



Innovative model of University-business life integration



COOPER

- Long Term Internship/
Work Experience Program

- Reverse Mentoring

- C Level

- Project Groups

COMPANY INTEGRATED LEARNING (CIL)

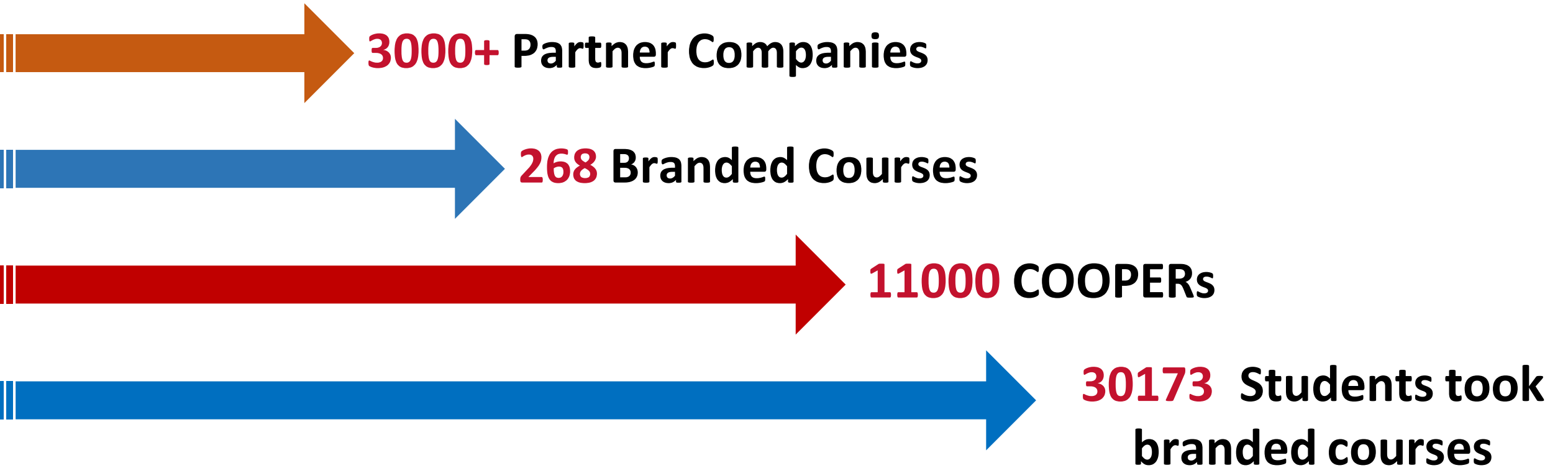
- Branded Courses

CAREER SUPPORT & COUNSELING

- Business Point
Business Corner

- CO-OP Seminars
& Workshops

- Individual & Group
Counseling/



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



≈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 268
brands from different
sectors.**

**The total number of
students taking these
courses is 30173**

2024-2025 Some of Branded Courses

AKYatırım

“Capital Market Laws and Investment”

trendyol.com

“Introduction to Software Testing”

IPEKYOL

“Digitalization and Applications in Fashion Retail”

KPMG

“Independent Audit and Role of Technology”

PARAM

“Fundamentals of Software Quality Assurance”

O/ Orion Innovation

“Quality Assurance and System Testing”

2024-2025 Some of Branded Courses

ABDİİBRAHİM



**“Creative Marketing Approaches
for Restricted Markets”**



**“Brand Communication in
Metaverse”**

Istanbul Airport 

“Airport Management”



**“Financial Technologies and
Artificial Intelligence”**



“Information Technology”



Mercedes-Benz

**“Commercial Vehicle
Engineering”**

İSTANBUL PSİKODRAMA ENSTİTÜSÜ & DANIŞMA MERKEZİ



İSTANBUL ULUSLARARASI ZERKA MORENO ENSTİTÜSÜ

**“Introduction to Psychodrama
Group Psychotherapy”**



BAU
Bahçeşehir University

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 Fall

Some of Branded Courses



«Introduction to Defense Industry
Applications »

watsons

«Fundamentals of E-commerce»



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



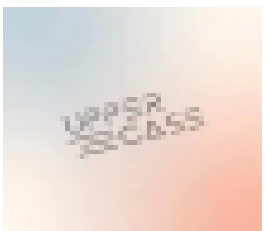
«Sales Management»



« Taxation of International Trade »



«Information Technologies»



« Prompt Engineering »

**Bahar döneminde
43 Ders**

Branded Courses



- Schneider Branded Courses



- Mondelez Branded Courses



- ISKI Course Site Visit



Burotime Course Field Trip

Branded Courses

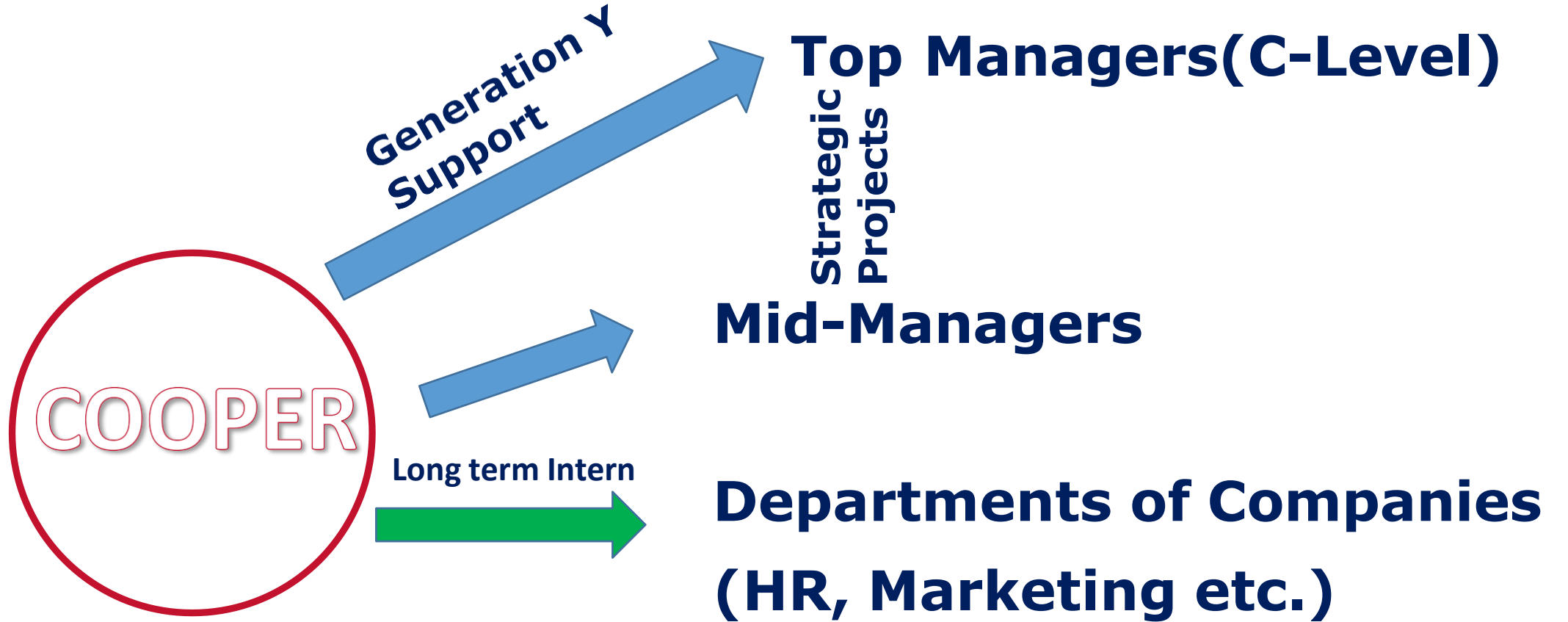


«AKENERJİ Course Field Trip»

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



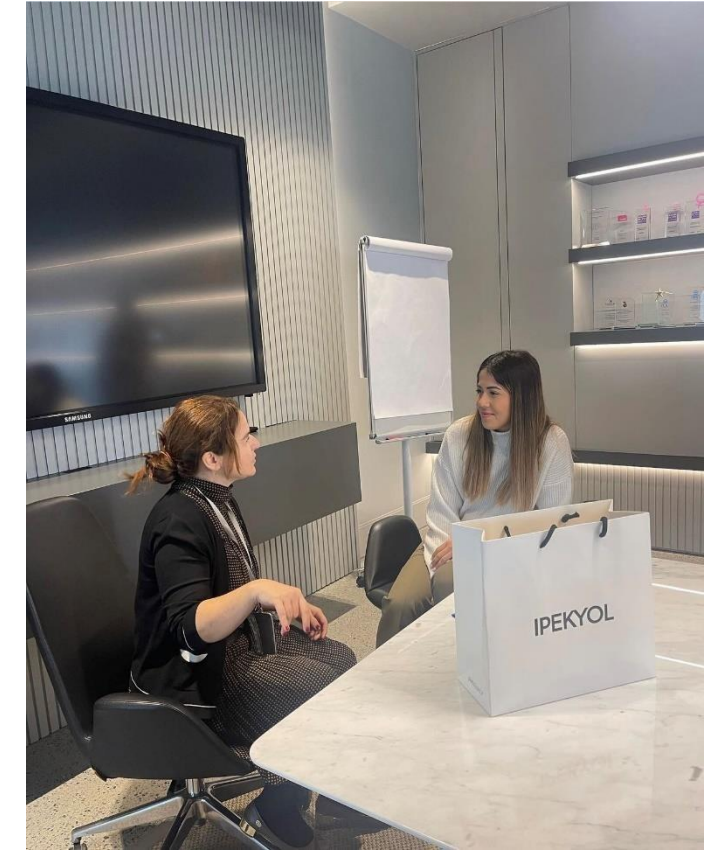
Unilever Turkey,Assistant
Design and Technology
Manager – HC Namet & RUB
Siyavash Haddadi,
with mentor Student Özge
Polat

Reverse Mentoring

UTIKAD



İPEKYOL



Reverse Mentoring

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 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



bugün:
yarın,
gelecek...

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



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. *

☐ Alza Holding

☐ Denizbank

☐ Doğuş Otomotiv

☐ Türkiaşvın

☐ 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 çalışan tarafından görülecektir. Verdiğiniz geri bildirimler toplandıktan sonra anonimleştirilip analiz edilerek gerekli iyileştirmelerin yapılması için firmalara iletilecektir. Kaldı 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

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

ekol

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 Önderoğlu Human Resources Manager DIVAN
	CV WORKSHOP 30.10.2023 Hayzen Aydın Yarık CO-OP Career Counselor
	BUSINESS POINT 18.11.2023 Bohan Akay Ayşe Saka Senior Researcher Consultant OneWorld Consulting
	MOCK INTERVIEW 27-29-30.11.2023 Hayzen Aydın Yarık CO-OP Career Counselor
MEETING WITH CO-OP CAREER COUNSELOR	Appointment Hayzen Aydın Yarık 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.



CAREER ESSENTIALS

Join before you graduate!

BAU CO-OP
BUSINESS CORNER

01 - CV WORKSHOP

24.02.2025 - MONDAY - ENGLISH SESSION
15.00 - 16.00
27.02.2025 - THURSDAY - TURKISH SESSION
16.00 - 17.00



02 - SELF ASSESSMENT

10.03.2025 - MONDAY - ENGLISH SESSION
15.00 - 16.30
13.03.2025 - THURSDAY - TURKISH SESSION
15.00 - 16.30



03 - INTERVIEW SIMULATION WITH AI

24.03.2025 - MONDAY - ENGLISH SESSION
15.00 - 16.00
27.03.2025 - THURSDAY - TURKISH SESSION
15.00 - 16.00



04 - LINKEDIN & NETWORKING

14.04.2025 - MONDAY - ENGLISH SESSION
15.00 - 16.00
17.04.2025 - THURSDAY - TURKISH SESSION
15.00 - 16.00

CO-OP
KAMPÜSÜMİŞYERİM

What is Career Essentials?

Career Essentials is a workshop series designed to help students develop key skills essential for their career journey. It is open to students from all departments and academic levels.

The series includes both Turkish and English sessions on topics such as self-awareness, CV writing, interview skills, using AI platforms, networking, and effectively utilizing career resources.

Each session is enriched with practical content and interactive activities, providing participants with the opportunity to better understand themselves and enhance their career planning.

BAU
Bahçeşehir University

**KARİYER YOLCULUĞUNDA
KAOSTAN İLHAM ALMAK
İSTEYENLER,
CO-OP SİZİ ÇAĞIRIYOR!**

Kaos Kuramı Temelli
Kariyer Psiko-Eğitim
Grup Projesi

KISACA

Kariyer yolculuğunda belirsizlikleri avantaja çevirmek ve değişime uyum sağlama becerilerini geliştirmek isteyen üniversite öğrencilerini arıyoruz. Kaos Kariyer Teorisini temel alarak hazırladığımız bu çalışma, hızlı değişen dünyada esnek ve dinamik bir kariyer planı yapmanıza yardımcı olacak.

SÜREÇ HAKKINDA

- Yalnızca Lisans 4. Sınıf Öğrencileri başvuru yapabilir.
- Grup oturumları, yüz yüze CO-OP Business Corner'da gerçekleştirilecektir.
- Oturum süresi 120 dk olup, haftada bir gün, 4 hafta sürecektir.
- Form dolduruluktan sonra, bire bir görüşmeler ile katılımcılar belirlenip duyurulacaktır.

KATILIM AVANTAJLARI

- Tüm katılımcılara ücretsiz Coursera Plus üyeliği tanımlanacaktır.
- Tüm katılımcılar dönem boyunca CO-OP etkinliklerinden kayıt gerekmeden yararlanacaktır.
- İlgili katılımcılara CharacterIX Kariyer Yönelimi envanteri uygulanacaktır.
- İlgili katılımcılara ücretsiz AI Mülakat Simülasyon Platformuna erişim tanımlanacaktır.

ÇALIŞMAYA BAŞVUR!

İletişime geçin! neyzen.aydinyanik@bau.edu.tr

Career Psycho-Educational Group Counseling

Each session is delivered within a structured flow, combining the themes of psychological resilience, self-awareness, and career development.

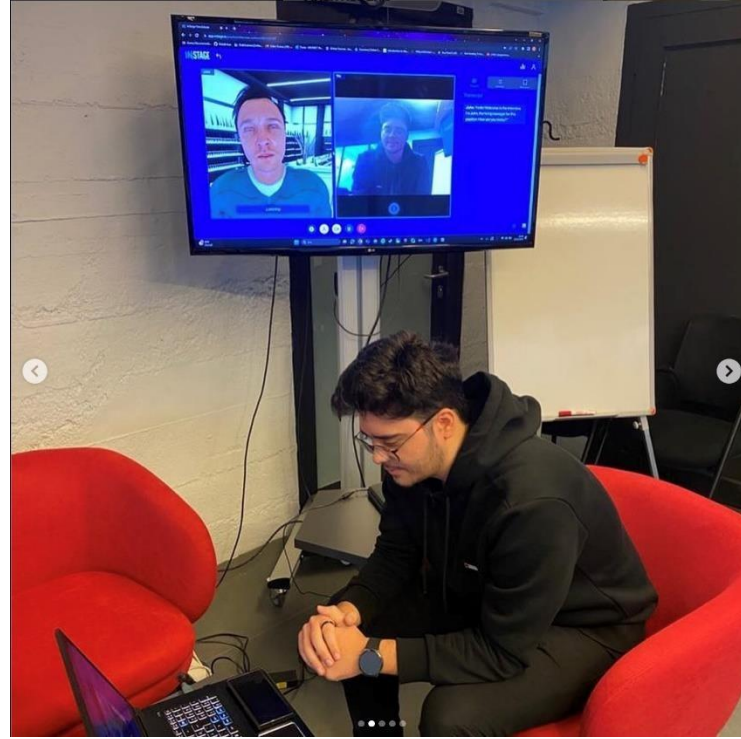
It includes interactive exercises and group activities based on sharing and engagement.

Throughout this group process, students will have the opportunity to:

- Explore their values and gain deeper self-understanding,
- Cope with uncertainty and develop flexible career plans,
- Make sense of their career decisions and build supportive perspectives.

The themes of the sessions may vary each semester (e.g. Chaos Theory, self-awareness, resilience, decision-making, etc.).

Open to students from all departments — no prior knowledge or experience is required to participate.



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

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.



Career Counseling Workshop

Kariyer Psikolojik Danışmanı
NEYZEN AYDIN YANIK



Kariyer Yolcuğunuzu
Birlikte Tasarlayalım!

Randevu almak için maildeki linke tıklayınız.

CO-OP
KAMPÜSÜMİŞYERİM





What is Business Camp?

Business Camp is a large-scale career event held annually in various formats, with the participation of around 50 companies.

It offers students the opportunity to meet company representatives one-on-one, ask questions, and submit their CVs.

The event is open to students from all departments and academic levels.

BAU CAREER CAMP

Fall Semester Career Module

BAU CAREER CAMP

Kariyerine İlk Adımı



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

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

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

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



CO-OP
KAMPÜSÜMİŞYERİM



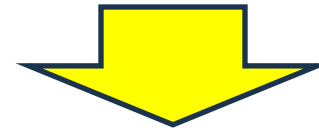
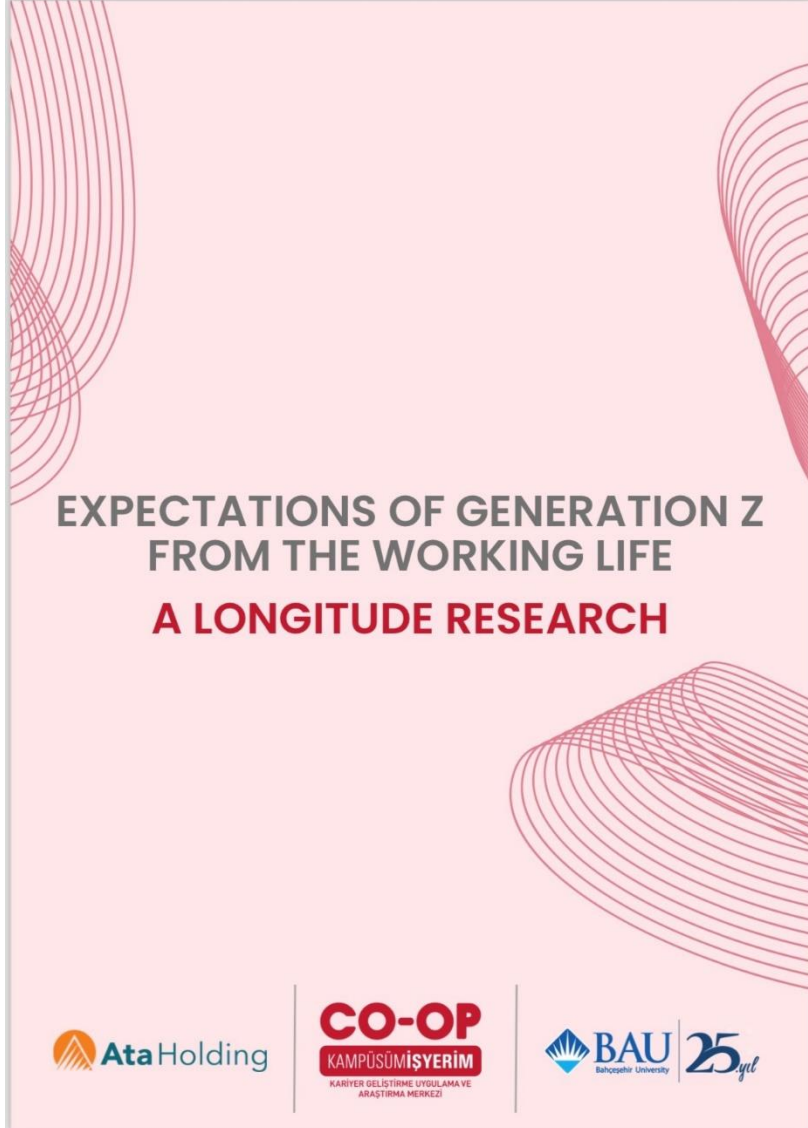
What is Career Camp?

Career Camp is a program specially designed for first-year prep students, offering an early introduction to CO-OP Career Center and the fundamentals of career development.

Through the workshop held as part of the camp, students will:

- Learn about the career counseling services available to them,
- Discover how to navigate their university years in a more intentional and planned way,
- Get introduced to supportive resources as they take their first steps toward the future.





Approach to New Generation Working Models and Transformation to Networked Organization



We became finalists at the **QS Reimagine Education Awards** with our **Branded Course Program**, and had the opportunity to present it at the London conference.

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!**

We hosted the
WACE-2025
World COOP
Conference.

**BAHÇEŞEHİR
UNIVERSITY**



We hosted 300 participants from 25 different countries at our university.

The conference covered the following topics:

- **University-Industry Collaborations**
- **Work-Integrated Learning and Internship Models**
- **Career Expectations of Generation Z**
- **Global CO-OP Projects and Initiatives**

CO-OP Responsibility Society Contribution Program

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



Öğrencilerimiz, Sektör Panellerinde
Akademi ve İş Dünyasından İsimlerle
Bir Araya Geldi



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 RESPONSIBILTY and SOCIAL ENTREPRENEURSHIP
9	E_COMMERCE and PLATFORM ECONOMY
10	METaverse AND AR
11	GENERATIVE AI
12	SUSTAINABILTY AND CLIMATE CHANGE
13	DIGITAL LEARNING and TEACHING PLATFORMS
14	CYBER SECURITY AWARENESS

Conrad Istanbul Bosphorus



IGA Istanbul Airport



CO-OP
TALKS

GÜNCEL KONULARDA
ÜNİVERSİTE BAKIŞI



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*

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

CO-OP
TALKS

GÜNCEL KONULARA
ÜNİVERSİTE BAKIŞI



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



Halkbank işbirliği ile yürüttüğümüz CO-OP İş Deneyim Programı kapsamında **41 öğrencimiz** Halkbank Bilgi Teknolojileri Genel Müdür Yardımcılığı'nda staja kabul almıştır.

Öğrencilerimize sağlamış oldukları staj imkânı ve göstermiş olduğunuz değerli iş birliği için Halkbank ekibine teşekkür eder, staja başlayacak tüm öğrencilerimize başarılar dileriz.

Our students who successfully completed their internships within the scope of the "Work Experience Program" conducted in cooperation with Halkbank became Halkbank employees.



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
Baucoop



BAU CO-OP
BAU CO-OP