







**HAKAN ACAR**  
Radio Network Strategic  
Planning Master Expert

**ENGİN SAYIN**  
Turkcell Academy  
Digital Learning  
Technologies Designer

**ÖZER DURMAZ**  
Mobile & AR VR  
Technologies  
Principal Developer

**CO-OP**  
**KAMPUSUMİŞYERİM**  
KARİYER GELİŞTİRME UZU KLAVUZU  
ACQUISITION.ME.BİLGİ

**SEMİNER**  
**Türkcell 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."



# 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

egemenoglu  
HUKUK BÜROSU

DİLEK GÜRSAN  
Partner



AYŞEGÜL YİĞİT  
Kıdemli Avukat



DENİZ LUŞ  
Kıdemli Avukat



AVNİ GELİŞLİ  
Avukat





# Visiting Our COOPERs at their companies



# Digital Evaluation Forms

**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

☐ Türkiaşwin

☐ 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'ndeki çalışanlar tarafından görülecektir. Verdiğiniz geri bildirimler toplandıktan sonra anonimleştirilip analiz edilerek gerekli iyileştirmelerin yapılması için firmalara iletilecektir. Kasti 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](mailto: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





**BUSINESS POINT**  
25 Ocak 2023  
11:00-12:00

**NEXT LEVEL  
CV WORKSHOP**



**with CHAT GPT**  
Uzman Yapay Zeka Robotu

**CO-OP**  
KAMPÜSÜMİŞYERİM  
KARIYER GELİŞTİRME UYGULAMALARI VE  
ARAŞTIRMA MERKEZİ

## CV WORKSHOP CHATGPT



WELCOME TO  
CV WORKSHOP  
WITH



**CO-OP**  
MYCAMPUSİMYOFFICE  
CAREER DEVELOPMENT &  
RESEARCH CENTER

# 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

Kariyer Psikolojik Danışmanı  
**NEYZEN AYDIN YANIK**



Kariyer Yolcuğunuzu  
Birlikte Tasarlayalım!

Randevu almak için maildeki linke tıklayınız.

**CO-OP**  
KAMPÜSÜMİŞYERİM





### 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](https://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





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**CO-OP**  
MYCAMPUSISMYOFFICE  
CAREER DEVELOPMENT &  
RESEARCH CENTER



46 Activity

1250  
student





# CO-OP Online PANDEMIC PERIOD





**CO-OP**

**KAMPÜSÜMİŞYERİM**

## COOPER



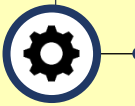
• Long Term Internship



• Reverse Mentoring



• C Level



• Project Groups

## Kariyer Danışmanlığı



• Business Point



• CO-OP Seminars

## BRANDED COURSES

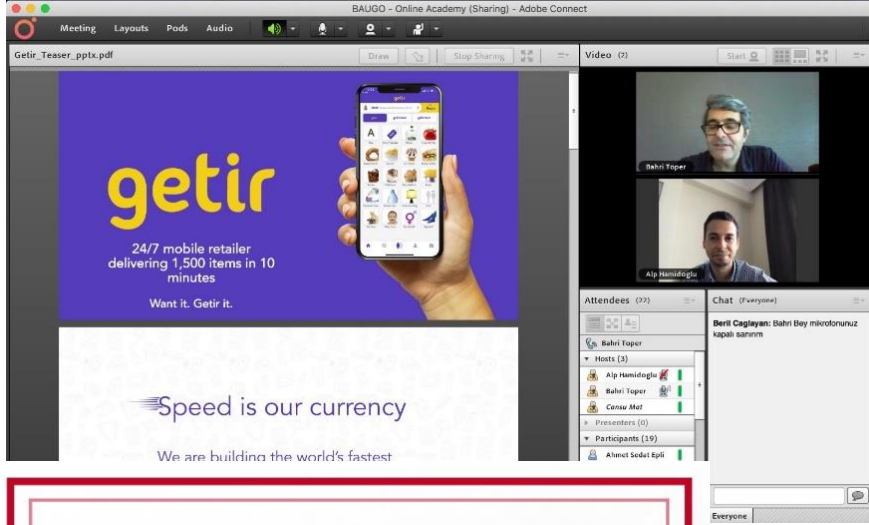
All CO-OP programs continued online.



**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”**

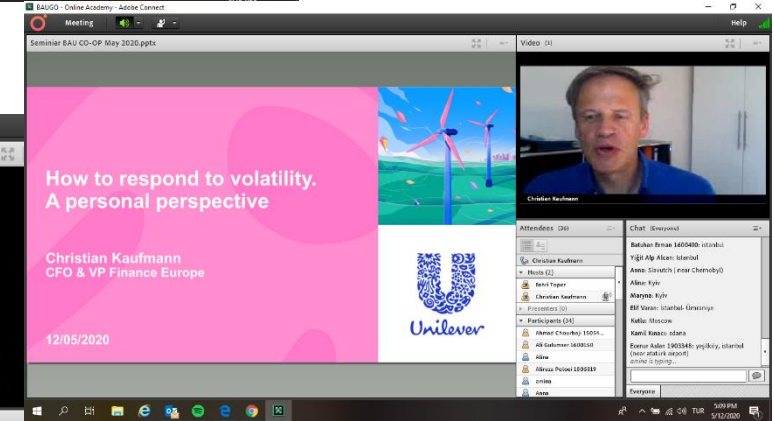
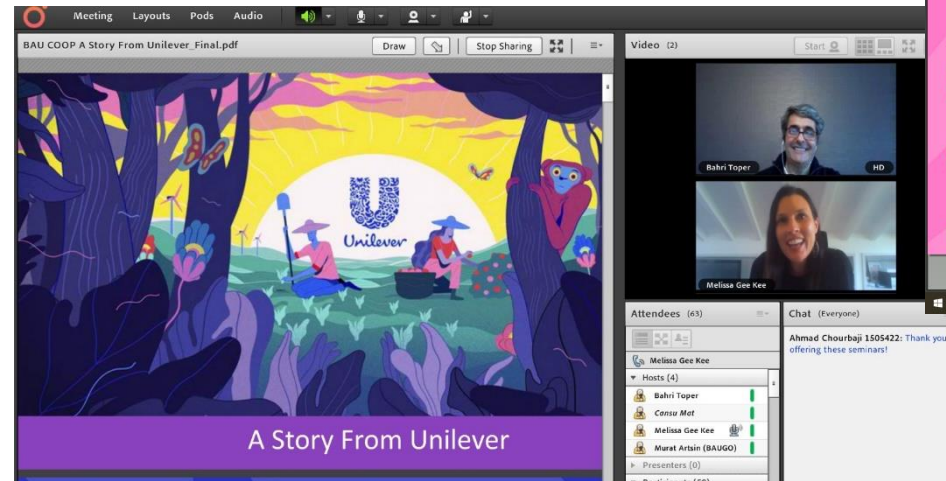


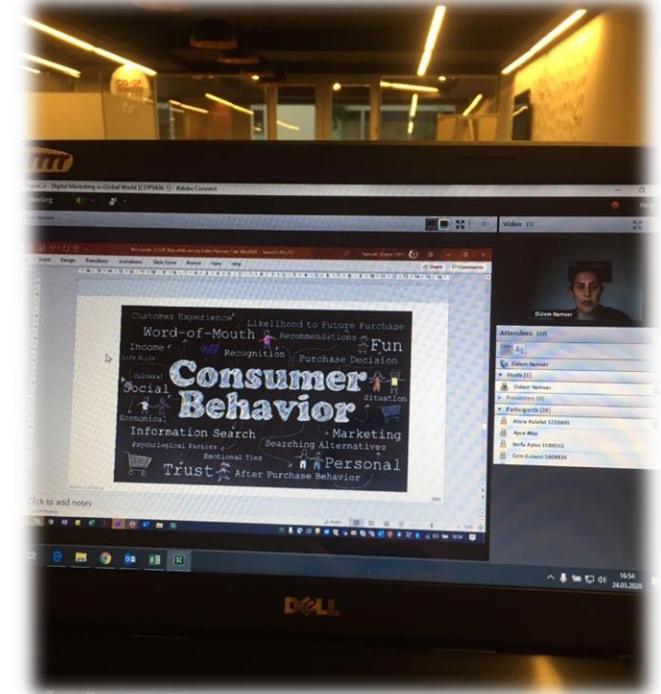
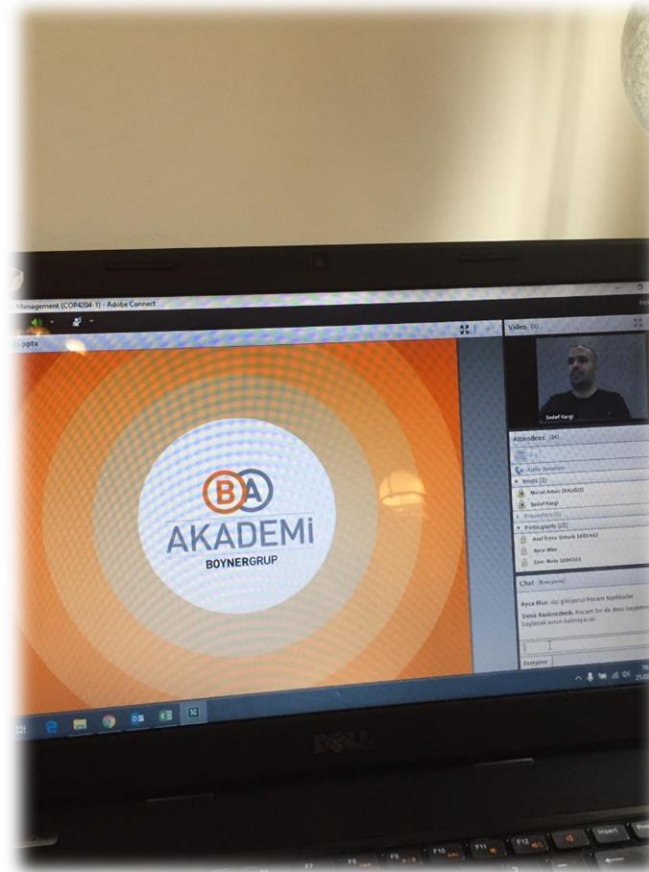
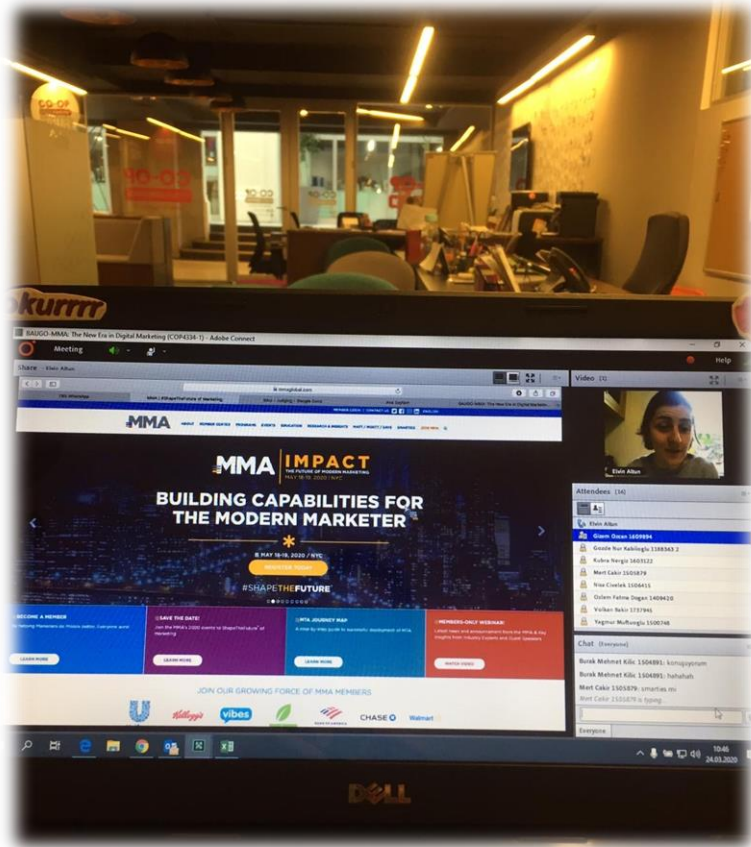
**SABRİ SÖZEN**  
Volvo Car Turkey  
Genel Müdür

**13 NİSAN 2020**  
**16:00 - 17:00**  
[bau.adobeconnect.com/onlineacademy/](http://bau.adobeconnect.com/onlineacademy/)

**BAU online**  
BAU AKADEMİ

**CO-OP**  
KAMPÜSÜMİŞYERİM  
coop.bau.edu.tr





**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 main screen displays a presentation slide with the text "Bosch – Corporate presentation A global network". The participants are visible in a grid on the right side of the screen.

Zoom meeting interface showing a single participant waving their hand. The participant is a man with a beard, wearing a blue shirt.

Zoom meeting interface showing a grid of participants. The main screen displays a presentation slide with the text "Bosch – Corporate presentation A global network". The participants are visible in a grid on the right side of the screen.

**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

Zoom meeting interface showing a grid of participants. The main screen displays a presentation slide with the text "EMAAR". The participants are visible in a grid on the right side of the screen.





**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 !



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