



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



# COOPER

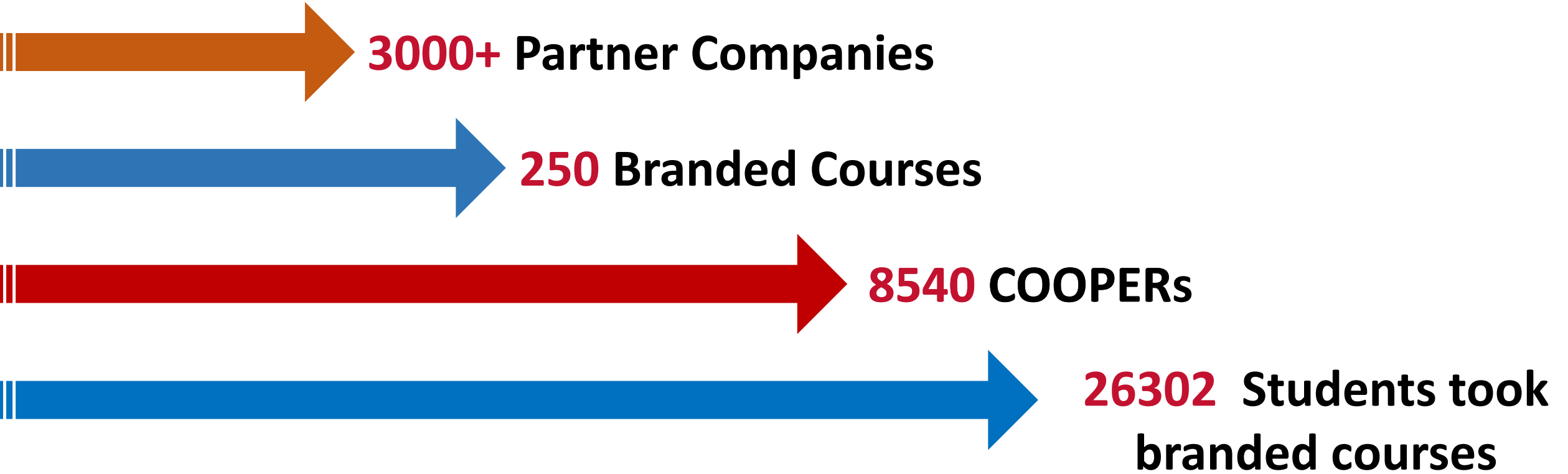
- Long Term Internship/  
Work Experience Program
- Reverse Mentoring
  - C Level
  - Project Groups

# COMPANY INTEGRATED LEARNING (CIL)

- Branded Courses

# CAREER SUPPORT & COUNSELING

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



# 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

≈9000 Student Interviews

# COMPANY INTEGRATED LEARNING Branded Courses

*«Full Integration of companies/sectors into the curriculum&faculty»*

**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 and sectoral practices are carried to academia** (*Blockchain, Mega projects, prompt 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-and networking for students**
- **An innovative model which allows companies to fully integrate into faculty for one semester from 14 weeks course content creation to evaluation/making exams.**

## Branded Courses

Courses were opened  
with a total of **250**  
brands from different  
sectors.

The total number of  
students taking these  
courses is **26302**

# 2022-2023 Branded Courses



**HUAWEI**

«Cloud Computing Applications»



«Academy Cloud Computing Foundation»

**NETFLIX**

«Dizi Senaryosu Yazarlığı»

**flormar**

«Bütünleşik Pazarlama İletişimi Yönetimi»

**SAMSUNG**

«Developing Applications for Android Devices»

**O/ Orion Innovation™**

«Innovation Agile Project Management»

**K P L A W**

«Birleşme ve Devralmalar »

**wissen**

«Network System Engineering»

**workflex®**  
where talents meet visionaries

«Freelance Çalışma Modeline Giriş»

**Schneider Electric**

«Energy Efficiency&Saving »

2022-23 Total  
80 Courses

# 2023-2024 Fall

## Some of Branded Courses

HANSPACES

«Future of Work: Development and Management of Coworking Spaces »



«Airport Management»

L'ORÉAL

«Transformative Business Management in Beauty»

IPEKYOL GROUP

IPEKYOL • TWIST • MACHKA

«Digitization and New Applications in Fashion Retail»



« Web And Mobile Application Development With Kuika



«Corporate Governance»

**Total**  
**33 Courses in Fall**  
**Semester**



# 2023-2024 Spring Some of Branded Courses



«Introduction to Defense Industry  
Applications »



«Fundamentals of E-commerce»



«Omni-Channel Marketing Strategies in a  
New Era of  
Customer Engagement»



«Sales Management»



« Taxation of International Trade »



«Information Technologies»



« Prompt Engineering »

**Total**  
**43 Courses in Spring**  
**Semester**





• **Hanspaces Branded Course**



• **Four Seasons Branded Course**



## • «İGA Course Field Trip»







• «Hanspaces Course Site Visit»



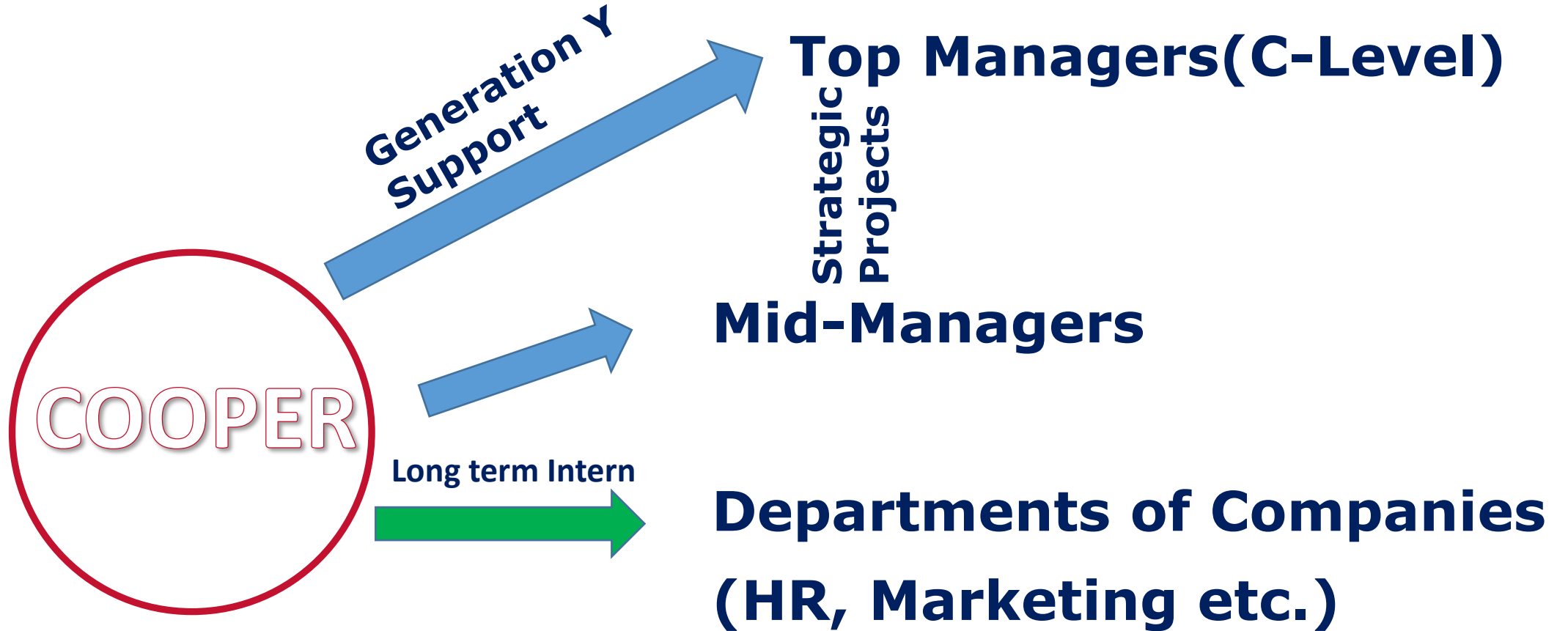


## «AKENERJİ Course Field Trip»

# 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





## İPEKYOL





## HILTON





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

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

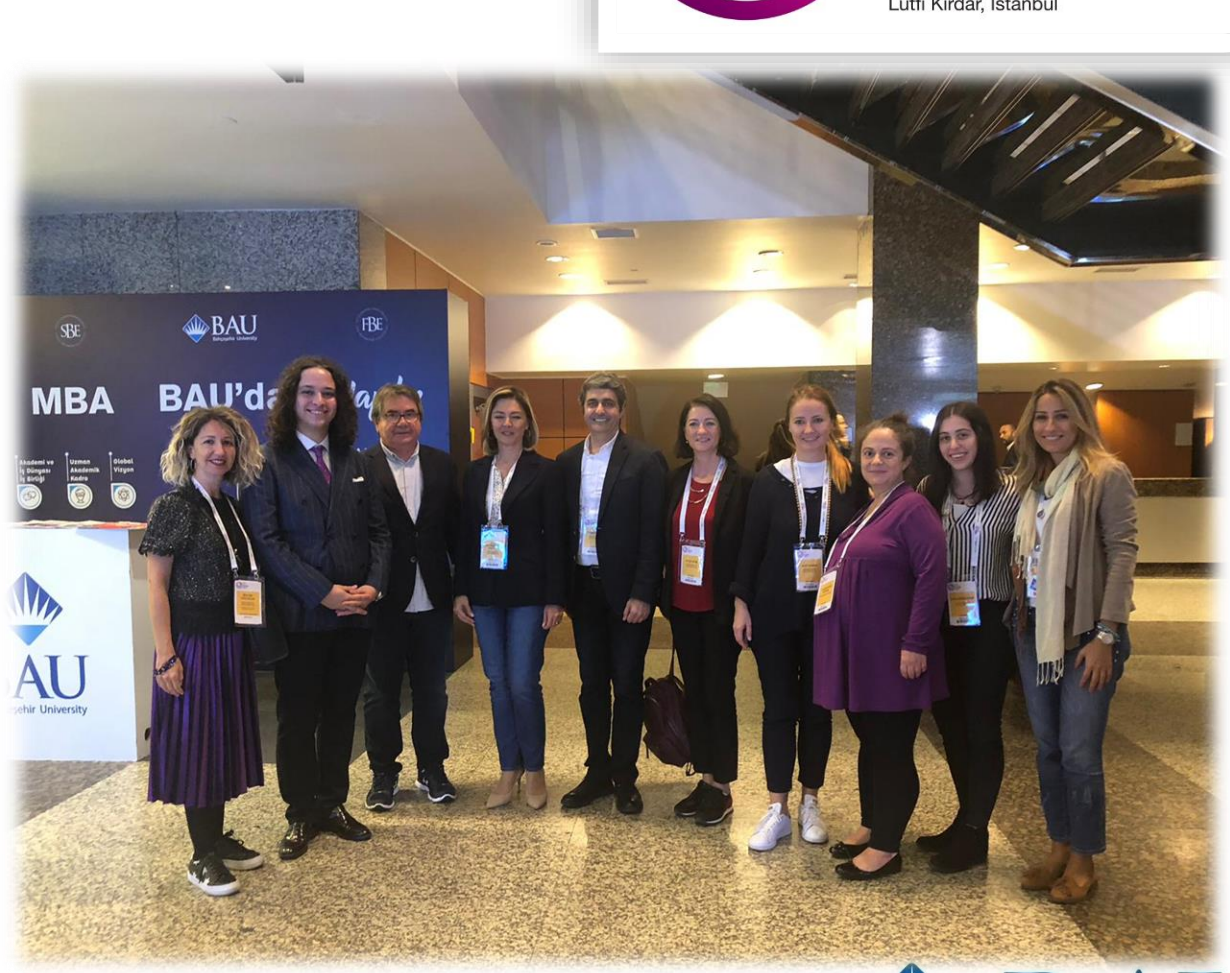


Reverse Mentoring from university students, is helping senior business leaders understand what future generations are looking for in terms of the products they want and the type of companies they wish to work for, whilst for the students themselves they have the opportunity to interact and gain confidence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

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

# First in Turkey







# 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

Türkiaşvin

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. 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	
Keinlikle katılmıyorum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Keinlik katılıyorum

Süreç boyunca CO-OP ofisinden gerekli yardımı aldım.

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



# Internship Announcements of International Organizations



**CO-OP  
BUSINESS CORNER  
Seminar/Workshop**

**BUSINESS POINT  
one-to-one Corporate Student Meeting**





## «Case Study at HILTON Bosphorus»



## 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



LOGISTICS 4.0

CONRAD

HOTELS & RESORTS™

  
**MAPFRE**  
Sigorta



multinet



**BAU**  
Bahçeşehir University



## Business Point Meetings at CO-OP Office









## CO-OP JOINT PROGRAM

CAREER ACTIVITY	DATE
CO-OP ACADEMY	CO-OP JOINT PROGRAM OPENING & CAREER SEMINAR 23.10.2023 Ayşegül Özdemir Human Resources Manager DEVAN
	CV WORKSHOP 30.10.2023 Hayzen Aydin Yarik CO-OP Career Counselor
	BUSINESS POINT 18.11.2023 Behar Aley Senior Researcher Ayşe Seluk Consultant OneWorld Consulting
	MOCK INTERVIEW 27-29-30.11.2023 Hayzen Aydin Yarik CO-OP Career Counselor
MEETING WITH CO-OP CAREER COUNSELOR	Appointment Hayzen Aydin Yarik CO-OP Career Counselor
COMPANY VISIT	TBD
CO-OP JOINT CERTIFICATE CEREMONY	18.12.2023



## CO-OP JOINT PROGRAM

CO-OP Joint Program aims to support BAU international students' career development by implementing different CO-OP programs in an integrated and sequential manner with 20 international students between October 23rd, 2023 and December 20th, 2023.



The programs to be implemented in CO-OP Academy context are as follows:

**CO-OP ACADEMY:** Face-to-face: Business Point, seminar, CV workshop, interview simulations, company site visit.

**CAREER COUNSELING:** Providing career counseling services to students.



## BUSINESS POINT

25 Ocak 2023  
11:00-12:00

NEXT LEVEL  
CV WORKSHOP



with **CHAT GPT**  
Uzman Yapay Zeka Robotu

## CV WORKSHOP CHATGPT




WELCOME TO  
CV WORKSHOP  
WITH



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



**CO-OP AKADEMİ**



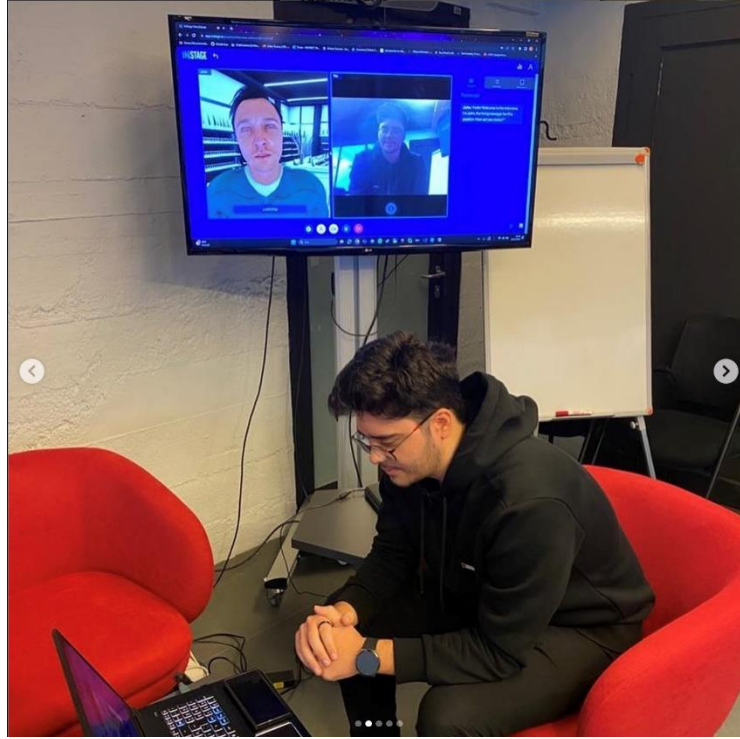
**John**  
InStage HR Specialist

**AI MOCK INTERVIEWS**

**11.12.2023 - 15.12.2023**

CO-OP BUSINESS CORNER

**CO-OP**  
KAMPÜSÜMİŞYERİM  
KARİYER GELİŞTİRME UYGULANLARI VE  
AKADEMİK İNTERAKTİF



In this process, where we work with InStage, a Canadian company that works in the field of artificial intelligence, we offer the opportunity of Artificial Intelligence Interview

Simulation to **100** of our students.

# CAREER COUNSELING MEETINGS



**CO-OP**

KAMPÜSÜMİŞYERİM

# 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.

**CO-OP**  
KAMPÜSÜMİŞYERİM  
KARİYER GELİŞTİRME UYGULAMA VE  
ARAŞTIRMA MERKEZİ



## One Semester Career Coaching



**Nevin Küçükberber**



**Steven Gross**



# Career Counseling Workshop

Kariyer Psikolojik Danışmanı  
**NEYZEN AYDIN YANIK**



Kariyer Yolcuğunuzu  
Birlikte Tasarlayalım!

Randevu almak için maldaki linke tıklayınız.







## BUSINESS CAMP

CO-OP CAREER FEST

15 MAY 2024 • 10.00-17.00

BAU Beşiktaş South Campus  
A Block Front Garden

**CO-OP**  
KAMPÜSÜMİŞYERİM  
CAREER DEVELOPMENT & RESEARCH OFFICE





## BAU CAREER CAMP

Kariyerine *İlk Adımı*

Future Campus

BAU Career Camp ile kariyerine nasıl başlayacağını ve üniversite hayatın boyunca kariyerini nasıl yöneteceğini öğren!

Üniversitemizin Kariyer Merkezi CO-OP'u; kariyer etkinlikleri, staj süreçleri, ve kariyer danışmanlığı hakkında yakından bilgi alma fırsatını kaçıрма!

**26 ARALIK 2023**

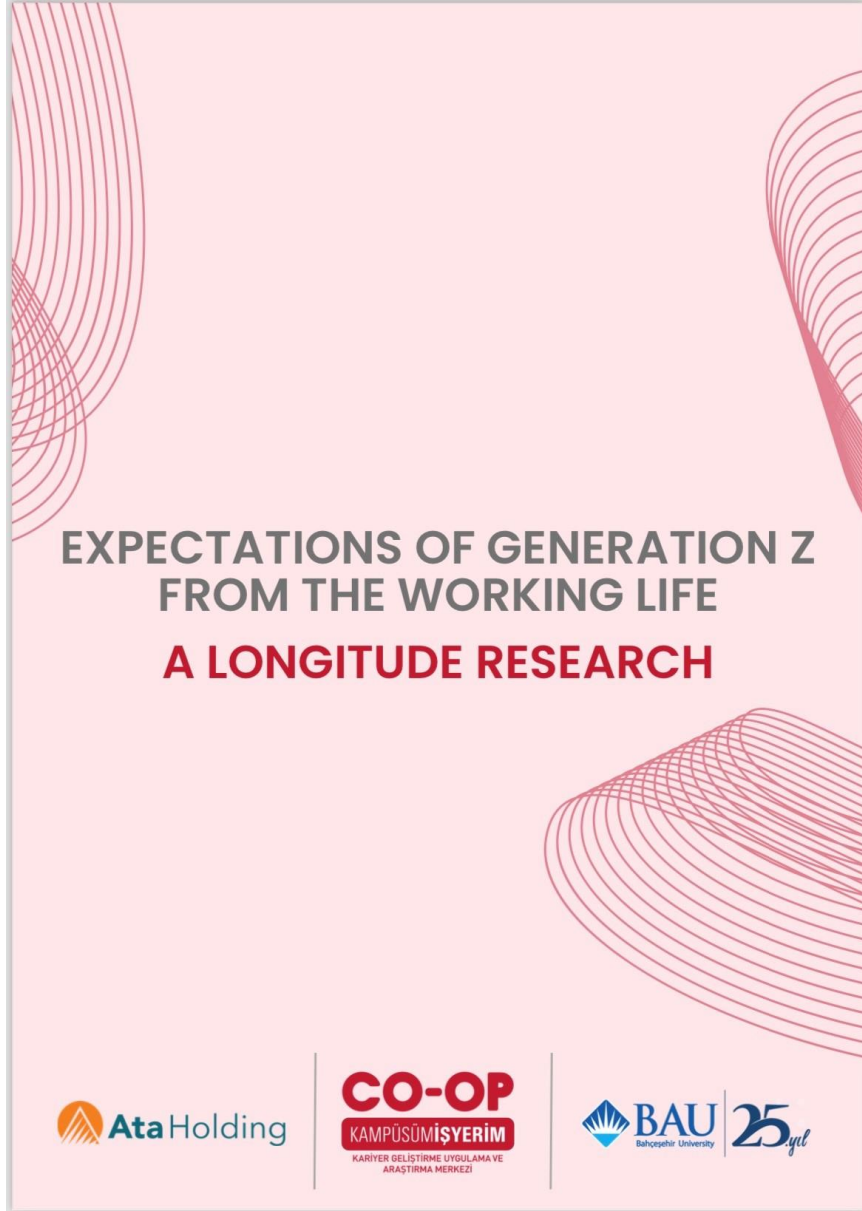
**11:00 - 11:45** CO-OP Tanıtımı  
- Konferans Salonu

**13:00 - 13:45** Kariyer Danışman'ı  
ile Buluşma  
- Cep Sineması

CO-OP  
KAMPÜSÜMİŞYERİM

For Prep Class Students

BAU  
Bahçeşehir University



**WACE (World Association for COOP  
Education) Member**



## WACE WORLD CONFERENCE 2025 MAY 28 - MAY 30 2025

Cooperative Education and Work Integrated Learning:  
New Models to Bridge the Gap Between  
University Education, Business and GenZ/Alpha Students

BAHÇEŞEHİR UNIVERSITY  
ISTANBUL, TÜRKİYE

Meet at the  
Bosphorus!

WACE-2025  
World COOP  
Conference Host

BAHÇEŞEHİR  
UNIVERSITY



Special program for high schools to create awareness at latest topics  
(e.g.Gen-AI, Upskilling, Reskilling..)



**CO-OP**  
RESPONSIBILITY

EĞİTİM VE KARIYERDE  
TOPLUMA KATKI

**BAU**  
Bahçeşehir University



## PROGRAM

1	CO-OP PROGRAM INTRODUCTION
2	DISCOVER YOURSELF- CAREER WORKSHOP
3	NETWORKING AND EFFECTIVE COMMUNICATION
4	SECTORAL PANEL: UPSKILLING/RESKILLING- SOFT & TECH SKILLS
5	SOLO ENTREPRENEURSHIP-FREELANCE WORKING MODEL
6	SOCIAL MEDIA AND DIGITAL COMMS.
7	CEO HOUR: HOW I BECAME CEO? CAREER JOURNEY of A CEO
8	SOCIAL RESPONSIBILITY and SOCIAL ENTREPRENEURSHIP
9	E_COMMERCE and PLATFORM ECONOMY
10	METAVVERSE AND AR
11	GENERATIVE AI
12	SUSTAINABILITY AND CLIMATE CHANGE
13	DIGITAL LEARNING and TEACHING PLATFORMS
14	CYBER SECURITY AWARENESS

**CO-OP**  
RESPONSIBILITY

EGİTİM VE KARIYERDE  
TOPLUMA KATKI

## Conrad İstanbul Bosphorus

**CO-OP**  
**TALKS**

GÜNCEL KONULARA  
ÜNİVERSİTE BAKIŞI



## İGA İstanbul Airport





## *University Perspectives on Current Issues*

1	EXPECTATIONS OF GENERATION Z FROM WORK LIFE
2	NETWORKING AND EFFECTIVE COMMUNICATION
3	GEOPOLITICAL ASSESSMENT: WHAT'S HAPPENING IN OUR REGION AND THE WORLD?
4	SOLO ENTREPRENEURSHIP AND FREELANCE WORK
5	TRANSFORMATION OF BRANDS IN LIGHT OF TRENDS: #TRENDCANVAS
6	FINTECH AND BLOCKCHAIN
7	SOCIAL RESPONSIBILITY AND SOCIAL ENTREPRENEURSHIP
8	E-COMMERCE AND THE SHARING ECONOMY
9	METaverse AND VIRTUAL/AUGMENTED REALITY
10	GENERATIVE AI, CHATGPT, AND OTHER TOOLS
11	SUSTAINABILITY AND CLIMATE CHANGE FROM THE UN PERSPECTIVE
12	NEW GENERATION DIGITAL LEARNING AND EDUCATION PLATFORMS
13	CYBERSECURITY AWARENESS
14	MANAGEMENT OF DIFFERENCES: NEW LEADERSHIP MODELS
15	STRATEGIC CHANGE AND TRANSFORMATION
16	CAREER AND MENTAL WELL-BEING

*Giving University perspective-via academicians to company managers /employers on latest topics.*

*Face to face  
At company HQ*

**CO-OP  
TALKS**

GÜNCEL KONULARA  
ÜNİVERSİTE BAKIŞI



**Note:** Each session is designed to be 40-45 minutes long, with an additional 10-15 minutes for questions and answers.





*“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.**

# CO-OP

MYCAMPUSISMYOFFICE

CAREER DEVELOPMENT &  
RESEARCH CENTER

## Thank You !



@BAUCOOP



Baucoop



BAU CO-OP