

CO-OP

MYCAMPUSISMYOFFICE

CAREER DEVELOPMENT &
RESEARCH CENTER

Innovative Model of University-Business Life Integration

1

COOPER

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

2

COMPANY INTEGRATED LEARNING (CIL)



3

CAREER COUNSELING & EVENTS

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



3000+ Partner Companies



282 Branded Courses



12.000+ Coopers



32.544 Students Enrolled Branded
Courses



CO-OP

WORK EXPERIENCE PROGRAM

HR Modelling Process For Long-Term Internship

WHAT DOES COOPER MEAN?

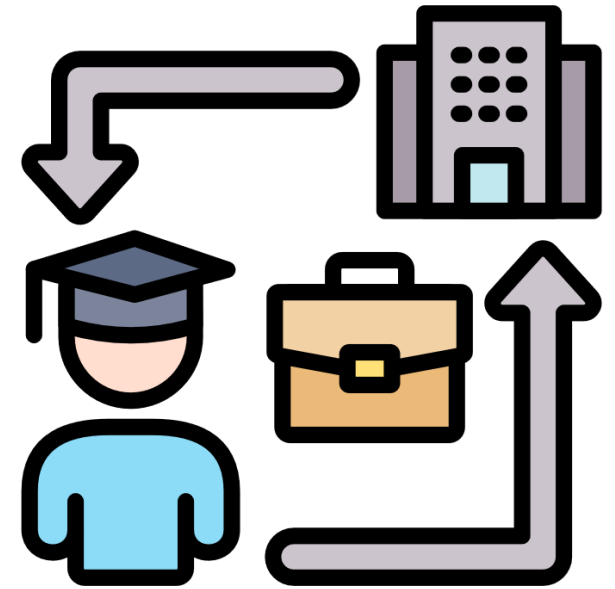
COOPER:



- 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 mandatory internship
- COOPers don't take a break from their curriculum instead they use their free days at their weekly course program in 3rd and 4th grades.

WHAT IS THE PURPOSE OF A CO-OP SYSTEM?

- To integrate our students into professional life while they continue their academic education.
- To ensure that our students start their careers one step ahead when they graduate meanwhile BAU graduates are preferred by the business world.
- To run an education model that is closely intertwined with the business world, to include the business world within the university.
- To help students find suitable job fields/sectors by experiencing them while they are still studying.



COOPER SELECTION

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

≈9000 Student Interviews





Full Integration of Companies/Sectors Into The Curriculum & Faculty

“Company Integrated Learning (CIL) by Bahçeşehir University (BAU)

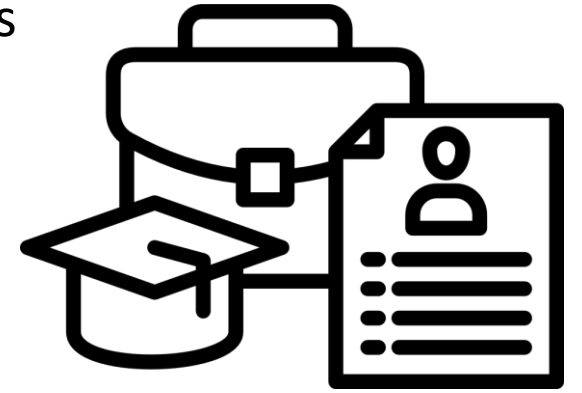
A strategic model for industry-integrated, applied engineering and technology education.”

WHAT IS CIL?

- Company Integrated Learning (CIL) is an innovative academic model developed and implemented at Bahçeşehir University (BAU), where companies design and teach full 14-week, credit-bearing university courses embedded directly into the curriculum.
- **CIL is** Not an internship
Not a guest lecturer
Not a short-term workshop or seminar series
- A full-semester academic course, co-governed by faculty and taught by industry professionals, including real projects, sector tools, site visits, and formal assessments.

‘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
- Departmental or non-departmental electives
- Opportunity for companies to reach out high potential students for internship & employment and to create 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.



WIL

Work Integrated Learning
Students sent to companies



BAU CIL

Company Integrated Learning
Companies brought into classroom

EFFECTIVE CO-OP PROGRAM

BAU Holistic approach in which WIL+CIL complement each other IoT meet changing GenZ students' expectations and evolving worklife needs.

CIL

by Bahçeşehir University

Where companies become faculty



14-Week
Courses



Real-World
Experience



Academic
Credit

Bringing industry into the curriculum

Courses were
opened with a total
of **282** brands
from different
sectors

The total number of
students took these
courses

32.544

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”



BAU BAHÇEŞEHİR
UNIVERSITY

2024-2025 SOME OF BRANDED COURSES

ABDİİBRAHİM



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

flormar **“Holistic Marketing Comms.
Management”**

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 BAHÇEŞEHİR
UNIVERSITY

**Great
Place
To
Work®**

«Playbook: How to Win
at Work»



« Supply Chain
Management
Applications»



«AWS Academy
Cloud Computing
Foundations»



«WMS Systems in
Supply Chain»



« Web And Mobile
Application
Development With
Kuika"»



«Corporate Governance»

Fall Semester
32 Courses

2025-2026-SPRING SOME OF BRANDED COURSES



YENİBİRLİDER
DERNEĞİ

«Social Innovation and
Entrepreneurship»

bürotime

«Workspace Evolution:
From Concept to
Evolution »



Çırağan Palace
Kempinski

«Luxury Hospitality: Operations and
Brand Management»



«Future of
eCommerce»



« Taxation of International Trade »



«Human & Culture
Journey with Karaca»

Spring Semester
37 Courses



BAU BAHÇEŞEHİR
UNIVERSITY

2023 – 2024 FALL SEMESTER CO-OP BRANDED COURSES

Course Code	Course Name	NUMBER OF STUDENTS	FACULTIES & DEPARTMENTIES
COP4115	I.P.I- Introduction to Psychodrama Group Psychotherapy	27	Faculty of Educational Sciences
COP4207	Bahçeşehir Colleges “Designing the Future of Education through Bahçeşehir College Vision”	27	Faculty of Educational Sciences
COP4330	Cinema8 Film: Interactive Short Film Production	44	Faculty of Communication
COP4322	Optimist Consultancy -Customer Experience Management	35	Faculty of Communication
COP4333	Netflix: Series-Writing Course	12	Faculty of Communication
COP4335	Podfresh: Global Podcasting Ecosystem	31	Faculty of Communication
COP4337	Lagalugacılar Agency ”Communication and Community Management in Social Media”	43	Faculty of Communication
COP4339	Zenna Research “Research Literacy and Data Effect”	25	Faculty of Communication
COP4338	Tazefikir Agency: “Creative Thinking and Innovation”	78	Faculty of Communication
COP3435	Flormar – “Integrated Marketing Communications Management”	39	Faculty of Economics, Administrative and Social Sciences
COP3437	Mondelez – “How Brands Grow?”	40	Faculty of Economics, Administrative and Social Sciences
COP3439	Worklex – “Freelance Working Model”	40	Faculty of Economics, Administrative and Social Sciences
COP4447	L’Oréal – “Transformative Business Management in Beauty”	38	Faculty of Economics, Administrative and Social Sciences
COP4501	İpekyol Group – “Digitization and New Applications in Fashion Retail”	33	Faculty of Economics, Administrative and Social Sciences
COP4511	HAN Spaces “Development and Management of Co-working Spaces”	37	Faculty of Economics, Administrative and Social Sciences

Course Code	Course Name	NUMBER OF STUDENTS	FACULTIES & DEPARTMENTIES
COP4749	ETID (E-Commerce Assoc.) “E-commerce”	38	Faculty of Economics, Administrative and Social Sciences
COP3443	Akkök Holding- “Corporate Governance”	46	Faculty of Economics, Administrative and Social Sciences
COP3072	Schär – “Celiac Disease and Nutrition”	32	Faculty of Health Sciences
COP2821	BeCure “Technological Rehabilitation”	50	Faculty of Health Sciences
COP4509	Sevdimbaş Law- “Sports Law (Online)”	50	Faculty of Law
COP4401	Schneider Electric – “Energy Efficiency & Saving”	22	Faculty of Engineering and Natural Sciences
COP4413	Mercedes Benz – “Commercial Vehicle Engineering”	21	Faculty of Engineering and Natural Sciences
COP4419	Wissen Akademi – Network Systems Engineering	30	Faculty of Engineering and Natural Sciences
COP4428	Trendyol – “Introduction to Software Testing”	30	Faculty of Engineering and Natural Sciences
COP4435	SAMSUNG – “Developing Applications for Android Devices”	33	Faculty of Engineering and Natural Sciences
COP4451	Wissen Akademi – “Cloud Computing and its Applications”	30	Faculty of Engineering and Natural Sciences
COP4461	ORION- “Agile Project Management”	40	Faculty of Engineering and Natural Sciences
COP4472	Wissen Akademi- “IOT and Industry 4.0 Framework”	30	Faculty of Engineering and Natural Sciences
COP4473	Dinamo CO – “PPP Mega Projects”	28	Faculty of Engineering and Natural Sciences
COP4498	Akenerji – “Power Plant Operation and Management”	35	Faculty of Engineering and Natural Sciences
COP4493	AWS Academy “Cloud Computing Foundations”	31	Faculty of Engineering and Natural Sciences
COP4497	KUIKA "Web and Mobile Application Development with Kuika"	30	Faculty of Engineering and Natural Sciences
COP4802	IGA-Istanbul Airport " Airport Management”	62	School of Applied Disciplines

2023 – 2024 SPRING SEMESTER CO-OP BRANDED COURSES

Course Code	Course Name	NUMBER OF STUDENTS	FACULTIES & DEPARTMENTIES
COP4803	Keyvan Aviation – “Navigating Future Skies /	30	School of Applied Disciplines
COP3428	KPMG “Independent Audit and the Role of Technology”	33	Faculty of Economics, Administrative and Social Sciences
COP3430	LCW “LCW To Be Brand in Global”	39	Faculty of Economics, Administrative and Social Sciences
COP4210	Abdi İbrahim Drugs “Creative Marketing Approaches for Restricted Markets”	26	Faculty of Economics, Administrative and Social Sciences
COP4218	TİDE "Internal Audit"	41	Faculty of Economics, Administrative and Social Sciences
COP4221	PWC "Taxation of International Trade"	35	Faculty of Economics, Administrative and Social Sciences
COP3432	Media Markt "A Consumer Electronics Retailer: MediaMarkt"	40	Faculty of Economics, Administrative and Social Sciences
COP4567	Benetton “Sales Management”	44	Faculty of Economics, Administrative and Social Sciences
COP4242	Watsons “Fundamentals of E-commerce”	30	Faculty of Economics, Administrative and Social Sciences
COP4240	Yeşilay/Turkish Green Crescent “Yeşilay & Addiction”	37	Faculty of Economics, Administrative and Social Sciences
COP3072	Schär – “Celiac Disease and Nutrition”	30	Faculty of Health Sciences
COP3812	Futurists Assoc. “Future knowledge”	40	Faculty of Health Sciences
COP3826	Empatim Special Edu.Center “Special Topics in Paediatric Rehabilitation”	23	Faculty of Health Sciences
COP4339	Zenna Research: Research Literacy and Data Effect	28	Faculty of Communication
COP4341	Yapı Kredi Bank ”Sustainability Communication”	38	Faculty of Communication
COP4330	Cinema8 Film “Interactive Short Film Production”	21	Faculty of Communication
COP4322	Optimist Consultancy “Customer Experience Management”	36	Faculty of Communication
COP4338	Taze Fikir Agency " Brand Communication in Metaverse	76	Faculty of Communication
COP4337	Lagalugacılar Creative Agency “ Communication and Community Management in Social Media”	41	Faculty of Communication

Course Code	Course Name	NUMBER OF STUDENTS	FACULTIES & DEPARTMENTIES
COP4404	BOSH Termoteknik "HVAC Systems"	22	Faculty of Engineering and Natural Sciences
COP4409	Selco Eng. "Supply Chain and Logistics"	76	Faculty of Engineering and Natural Sciences
COP4436	SAMSUNG "Advanced Developing Application for Android Devices"	27	Faculty of Engineering and Natural Sciences
COP4451	Wissen Akademi “Cloud Computing and its Applications”	23	Faculty of Engineering and Natural Sciences
COP4466	Wissen Akademi "Front-End Web Development"	35	Faculty of Engineering and Natural Sciences
COP4467	Wissen Akademi "Cybersecurity & Information Systems Security"	33	Faculty of Engineering and Natural Sciences
COP4468	Wissen Akademi "Cross Platform Application Development"	28	Faculty of Engineering and Natural Sciences
COP4919	STM Defense Industry "Introduction to Defense Industry Applications"	20	Faculty of Engineering and Natural Sciences
COP4421	FANUC Robotics “Robotics and Automation Technologies”	30	Faculty of Engineering and Natural Sciences
COP4488	Istanbul Metropolitan Municipality-İSKİ “Urban Water Management and Infrastructure”	20	Faculty of Engineering and Natural Sciences
COP4499	AgeSa Insurance “Pension and Life A.Ş. Agile Transformation, Project and Risk Management Course”	23	Faculty of Engineering and Natural Sciences
COP4496	Istanbul Metropolitan Municipality-IETT “Innovation in Transportation”	71	Faculty of Engineering and Natural Sciences
COP4912	ORION “Quality Assurance and System Testing”	32	Faculty of Engineering and Natural Sciences
COP4902	FIGES “Model based design via MATLAB”	35	Faculty of Engineering and Natural Sciences
COP3342	Uppercase Brands “Prompt Engineering”	39	Faculty of Engineering and Natural Sciences
COP4920	VODAFONE “Telecommunications Engineering”	52	Faculty of Engineering and Natural Sciences
COP4922	IBM "Information Technologies"	40	Faculty of Engineering and Natural Sciences
COP4469	KUIKA “Low-Code Platform Development: Kuika Case”	19	Faculty of Engineering and Natural Sciences
MTH3901	IMSAD “Building Materials and Systems from Foundation to Roof” (<i>Course taken from Ministry of Ind.&Tech.Sector in Campus program</i>)	25	Faculty of Achitecture&Design

BRANDED COURSES



Schneider Branded Course



Mondelez Branded Course



Bürotime Konya
Course Field Trip

BRANDED COURSES



Barilla course Site Visit



Karaca Course
Site Visit

BRANDED COURSES



CIRAGAN PALACE KEMPINSKI Course
Hotel Visit

CO-OP

REVERSE MENTORING

More Than Internship...

REVERSE MENTORING

COOPER

Top Managers(C-Level)

Generation Support

Mid-Managers

Strategic Projects

**Mostly Students only
placed as interns at
departments of Companies
(HR, Marketing etc.)**

Aiming to carry the potentials
of GenZ from departmental
internship level
to decision maker level.

Reverse Mentoring

- A fresh perspective at Z generation
- Opportunity to learn the expectations of the future employees and the way they look at business life
- Understanding the communication methods of the new generation and the tools they use.
- Role play and modelling
- Developing inter-generational understanding and cooperation





PROGRAM CREATION

- Determination of needs
 - Long listing from CO-OP student talent pool
 - Preliminary Interview and assesment: BAU CO-OP Office
 - Final Interviews: Company
 - Mentor – Mentee matching
 - Orientation for Mentor-Mentees; meeting standards and contents (frequency, place, rules)
 - Establishment of control points
- 



EXECUTION OF THE PROGRAM

- Mentor – Mentee meetings
 - Updating meeting topics
- 



EVALUTION OF THE PROGRAM

- Mentor Feedback→ CO-OP
- Mentee Feedbacks→ Company
- Evaluating and sharing the feedback received in digital forms

UNILEVER PROJECT



Unilever Turkey CEO
Harm Goossens, and
Reverse Mentor Student



People Strategy project group
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

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

Free registration.
For information: biletino.com

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

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.



AtaHolding

DenizBank

DOĞUŞ

TURKISHYIN

CO-OP



First in Turkey

Partnership with BAU-Unilever



BAU BAHÇEŞEHİR
UNIVERSITY

REVERSE MENTORING



**CIRAGAN PALACE
KEMPINSKI**



UTİKAD



REVERSE MENTORING

IPEKYOL



REVERSE MENTORING



REVERSE MENTORING



VISITING OUR COOPERS AT THEIR COMPANIES



Digital Evaluations
and feedback from
students and
companies

The image shows three smartphones displaying digital evaluation forms. The first smartphone displays the 'Tersine Mentorluk Programı Değerlendirme Formu'. The second smartphone displays the 'COOPER Değerlendirme Formu (Öğrenci)'. The third smartphone displays the 'Markalı Ders Değerlendirme Formu'. Each form includes the CO-OP KAMPÜSÜMİŞYERİM logo and the website coop.bau.edu.tr.

Tersine Mentorluk Programı Değerlendirme Formu

Form açıklaması:

Resim başlığı

CO-OP
KAMPÜSÜMİŞYERİM
coop.bau.edu.tr

Adınız Soyadınız *

Kısa yanıt metni

Tersine Mentorluk Projesini yürüttüğünüz firmayı seçiniz. *

☐ Ata Holding

☐ Denizbank

☐ Doğuş Otomotiv

☐ Turkishwin

☐ 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 Direktörlüğü çalışanları tarafından görülecektir. Verdiğiniz geri bildiri topandktan sonra anonimleştirilip analiz edilerek gerekli iyileştirmelerin yapılması için firmalara iletilecektir. Katılı 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

Kesinlikle katılıyorum

Süreç boyunca CO-OP ofisinden gerekli yardımı aldım.

1 2 3 4 5

Kesinlikle katılmıyorum

Kesinlikle katılıyorum



CO-OP

BUSINESS CORNER

Seminar&Workshop

CO-OP

BUSINESS POINT

**One to One
Company HR- Student Meeting**



HILTON
Case Study



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 any question about Career.



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
BAHÇEŞEHİR
UNIVERSITY



CO-OP
BUSINESS POINT

meetings at CO-OP Office
2 times in a week
Tuesday-Thursday



CO-OP
BUSINESS CORNER



CO-OP

ACADEMY

CO-OP

JOINT

Career Counselor's Special Programs

What is CO-OP ACADEMY?

- A comprehensive and intensive development program that shapes the leadership of the future,
- Filled with knowledge, inspiration and connections,
- Equips participants with entrepreneurial skills
- A comprehensive and intensive career development program
- An 8–10 week program consisting of sessions delivered by C-level executives in their areas of expertise
- From among all applicants, 25 students who stand out based on their GPA, internship experience, and career development skills are selected through an interview process and admitted to the program.

Top Talent Program



CO-OP ACADEMY TOP TALENT PROGRAM

CO-OP ACADEMY

From our guests
and sessions





What is COOP Joint?

- Specifically designed for our international students.
- A structured career development program featuring sessions hosted by industry experts, expat or local executives—particularly selected from international company networks.
- The program runs for a duration of 4 to 6 weeks.

CO-OP JOINT PROGRAM

Our CO-OP Joint Program is designed specifically for international students, offering tailored career counseling, skills workshops, and opportunities to connect with leading companies. Whether you're exploring your options or ready to take the next step, this program will equip you with the tools and insights needed to succeed in today's global job market.



Make sure to follow your emails to keep up with the event schedule and registration!

Join us and take charge of your future!

CO-OP
KAMPÜSÜMİŞYERİM

CO-OP JOINT PROGRAM

CAREER ACTIVITY	SPEAKER	DATE
CO-OP JOINT Opening: Networking	Neyzen Aydın Yanık CO-OP Career Counselor	20.10.2025 MONDAY 15:00-16:00
Career Journey: Key Insights from a Headhunter	Seher Demirci Managing Partner Benson & Partners	10.11.2025 MONDAY 15:00-16:00
Careers with Social Impact	Fatma Shain HR Officer UNICEF	TBD
Beyond the CV: Building Your Personal Brand	Seher Demirci Managing Partner Benson & Partners	15.12.2025 MONDAY 15:00-16:00

CO-OP
KAMPÜSÜMİŞYERİM

CO-OP JOINT



Seher Demirci
Managing Partner

Career Journey: Key Insights from a Headhunter

10.11.2025 | 15:00-16:00

CO-OP BUSINESS CORNER

BENSON & PARTNERS

CO-OP
KAMPÜSÜMİŞYERİM

CO-OP JOINT



NEYZEN AYDIN YANIK
CO-OP CAREER COUNSELOR

CAREER DEVELOPMENT: NETWORKING

20.10.2025 | 15:00-16:00

CO-OP BUSINESS CORNER

CO-OP
KAMPÜSÜMİŞYERİM

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.

Each session:

Is conducted within a structured flow,
Integrates the themes of psychological resilience, self-awareness, and career development,
And is delivered through interactive practices and sharing-based group activities.

Throughout the group process, students have the opportunity to:

Develop a deeper understanding of themselves and their values,
Cope with uncertainty and create flexible career plans,
Make sense of their career decisions and develop supportive perspectives.

The sessions are shaped around different themes each term (such as Chaos Theory, self-awareness, resilience, decision-making, etc.).

The program is open to students from all departments and does not require any prior knowledge or experience for participation.



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

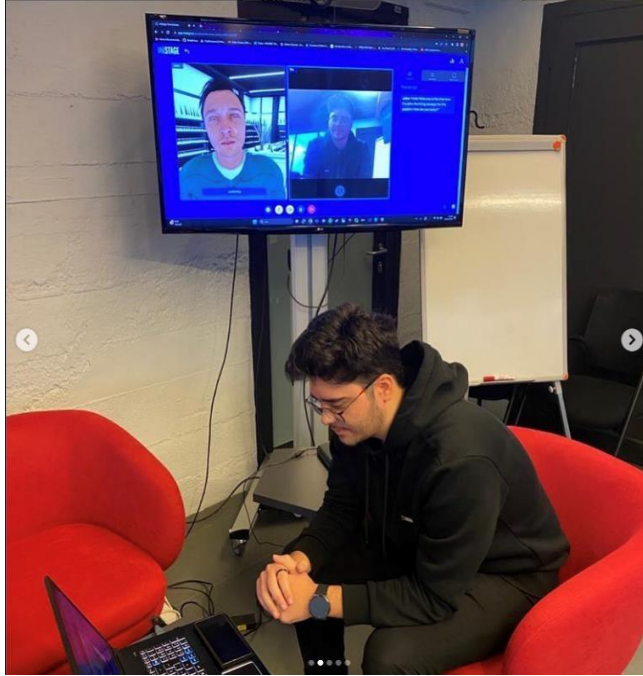
- Yalnızca **Lisans 4. Sınıf** Öğrencileri başvuru yapabilir.
- Grup oturumları, yüz yüze CO-OP Business Corner'da gerçekleştirilecektir.
- Oturum süresi 120 dk olup, haftada bir gün, 4 hafta sürecektir.
- Form dolduruluktan sonra, bire bir görüşmeler ile katılımcılar belirlenip duyurulacaktır.

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.

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

ÇALIŞMAYA BAŞVUR!



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 UYGULAMA VE
ARAŞTIRMA MERKEZİ

AI Interview Simulation for our students

CO-OP

CAREER COUNSELING

For More Confident Career Steps...



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CAREER COUNSELING AT CO-OP OFFICE



- Structured, one-on-one interviews lasting approximately **30-40 minutes** are open to all students.
- **The Characterlx Career Orientation Inventory** is applied when it is necessary.
- Interviews are conducted in person at the CO-OP Office and can be done in **Turkish** or **English**.

CAREER COUNSELING WORKSHOP



What is BUSINESS CAMP?

Business Camp is a large-scale career event held annually in various formats, with the participation of around 70 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
Kariyerine *İlk Adım!*

BAU 25th
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!

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

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

CO-OP
KAMPÜSÜMİŞYERİM

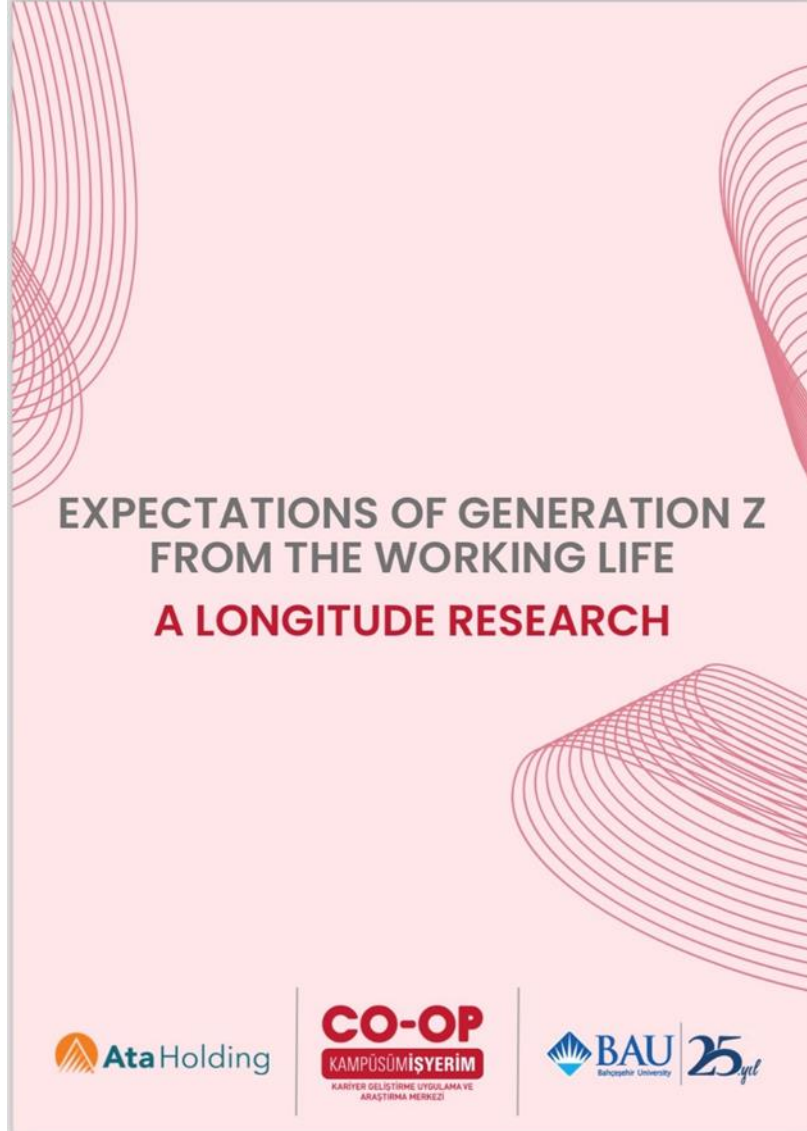


What is Career Camp?

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.



SHARING CO-OP EXPERIENCES



Ajman University-UAE
CO-OP Briefing at Dean's Council





2025 HONOREE

Bridging Academia and Industry:
A Transformative Learning Model through Branded Course Integration


BAU
Bahçeşehir University

Bahçeşehir University
Faculty of Economics, Administrative and Social Sciences
Türkiye

AACSB  **Innovations That Inspire**

Among Business Schools all around the world, BAU CO-OP Branded Courses has been recognized for its impactful collaboration with the business world bridging academia and the industry in meaningful future-focused ways

**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!**

**BAHÇEŞEHİR
UNIVERSITY**

wace
advancing cooperative &
work-integrated education

CO-OP
MYCAMPUSİMYOFFICE
CAREER DEVELOPMENT &
RESEARCH CENTER

BAU
Bahçeşehir University

We hosted **WACE-2025**
World COOP
Conference.



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

Special program for
HIGH SCHOOLS to
create awareness at
latest topics (e.g.Gen-
AI, Networking..)



Hakan Duran, “Bir CEO’nun Kariyer Yolculuğu”
Söyleşimize Konuk Oldu



Darüßsafaka
1863
EĞİTİM
KURUMLARI

CO-OP RESPONSIBILITY

SOCIETY CONTRIBUTION PROGRAM-for HIGH SCHOOLS

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	METaverse AND AR
11	GENERATIVE AI
12	SUSTAINABILITY AND CLIMATE CHANGE
13	DIGITAL LEARNING and TEACHING PLATFORMS
14	CYBER SECURITY AWARENESS

14 Weeks Program



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CO-OP TALKS

SOCIETY CONTRIBUTION PROGRAM-for COMPANIES

Conrad Istanbul Bosphorus



IGA Istanbul Airport



CO-OP
TALKS

**University Perspective
on Current Topics**



“University Perspective on Current Topics”

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.

GENERAL PHILOSOPHY & APPROACH

Students are changing (GenZ, GenAlpha)
Business is evolving

«NEVER STOP»

Follow and observe these changes and develop new programs each year.

e.g. Business Point

Be connected to global career & COOP organizations, benchmark with them

WACE, NACE etc.

Be inside the business and industry

A Career Center/COOP must be extrovert, more partner companies mean more programs

Location in the heart/main route of the university.

Different than other formal staff offices, CC must be reachable and in the view sight of the students.

Effective Branding and marketing

Program/department must have a registered trademark/brand, Sub programs also given specific brand names.

Share experience but keep the brand

Strong team

- Must work in initiative , be flexible and accountable-regular reporting.
- ROI for University; Senior Mng. Support.



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CURRENT CO-OP PROGRAMS



13 Active CO-OP Programs & Brands
(There were 3 Programs in 2016, 10 New developed)

2 New Programs in 2025-26 Academic Year:

CO-OP
TALENT POOL

CO-OP
LUNCH & LEARN

CO-OP

TALENT POOL

From University to Professional Life: From Talent to the Future...

CO-OP TALENT POOL

- An exclusive talent pool bringing together high-potential, job-ready recent graduates who have actively participated in the CO-OP Programs.
- Provides employers with a single platform to access and prioritize qualified candidates for their graduate recruitment processes.
- Enables direct connections between employers and students through a digital talent catalog and up-to-date CVs.
- Supports the faster employment of young talents by facilitating their transition into the professional world.

CO-OP TALENT POOL



CO-OP

LUNCH & LEARN

Lunch is on Us. Learning is on You.

CO-OP LUNCH & LEARN

- The CO-OP Lunch & Learn Program brings students and industry professionals together around the same table, creating an engaging and interactive learning experience.
- During these exclusive sessions, students enjoy lunch while connecting with experts from various industries, gaining valuable career insights, exploring the latest workplace trends, and expanding their professional networks.



LUNCH & LEARN





Melike Hatun Bayır
Merhaba, ben Melike Hatun! 2025 Haziran ayında Bilgisayar Mühendisliği bölümünden mezun oldum.

Lisans eğitimim boyunca odaklandığım akademik yolculuğumun yanında CO-OP birimimiz sayesinde sektörde de çeşitli deneyimler elde ettim. Lisans birinci sınıf öğrencisiyken gönüllü staj yaptığım şirkette, küresel projelerde görev aldım. CO-OP partnerleriyle düzenlenen Business Pointler ve kariyer günleri sayesinde birçok şirketi tanıma ve sektörü yakından gözlemleme fırsatı buldum.

Dördüncü sınıfta, BAU Top Talent Programı - CO-OP Akademi'ye seçilen yirmi öğrenciden biri olarak, sektördeki deneyimlerini bizlerle paylaşan değerli isimlerle bir araya geldim.

Mezuniyetim yaklaşırken CO-OP biriminden aldığım kariyer danışmanlığı sayesinde kariyerim için kendime en uygun kararları aldım. Bugün SAAS Unicorn'u Insider'da Veri analisti olarak görev almamda büyük etkisi olan bu deneyim için başta Neyzen Hanım olmak üzere, Bahçeşehir Üniversitesi'nin vazeçilmez bir parçası olan tüm CO-OP ekibine teşekkür ederim.



Dilara Ordu



COOP deneyimim benim için gerçekten çok değerli oldu. Başlangıçta hangi departmanda çalışmak istediğimi ve kariyerimde nasıl bir yol izlemem gerektiğini bilmiyordum. COOP dersi sayesinde Flormar'ın Kreatif Direktörü Gökçen Akyol Yamaner ile tanışma fırsatı buldum ve bu, kariyer yolculuğumu şekillendiren en önemli adımlardan biri oldu. Bu tanışma bana ilham vererek markada önce staj yapma, ardından da çalışma fırsatı kazandırdı.

Flormar'da çalışma fırsatı, kendimi keşfetmemi ve yeteneklerimi daha iyi anlamamı sağladı. Bu deneyim sayesinde profesyonel hedeflerimi netleştirdim ve hangi alanlarda en iyi şekilde katkı sunabileceğimi gördüm.

Şu anda aynı şirketin İspanya ofisinde, İspanyol pazarını geliştirmeye odaklanarak çalışıyorum. COOP programı olmasaydı bu fırsatı yakalayamam mümkün olmazdı.

Öğrencilere tavsiyem, bu tür deneyimleri ciddiye almanın ve mümkün olduğunca aktif bir şekilde öğrenmeye odaklanmaktır. COOP, kariyer yolunu keşfetmek ve kendini tanımak için harika bir fırsat. Bu programı sadece bir ders olarak değil, kişisel gelişim ve geleceğe yön verme açısından büyük bir adım olarak görmelerini öneririm. Çünkü bazen hayatımızı değiştiren adımlar, tam da bu tür deneyimlerle başlar.



Ünal Büyükköroğlu

Merhabalar, ben Ünal. Bahçeşehir Üniversitesi Bilgisayar Mühendisliği bölümünden henüz bu yaz mezun oldum.

Üniversite eğitimim boyunca temel hedefim, geleceğin sektörü olarak gördüğüm alanlarda deneyim kazanmaktır. Kişisel projelerimin yanı sıra, CO-OP Biriminin sağladığı staj imkanları ve okulumuzdaki markalı dersler, sektör profesyonelleriyle erken iletişim kurmamı sağladı.

Mezuniyetime yakın bir dönemde, CO-OP partnerimiz olan HUAWEI'nin daha önce deneyimlediğim ve kariyerimi devam ettirmek istediğim Cloud alanındaki iş ilanı gördüm. CO-OP sürecinin bana kattığı yetkinlikler sayesinde işe alım sürecim çok daha başarılı ve hızlı ilerledi.

Kariyerimi sağlam adımlarla şekillendirmemde ve profesyonel hayata hazırlanmamdaki değerli katkıları için CO-OP Birimimize ve hocalarımıza içtenlikle teşekkür ederim. Tüm arkadaşlarıma bu fırsatlardan faydalanmalarını tavsiye ederim.



"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



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WHAT WE WORK FOR... STRONGEST MOTIVATION



Halkbank iş birliği ile yürüttüğümüz
CO-OP İş Deneyim Programı kapsamında
22 Öğrencimiz

Halkbank Bilgi Teknolojileri Genel Müdür
Yardımcılığı'nda stajlarını tamamlayarak
devamında işe alınmıştır.

- | | | |
|----------------------|------------------------|----------------------|
| • Ömer Aktürk | • Hasan Mert Koç | • Ali Emir Gürcan |
| • Ecem Özsert | • Kaan Ateş | • Orkun Koray Taner |
| • Sude Aksekü | • Yusuf Çelik | • İdil Adalı |
| • Yiğitcan Kayacan | • Doğan Göküşoğlu | • Tuna Ertürk |
| • Kemal Berkay Kılıç | • Ahmet Ger | • Dilara Çoban |
| • Ömer Faruk Cesur | • Çağrı Yağan | • Enis Arda İskender |
| • Furkan Sezgin | • Yusuf Alperen Kocaer | • Yusuf Yavuz |
| | • Faruk Berk Öztürk | |



41 students successfully completed their internships within the scope of the "Work Experience Program" with Halkbank-22 of them 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.



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UNIVERSITY

CO-OP

MYCAMPUSISMYOFFICE

CAREER DEVELOPMENT &
RESEARCH CENTER

Thank You!

CO-OP Team...



@baucoop



BAU COOP

CO-OP Video: [CO-OP](#)