

# **B DECENT WORK AND ECONOMIC GROWTH**



## 2021-2022

### BAU AT A GLANCE

Sinceitsfoundation in 1998, the vision of BAU has been to be a global university known for its contribution to scientific, technological, and cultural knowledge through innovative education models and research approaches that reflect international standards as well as service to society. Currently, BAU Global Network comprises of 6 universities (Istanbul, Washington D.C., Berlin, Cyprus, Batumi, Plymouth), 5 liaison offices (BAU Global Azerbaijan Jordan, Uzbekistan, Mongolia, Pakistan) and 5 language schools.

As one of the leading universities in Türkiye, BAU aims primarily to improve the living standards of the local and global society by integrating the sustainable development goals into its corporate processes and culture, educational programs, academic research practices and stakeholder collaborations. BAU with its staff members, students and alumni is a big academic community who are raised as good global citizens committed to each x and the world around them and always act with the utmost sense of ethics and social responsibility.

## **BAU WITH NUMBERS**

- · 7 campuses in Istanbul
- · 10 faculties, 1 conservatory, 2 vocational schools
- · 40 BA programs, 153 MA programs, 24 PhD. programs
- · 22 research and application centers
- · 150 labs, workshops/studios, incubation centers
- · 223 Erasmus partner universities, 92 world exchange partners
- · 805 full-time faculty members, 526 administrative staff members
- $\cdot$  17.927 undergraduate students, 4.552 graduate students, 415 doctora degree students
- · 80 student clubs
- · 224 externally funded projects between 2020-2022
- · 340 industry partnerships & projects between 2020-2022



BAU participates in the Times Higher Education (THE) Impact Rankings since 2019. According to the current rankings, BAU belongs to the 801-1000 band in the World University Rankings, the 401-600 band in the Impact Rankings and the 151-200 band in the Young University Rankings 2023. Also, BAU is ranked among the top 5 universities in Türkiye.

The university continuously increases its standing in categories related to the UN Sustainable Development Goals. As of 2023, BAU holds the following standings in the THE Impact Rankings;

- · 67th in Quality Education
- · 93 th in Peace, Justice and Strong Institutions
- · Ranks between 201-300 in Gender Equality
- · Ranks between 201-300 in Reducing Inequalities
- · Ranks between 201-300 in Industry, Innovation and Infrastructure
- · Ranks between 301-400 in Sustainable Cities and Communities

The University takes the above-mentioned rankings as evaluation criteria for progress regarding its adherence and contribution to the UN Sustainable Development Goals and will continue to report its advancement in the rankings on a yearly basis.

In order to contribute to the realization of promoting sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all, BAU has established the CO-OP and Joint Education Model systems, which are the first in Turkey, based on university and business world cooperation. Research projects, activities and partnerships aimed at achieving this goal are among the priority areas of study for the university.

#### BAHÇEŞEHİR UNIVERSİTY CO-OP EDUCATION MODEL

"CO-OP Education Model" has been applied by Bahçeşehir University since 2008 and aims to merge higher education with business life and fill the gaps between business world and university. The university students who do internship with CO-OP, get work experience by participating in the work life actively while they continue their university educations

The most important advantage of the CO-OP Education Model is giving opportunity for work experience to students and getting easier transition to business world. The students who are working in the business world while they continue university education are called COOPER. COOPERs have advantages like being a part of the decision making processes in the business world, taking initiative, and being integrated to business life completely. The students who do internships with CO-OP, have the opportunity to find the proper sector and field/department for themselves while they are still studying. Also they can show their performance and after their graduation they can be employed directly in the CO-OP company. The partner companies also have the opportunity to select their employees among the COOPERs.

The 3rd and 4th grade students of the university who apply for CO-OP program, are placed in the partner companies for a long term internship in a changing period from 3 to 9 months and have the chance to get work experience while they are still studying. If the student and the company have a mutual agreement, these periods can be shortened and extended with the written document which is shared by the company.

#### **Bahçeşehir University Joint Education Model**

Start your life and career one step ahead with the Joint Education Model One of the most important needs of every student studying in communication sciences is to be able to transfer what they learn to practice, and to be successful in business life by receiving the real-life responses of theories about communication science. The Joint Education Model, which we have implemented in order to achieve this goal, enables our students to access Turkey's leading communication institutions, whose number reaches 81 as of 2021. Our students go to real job interviews and spend three days a week for a semester to gain experience within the scope of the Joint Education Model. The experience gained at the end of a semester is counted towards two courses and compulsory internships. At the end of the term, it is graded by the partner institution and the academic advisor. Our students, who develop their practice in all relevant areas from advertising to design, games, digital media, corporate communication, and sound, are ready for the industry while they are still at university.

#### **Cooperation with Leading Institutions of the Industry**

Offering both business and experience opportunities for Faculty of Communication students, the Joint Education Model aims to ensure that our students gain sectoral experience while still at the university. As of the 2020-2021 Academic Year, our faculty has partnership agreements with 81 leading institutions of Turkey, and thanks to our collaborations, students have the opportunity to experience different titles and positions of the communication world and meet professional practices early.

#### **Opportunity to Gain Professional Experience as a Student**

The Joint Education Model consists of 14-week programs that cover the fall and spring terms separately. Before each semester, our students apply for the positions announced by our training partners in the "News" page of our website, and they only get a real job interview experience as a result of the interviews.

The work of our students, for whom internship insurance is made by our university, are evaluated, and graded by the coordinators of our education partners and the faculty members of our faculty who run the program. The grade given is recorded in the course slots of our students as the final grade of two courses chosen from three different course types as departmental elective, non-departmental elective, and general elective in line with the decision made within the program and made by our students together with their advisor.

#### Sustainability Governance Certificate Program (13 April – 30 June 2021)

The program in collaboration with Argüden Governance Academy covered topics such as the role of boards in sustainability governance, best practices, SDGs, company oversight, value chain and ecosystem, and measuring impact. It focuses on SDG 8 (Decent Work and Economic Growth) SDG 17 (Partnerships for the Goals).



#### **BAUSEM "Supporting Future Businesswomen" Webinar Series (2020)**

The webinar series was organized by BAUSEM in partnership with Novartis and consists of talks by female entrepreneurs and role model professionals to inspire, motivate and guide future female leaders in their career paths.



UNOVARTIS BAUSEM DAU

#### **BAU Entrepreneurship Ecosystem & Centers**

The University's entrepreneurship ecosystem BAU HUB supports entrepreneurs and startups during their entrepreneurial journey from idea to growth and commercialization stages. BAU HUB consists of five main programs: BAU HUB Incubation, BIZ Lab, BUG Lab Tekmer, EDU Lab, and HUB Belgium.

**BAU Hub Incubation Center:** The incubation program provides one-to-one support to the commercialization processes of technology-based startups and offers office facilities at BAU Kemerburgaz and Beşiktaş campuses. The Center's support strategy entails tailor-made solutions in areas such as project writing, product development, intellectual property rights, sale and marketing, business development and mentoring.

**BIZ Lab:** A pre-incubation program where we accelerate the business model and product development processes of early-stage startups and enable them to become a company.

**BUG Lab Tekmer:** BUG Lab (BAU Game Lab) is the leading gaming structure of BAU in terms of its contribution to the revival and development of an independent game industry in Türkiye. The Lab introduced firsts to Türkiye with its Game Design Master's program (Master BUG) and the Digital Game Design Undergraduate Program (BUG Jr). Under BUG Lab umbrella brand, there are BUG Berlin which is considered as the European game stage and activity center, the game production house BUG Pro, and BUG Kitchen that functions as a pre-incubation center for various game projects.





BUG Lab has a new component called TEKMER (Tech Centre) which is a title given and funded by KOSGEB (Small and Medium Industry Development Organization). BUG Lab TEKMER serves as a gaming-focused tech sandbox running pre-incubation and incubation programs. Studios and initiatives from the gaming ecosystem are supported and offered offices and spaces at BAU Galata Campus.

**EDU Lab:** It is a special program through which BAU and Bahçeşehir Uğur Educational Institutions (BUEK) partner with educational technology initiatives. The Lab supports initiatives as the first customer of innovative technologies and products. Within the program, entrepreneurs' innovative ed-tech products are tested in the field, the Lab provides feedback and development suggestions from the customer's perspective with expert technologists.

Hub Belgium - Leuven BAU Innovation and Entrepreneurship Center: The Center is operating at KU Leuven Technoparc in Belgium and serves as the gateway for Turkish entrepreneurs who are actively looking to grow and scale in Europe. It provides one-to-one support and office opportunities to startups that aim to do soft landing in the European market.







#### **BAU Center for Economic and Social Research (BETAM)**

BETAM conducts research on the economic and social issues of Türkiye using scientific methodologies. The Center evaluates the efficiency and the success of the current labor policies as well as making policy recommendations. The results are shared with national and international public.

BETAM consists of two main units. the Economic Research Unit focuses on the research and development of economic policy in Türkiye and abroad from a comparative perspective. The main areas of focus of the Unit are labor market, economic conjuncture, growth, regional disparities, agriculture, education, public expenditures and foreign trade. The Social Sciences Research Unit concentrates on the cultural, social and political structure of Türkiye and its international relations.

#### BETAM Events, Projects, Activities and Publications between 2020-2022

#### **Research Reports & Briefs and Information & Policy Notes**

• BETAM publishes "The Economic Growth and Forecasts Report" and "The Labor Market Outlook Report" on a monthly basis in addition to quarterly "The Growth Evaluation Report".

• "Istanbul Labor Market: Structural Features and Problems Report" (March 2022) in collaboration with Istanbul Metropolitan Municipality, ISPER, IBB Regional Employment Office, IBB Istanbul Planning Office (IPA).

• "Consumption expenditures in Türkiye, Greece, Italy and Spain" (October 2022) by Seyfettin Gürsel, Ozan Bakış, Mehmet Cem Şahin.

• "Gender Inequality in the COVID-19 Pandemic: Who did the housework? Who took care of the children?" (March 2021), IPM Policy Brief by Gökçe Uysal, Aysun Hızıroğlu Aygün, Selin Köksal.

• "Asymmetric effects of the Covid pandemic on employment: Collapse in informal employment" (3 May 2021) by Seyfettin Gürsel, Gökçe Uysal, Mehmet Cem Şahin.

• "Impact of Corona Virus Pandemic on labor market: What the leading indicators say" (14 May 2021) by Seyfettin Gürsel, Mehmet Cem Şahin.

• "Syrian Workers and Informality in the Textile Sector in Istanbul" (18 May 2020), IPM Policy Brief by Gökçe Uysal.

• "The most vulnerable group against the economic shock: Self-employed workers and unpaid family workers" (17 April 2020) by Gökçe Uysal, Mehmet Cem Şahin.

• "Covid19 Pandemic and Protecting the Households in Türkiye" (April 2020) by Gökçe Uysal.

• "How Should We Track the Collapse in the Labor Market Caused by the COVID-19 Pandemic?" (9 June 2020), IPM Policy Brief by Gökçe Uysal, Hamza Mutluay, Mehmet Cem Şahin.

#### DECENT WORK AND ECONOMIC GROWTH

#### Sustainability Governance Academy (26 March – 7 April 2022)

In this 3-week workshop program, sustainability governance scorecard methodology and sustainability governance concepts were addressed, and sustainability, brand management, integrated thinking, and leadership related issues were discussed. At the end of the workshop, the participants were expected to present case studies in groups and successful participants were entitled to receive a certificate.



#### "Brain Drain and Reverse Brain Drain" Webinar (23 March 2022

The online webinar titled "Brain Drain and Reverse Brain Drain" was organized by the Social Democracy Foundation (SODEV) with the participation of BAUMUS founding director Prof. Dr. Ulaş Sunata. The webinar, in addition to defining brain drain and reverse brain drain, focused on issues such as the potential of brain drain in the new global system and the factors that open the door to it in Turkey



#### BAU HUB Startup Webinar Series powered by Harvard Alumni Entrepreneurs Accelerator (2022)

BAU HUB organized a 7-week startup webinar series for entrepreneurs in cooperation with Harvard Alumni Entrepreneurs Accelerator. Within the scope of the seminars, topics such as business development, marketing and sales for startups were discussed.

# BAU Bright Training & Certificate Program (2022)

BAU Bright is a career program whose objective is to train software-system experts. BAU Bright training courses have up-to-date and state-ofthe-art content that is developed in line with the needs of the industry. Participants who complete their training are employed in the IT sector. The program is supported by over 5000 business partners of BAU and Wissen, mainly in the informatics, consultancy, telecommunications and software industries.

# "Multilateralism and Role of Diplomacy for Peace" Webinar (18 May 2022)

The webinar aimed to create awareness on the role of diplomacy in peacekeeping and the problems arising from the absence of multilateral diplomacy.



Wissen Bright



#### **BAU Continuing Education Center (BAUSEM)**

For more than 14 years, BAUSEM has implemented its vision of providing individuals and institutions with quality, continuous and competency-enhancing programs that nurture the economic vitality of society at large and increase the quality of the workforce. The Center offers quality continuing education programs that involve personal development, job training, and career enhancement courses where individuals and institutions can develop their competencies and acquire new skills. The programs of the Center are designed to meet intellectual, cultural, and occupational needs of diverse learners and the economic and workforce development needs of businesses and society at large. BAUSEM focuses on four major activity areas: Programs open to public participation, corporate training, vocational training, and conferences. The activities are made available in subjects pertaining to administration & management, communication & design, economy & finance, educational sciences, health, information technologies, law, and personal development categories.

Leadership and Effective Management	Quality Management
Talent Management	Effective Teamwork
Innovation and Entrepreneurship	Creating and Effective Performance System
Learning and Development in HR Management	Sustainable Marketing and Sustainable Brands
Digital Transformation	Artificial Intelligence in Business
Digitalization of HR	Creative Thinking Skills
Gamification in Education	Information Security Management
Artificial Intelligence and Machine Learning Technologies	Labor Law and Social Security Expertise
The Law on the Protection of Personal Data and its Effects on Businesses	Energy Law
Social Entrepreneurship	Career Coaching
Animal Rights	Design Thinking
Renewable Energy Market	Covid-19 and its Financial Impact
Corporate Entrepreneurship & Company Transformation	Communication with the Disabled
Sustainability Literacy	Career Planning
Meaning and Purpose-Oriented Leadership	Work Team Resilience

#### BAUSEM Courses Contributing to SDG 8 (Decent Work and Economic Growth)

#### "Sustainability: From Generation to Generation" Roundtable (9 June 2022)

The Roundtable was organized by CIFAL Youth Platform with the participation of BAU Alumni community. The event highlighted SDG 8 (Decent work and economic growth) and SDG 17 (Partnerships for Goals). The meeting involved the assessments and experience sharing of experts in order to create awareness about career opportunities in the field of sustainability.





#### The Local Advocacy School (2022)

The Local Advocacy School, which was co-organized for the 4th time with the Local Monitoring, Research and Implementations Association (YERELIZ) and BAU Center of Migration and Urban Studies (BAUMUS), was held face to face again after the pandemic in 2021. BAUMUS contributed to the training with the presentation titled "Local Administrations in Migration Governance in a City" that focused on the sustainability of migration management, the requirements of local migration management, and the importance of migration terminology.



#### Tech Camp Istanbul (2022)

Tech Camp Istanbul, hosted by BAU BUG Lab in cooperation with U.S. Consulate General Istanbul brought game developers together. During the Camp whose motto was "Games for Change", gamers searched for solutions for world problems such as climate change, empowering women, media literacy, and fighting with misinformation. In addition to training and workshops by NGOs and field and tech experts from private sector, an Ideathon (idea marathon) was organized where UN Sustainable Development Goals based game ideas were developed.



#### Global Conference on "Contemporary Literacy on Anticorruption" (24-25 May 2022)

BAU, Cifal Istanbul in collaboration with the UN Institute for Training and Research, Rule of Law and Anti-Corruption Center (ROLACC), and Global Anti-Corruption Training Platform.



Sustainable Future Conversations with Entrepreneurs (2022)

The second of the "Sustainable Future Conversations with Entrepreneurs" talk series titled "Creating Impact Value Proposition" was realized by the Impact Investing Advisory Board (EYDK) in collaboration with BAU Incubation Hub and under the sponsorship of Etkiyap. The objective was to make the voice of impact-oriented initiatives heard and to listen to their journeys. The talk was held at BAU Future Campus. At the event, developments in the entrepreneurship ecosystem, impact measurements and management, positive impact-oriented funds and SDG approaches in entrepreneurship were discussed.





#### Digital Art Entrepreneurship Training "D-Art House" (2022)

D-Art House is the digital art entrepreneurship training program within the scope of the Ministry of Culture and Tourism's Support Program titled "Young the Future" in order to increasing the creativity and entrepreneurship potential of youth in culture industries in Türkiye. The program will provide specialized training for artists and/or entrepreneurs aged 18-29 aimed to improve their know-how and skills to produce work in creative industries within the scope of digital arts. The final creative output will be exhibited in a virtual gallery that will bring the creatives and potential investors together. BAU Hub Incubation Center is one of the collaborators of the project.

#### "Duties of Law Enforcement in a Democratic State of Law" Online Talk (26 April 2022)

This online event contributes to the elimination of deficiencies in practice through the discussion of the duties and powers of the law enforcement envisaged in the law and the current changes.



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#### Bahçeşehir University Faculty of Economics, Administrative and Social Sciences BRIDGE Education Programs Build New Bridges 23/25.03.2022

Bahçeşehir University Faculty of Economics, Administrative and Social Sciences BRIDGE education programs are building new bridges...

We prepared a free training program for women cooperatives and women entrepreneurs for March 8 International Women's Day.

In addition to building a bridge to the careers of our students, BAU BRIDGE has begun to build new bridges with different stakeholders in line with the needs of the society.

We present the free program we have prepared to further develop women's entrepreneurial spirit, to grow their businesses and increase their competitive power, as well as to ensure the sustainability of their businesses and to support the equipment needed by women's cooperatives and women entrepreneurs, to all women's cooperatives and entrepreneurs supported by the Women's Labor Evaluation Foundation.

In this boutique training program, BAU FEAS academicians will meet with women's cooperatives and women entrepreneurs through the Foundation for the Evaluation of Women's Labor. This event, which aims to raise awareness in the fields of economy, marketing and management, is the first social responsibility project of the BAU BRIDGE education program, which is an initiative of the faculty.



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#### Smart Agriculture and Sustainable Food Workshop in Giresun 22.05.2021

"Smart Agriculture and Sustainable Food Workshop" was organized in Piraziz by the Agriculture and Food Center, which was established in cooperation with Bahçeşehir University (BAU) and the Food and Agriculture Organization of the United Nations (FAO).

BAU Global President Mr. Giresun's agricultural potential was evaluated at the workshop hosted by Enver Yücel. Innovative solutions in the agriculture and food sectors were discussed at the workshop held in Giresun's Piraziz district with the participation of representatives of women's cooperatives operating in different parts of the city.

In his speech here, Bahçeşehir Uğur Educational Institutions President Enver Yücel drew attention to the importance of agriculture for the whole world.

