BAHÇEŞEHİR CYPRUS UNIVERSITY

CAMPUS EMPLOYER PRESENCE AND EMPLOYABILITY REPORT

2025–2026 Academic Year Report

Career Seminars • Industry Presentations • Practical Training

Career and Alumni Office

27	27	992	26
Events	Businesses / organizations	Attendance records	Distinct time slots

A holistic assessment of events supporting students' professional development through direct engagement with the business world

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1. Executive Summary

This report provides a holistic assessment of the company presentations, specialist seminars and practical training activities held at Bahçeşehir Cyprus University at different times, focusing on their contribution to students' employability. The source document contains records of 27 events and 27 businesses or organizations; the 26 events for which attendance figures are available record 992 attendances in total. The events span gastronomy, engineering and digital technologies, business and finance, tourism, health and psychology, and areas relevant to the wider university community.

The greatest strength of the event portfolio is that it brings students into contact with working life beyond the campus not merely as listeners receiving information, but as participants who observe the industry, ask questions, watch practice and learn about employer expectations. A regular and visible employer presence on campus raises professional awareness and helps students compare their competencies with real work contexts, build professional networks and make more informed career decisions.

However, for this contribution to last, the events should be managed not as one-off encounters but as a "campus employer presence" system supported by learning outcomes, internship and project links, attendance monitoring, student feedback and post-graduation indicators. The event descriptions and student benefits in this report are intended to show which areas of development each activity serves.

1.1 Key Findings

- The events cover a broad range of disciplines, enabling different student groups to engage with the business world.
- Practical activities in gastronomy, laboratory work, drone operation, video production and search and rescue support safety, quality and responsibility alongside technical skills.
- Company presentations and industry seminars create direct value in communication, professional networking, understanding employer expectations and career planning.
- The figure of 992 represents total attendance across the 26 events for which attendance data are available. It should not be interpreted as the number of unique students, since the same student may have attended more than one event. Attendance information was not provided for the Importance of Branding event.

2. Purpose, Scope and Methodology of the Report

The purpose of the report is to document the company presentations, seminars and training activities delivered by industry representatives visiting the University; explain the content of each activity; and systematically set out its potential contribution to students' employability. It is also designed as an institutional assessment that demonstrates the University's capacity to build campus-based relationships with employers.

3. Employability and Campus Employer Presence

3.1 Understanding Employability

"Employability" should not be limited to securing a job after graduation. It concerns students' ability to apply their knowledge and skills in work contexts, express themselves effectively, adapt to changing circumstances, build professional networks and manage their careers with a commitment to lifelong learning.

Employability therefore combines technical expertise, digital competence, communication, teamwork, problem-solving, professional ethics, safety and quality awareness, and career management. The events covered by this report support different aspects of these components in an extracurricular learning environment connected to industry.

3.2 The Contribution of Campus Employer Presence to Student Development

“Campus employer presence” means that employers participate regularly in students’ learning not only through job advertisements or graduation career fairs, but also through seminars, practical training, mentoring, projects, internships and industry events. This approach reduces the distance between university and the business world and introduces students to real work contexts while they are still studying.

Professional awareness	Students gain early exposure to different roles, work environments and specialization options.
Skills matching	Enables students to compare the knowledge acquired in class with the skills employers expect.
Professional network	Creates a basis for internship, project and career discussions between students, experts and employer representatives.
Career self-efficacy	Builds students’ confidence and preparedness in asking questions, introducing themselves and setting goals.
Institutional feedback	Employers’ current needs provide feedback for programme content and career services.

4. Overall Assessment of the Event Portfolio

The distribution of events shows that university-wide encounters and programme-specific specialist content are delivered together. This variety supports both shared employability skills and discipline-specific technical competencies.

Thematic Group	Events	Attendance	Key Development Areas
Gastronomy and local production	3	47	Practice, cultural heritage, hygiene, product standards
Engineering and digital technologies	7	250	Technical expertise, innovation, safety, entrepreneurship
Business, finance and tourism	5	209	Strategy, financial literacy, digital marketing, branding
Health, psychology and club training	7	170	Ethics, quality, laboratory skills, communication, social responsibility
University-wide employer events	5	316	Industry awareness, career awareness, lifelong learning
TOTAL	**27**	**992**	**27 events; 26 distinct time slots**

4.1 Strengths of the Portfolio

- The participation of local businesses and experts enriches educational content with real industry experience gained under island conditions.
- The combination of small-group practical training and high-attendance presentations offers a balanced structure in terms of both depth and reach.
- Current topics such as digital transformation, artificial intelligence, sustainability, quality and safety help prepare students for a changing business world.
- The inclusion of club activities in the portfolio also supports competency development through volunteering, creative production and social responsibility.

5. Event Calendar

The calendar combines information from the source file with the day, time and venue arrangements made for this report.

No	Date and Time	Event / Business	Venue	Attendance
1	**Wednesday, 1 October 2025** 09.15–12.15	**KKTCELL Company Presentation** KKTCELL	Block A Foyer	60
2	**Wednesday, 1 October 2025** 15.30–17.00	**Digital Technologies** Innovia Digital	Block B Seminar Room	18
3	**Wednesday, 1 October 2025** 13.00–14.00	**Vodafone Company Presentation** Vodafone	Block A Foyer	50
4	**Wednesday, 1 October 2025** 14.00–15.30	**Digital Transformation and Entrepreneurship** Sarp Computer	Block B Conference Hall	76
5	**Tuesday, 4 November 2025** 09.45–11.15	**Local Conditions in Electrical Contracting and Engineering** Trik-Con Engineering Company Ltd.	Block B Conference Hall	35
6	**Wednesday, 5 November 2025** 10.00–11.30	**Sustainability and Innovative Solutions in Civil Engineering** Veçhe İnşaat Ltd.	Block B Conference Hall	40
7	**Thursday, 6 November 2025** 10.15–11.45	**Innovative Digital Solutions in an Evolving World** Furthersoft	Block B Conference Hall	50
8	**Friday, 7 November 2025** 10.30–12.00	**Pet Clinic Management and Academia** Vetco Animal Health Ltd.	Block B Conference Hall	67
9	**Monday, 1 December 2025** 10.45–12.15	**Back-End Software Development** Self-Employed / Freelance Developer	Block B Seminar Room	25

No	Date and Time	Event / Business	Venue	Attendance
10	**Tuesday, 2 December 2025** 11.00–12.30	**Healthy Living Practices** Kolan British Hospital	Block B Conference Hall	47
11	**Wednesday, 3 December 2025** 11.15–12.45	**Marketing Strategies** Jewels by Yüksekbaş	Block B Conference Hall	73
12	**Thursday, 4 December 2025** 11.30–13.00	**Pharmaceutical Storage Methods** Erkurt Ecza Deposu	Block B Conference Hall	33
13	**Friday, 2 January 2026** 11.45–13.15	**Traditional Cypriot Cuisine** Bellapais Gardens	Gastronomy Laboratory	15
14	**Friday, 2 January 2026** 14.00–15.30	**Halloumi Production** Sertsöz Kardeşler Fırın	Gastronomy Laboratory	20
15	**Tuesday, 6 January 2026** 12.00–13.30	**Key Financial Indicators** Adanır Muhasebe	Block B Conference Hall	36
16	**Wednesday, 7 January 2026** 12.15–13.45	**Chemical Analysis Methods** Simyalab	Block B Conference Hall	22
17	**Tuesday, 3 February 2026** 12.30–14.00	**Cypriot Coffee Production** Tipica Kahve	Gastronomy Laboratory	12
18	**Wednesday, 18 February 2026** 12.45–14.15	**WISC-IV: Measuring Children's Cognitive Skills** Giunti Psychometrics Türkiye	Block B Conference Hall	30
19	**Tuesday, 3 March 2026** 13.00–14.30	**Digital Transformation and Artificial Intelligence in Tourism** Traveltime	Block B Conference Hall	52
20	**Wednesday, 4 March 2026** 13.15–14.45	**Drone Operation** RA Medya Ajansı	Block B Seminar Room and Outdoor Areas	6
21	**Thursday, 5 March 2026** 13.30–15.00	**Tips for Successful Video Production** 2K Medya Ajansı	Block B Conference Hall	18
22	**Saturday, 7 March 2026** 13.45–15.15	**Book Promotion Days** Deniz Plaza	Block B Conference Hall	97
23	**Thursday, 2 April 2026** 15.00–16.30	**Search and Rescue Operations Training** Shevketoglu Marine & Outdoor	Block B Conference Hall	10

No	Date and Time	Event / Business	Venue	Attendance
24	**Friday, 3 April 2026** 14.15–15.45	**Digital Marketing Strategy** Four Interactive	Block B Conference Hall	48
25	**Tuesday, 5 May 2026** 14.30–16.00	**Artificial Intelligence Applications on Mobile Devices** DinçAlp Telekom	Block B Conference Hall	42
26	**Wednesday, 6 May 2026** 14.45–16.15	**Using Precision Laboratory Equipment** MEDSTORE	Block B Conference Hall	10
27	**Friday, 15 May 2026** Time not specified	**Importance of Branding** Elite City Cars Ltd.	Block B Conference Hall	—

Total: 27 events; 992 attendance records across the 26 events for which attendance data are available. Attendance figures do not represent the number of unique students. The time and attendance information for the Importance of Branding event was not specified.

6. Event Descriptions and Benefits for Students

The events below are discussed with regard to their own content and target audiences. Practical activities emphasize experience, safety and professional discipline, while company events focus on industry awareness and career preparation. The benefits identified are areas that students can develop through active participation and their subsequent work.

6.1 October 2025 Events

1. KKTCELL Company Presentation

KKTCELL Sales Representatives | Experts | KKTCELL

Wednesday, 1 October 2025 • 09.15–12.15 • Block A Foyer

Programme: University-wide **Recorded attendance:** 60

Focus of the event: KKTCELL's campus presentation offered an opportunity to see working life in telecommunications not only through technical positions but also through sales and customer relations. As the company's service structure and working culture were presented, it became clear how product knowledge and interpersonal skills come together in daily work.

For students: Participants from different departments were able to consider where their own education might fit within such an organization. Speaking face to face with employer representatives also made the questions they might ask before an internship or job application more concrete.

2. Digital Technologies

Ali Tüzünkan | Business Owner | Innovia Digital

Wednesday, 1 October 2025 • 15.30–17.30 • Block B Seminar Room

Programme: Computer Programming **Recorded attendance:** 18

Notes from the industry: Ali Tüzünkan from Innovia Digital approached digital technologies not as separate tools but as an integrated set of solutions that make work more useful and efficient. Particular emphasis was placed on the point where technical knowledge in computer programming meets user needs.

Two practical takeaways for students:

- When deciding which technologies to learn, students can consider not only popular topics but also the problems they want to solve.
- Turning course projects into small portfolio pieces provides concrete examples that students can discuss in job interviews.

3. Vodafone Company Presentation

Vodafone Sales Representatives | Experts | Vodafone

Wednesday, 1 October 2025 • 13.00–14.00 • Block A Foyer

Programme: University-wide **Recorded attendance:** 50

Introducing the organization: Vodafone's presentation linked the company's services and corporate structure with the relationship between technology and customer experience. It also showed that work in a large organization is carried out not by a single unit but through collaboration among different teams.

Key point for students:

- When exploring career options, students should ask about working culture and responsibilities within a team as well as job titles.

Such encounters offer something different from learning about an employer only through its website. Being able to ask questions directly helps students make a more realistic comparison between employer expectations and their own preparation.

4. Digital Transformation and Entrepreneurship

Bora Sarphan | Business Owner | Sarp Computer

Wednesday, 1 October 2025 • 14.00–15.30 • Block B Conference Hall

Programme: Faculty of Engineering **Recorded attendance:** 76

An entrepreneurial perspective: Drawing on Bora Sarphan's experience at Sarp Computer, the session presented digital transformation as more than purchasing technology. Recognizing a need, developing a suitable solution and turning that solution into a sustainable business were discussed as parts of the same process.

After this session, students can work on the following questions:

- Whose problem am I really trying to solve, and why are existing solutions inadequate?
- Which parts of this idea can my technical knowledge cover, and where do I need to work with other experts?
- When assessing a project idea, how can I consider cost, time and customer expectations together?
- Even if I choose not to become an entrepreneur, how can I use this perspective to develop innovation within my organization?

6.2 November 2025 Events

5. Local Conditions in Electrical Contracting and Engineering

Üner Kutalmış | Business Owner | Trik-Con Engineering Company Ltd.

Tuesday, 4 November 2025 • 09.45–11.15 • Block B Conference Hall

Programme: Electrical and Electronics Engineering **Recorded attendance:** 35

Realities from the field: Üner Kutalmış of Trik-Con Engineering Company Ltd. showed that technical calculations in electrical engineering cannot be considered separately from conditions in the field. Local regulations, occupational safety, material supply, cost and timely project completion were evaluated together within contracting practice.

What this means for students: Students saw that responsibilities after graduation involve more than preparing designs. Observing site organization, safety rules and coordination among teams during an internship is particularly valuable for understanding the day-to-day reality of the profession.

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6. Sustainability and Innovative Solutions in Civil Engineering

Kemal Özkan | Director | Veçhe İnşaat Ltd.

Wednesday, 5 November 2025 • 10.00–11.30 • Block B Conference Hall

Programme: Civil Engineering **Recorded attendance:** 40

Approach to the subject: Kemal Özkan of Veçhe İnşaat Ltd. did not limit sustainability to selecting environmentally friendly materials. The resources consumed by a building from design through use, its maintenance needs and its long-term cost were considered alongside innovative solutions.

Contribution to professional development:

- Students develop the habit of evaluating the difference between a lower initial cost and a longer-lasting solution.
- They see that when proposing a new material or application, they need to justify its technical suitability and feasibility as well as its environmental benefits.

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7. Innovative Digital Solutions in an Evolving World

Ekrem Yurdakul | Business Owner | Furthersoft

Thursday, 6 November 2025 • 10.15–11.45 • Block B Conference Hall

Programme: Computer Engineering **Recorded attendance:** 50

Ekrem Yurdakul of Furthersoft reminded students that a good digital product is not simply code that works without errors. It must genuinely make the user’s work easier, adapt to changing needs and remain sustainable within a team. For computer engineering students, the key message was to complement technical skills with product thinking and teamwork. This perspective adds the question “Who benefits, and how?” to “Does it work?” in course projects.

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8. Pet Clinic Management and Academia

Prof. Dr. Osman Ergene | Business Owner | Vetco Animal Health Ltd.

Friday, 7 November 2025 • 10.30–12.00 • Block B Conference Hall

Programme: University-wide **Recorded attendance:** 67

Two sides of a clinic: Drawing on his experience at Vetco Animal Health Ltd., Prof. Dr. Osman Ergene showed that organizational management is as important as professional knowledge in pet clinics.

Communication with patients and pet owners, division of work within the team, service quality and continuing academic development were treated as integral parts of clinic management.

A notable point for students:

- Success in healthcare requires not only clinical competence but also responsibility, clear communication and a disciplined approach to work.

Because the session was open to the wider university, it also introduced students from outside health disciplines to the operation of service businesses. The value of links between academia and the private sector for specialization and professional development was also highlighted.

6.3 December 2025 and January 2026 Events

9. Back-End Software Development

Salahi Altıncı | Independent Software Developer | Self-Employed / Free-lance Developer

Monday, 1 December 2025 • 10.45–12.15 • Block B Seminar Room

Programme: Computer Engineering **Recorded attendance:** 25

The technical field in day-to-day practice: Salahi Altıncı explained back-end development as the underlying layer that users do not see on screen but that is essential for an application to function properly. Databases, APIs, security and performance were considered together with an independent software developer's responsibilities after project delivery.

Practical takeaways for students:

- A student wishing to progress in this field can consolidate their learning by building the data flow of a small application from end to end.
- Those considering independent work need to prepare for time planning, client communication and maintenance responsibilities as well as coding.

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10. Healthy Living Practices

Prof. Dr. Aydın Karakuzu | Specialist Physician | Kolan British Hospital

Tuesday, 2 December 2025 • 11.00–12.30 • Block B Conference Hall

Programme: Faculty of Health Sciences **Recorded attendance:** 47

A holistic view of health: Drawing on his expertise at Kolan British Hospital, Prof. Dr. Aydın Karakuzu approached healthy living as a lifelong commitment rather than a series of short-term measures. Preventive healthcare, awareness of risks and access to accurate information were discussed alongside physical, mental and social well-being.

Implications for students: Health sciences students were encouraged to reconsider the idea that their professions begin only after illness emerges. The session emphasized that communicating scientific knowledge clearly and supporting health literacy when working with individuals are also professional responsibilities.

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11. Marketing Strategies

Sabih Yüksekbaş | Business Owner | Jewels by Yüksekbaş

Wednesday, 3 December 2025 • 11.15–12.45 • Block B Conference Hall

Programme: Faculty of Economics and Administrative Sciences **Recorded attendance:** 73

From business experience: Sabih Yüksekbaş of Jewels by Yüksekbaş went beyond the view of marketing as simply advertising. Understanding the customer, creating the right value proposition, presenting the brand consistently and attending to the post-sale experience were evaluated as a whole.

Four skills students can develop:

- Trying to define a target audience's needs through observation and data rather than assumptions.
- Explaining why the same product needs to be presented differently to different customer groups.
- Monitoring sales, customer feedback and brand perception together when evaluating marketing activity.
- Developing a habit of customer-focused thinking whether pursuing business, sales or digital marketing.

12. Pharmaceutical Storage Methods

Bahar Turğay | General Manager | Erkurt Ecza Deposu

Thursday, 4 December 2025 • 11.30–13.00 • Block B Conference Hall

Programme: Faculty of Pharmacy **Recorded attendance:** 33

The invisible link in the quality chain: Bahar Turğay, General Manager of Erkurt Ecza Deposu, highlighted the importance of storage and stock processes before medicines reach patients. Temperature and humidity conditions, expiry-date monitoring and record-keeping were directly linked to product safety.

Why this matters for students:

- Students understand that a small oversight in storage can lead not only to stock loss but also to a problem affecting patient safety.
- Pharmacy students can assess pharmaceutical warehousing and medicines logistics more knowledgeably as professional career options.

13. Traditional Cypriot Cuisine

Selim Yeşilpınar | Business Owner | Bellapais Gardens

Friday, 2 January 2026 • 11.45–13.15 • Gastronomy Laboratory

Programme: Gastronomy and Culinary Arts **Recorded attendance:** 15

The session with Selim Yeşilpınar of Bellapais Gardens treated Cypriot dishes not as a list of recipes but in their context of local ingredients, techniques and culture. For gastronomy students, the main benefit was seeing that preserving a traditional flavour should not come at the expense of hygiene and presentation standards. The session also made it easier to consider how knowledge of local cuisine can create value in tourism and menu design.

14. Halloumi Production

Fatoş Sertsöz | Business Owner | Sertsöz Kardeşler Fırın

Friday, 2 January 2026 • 14.00–15.30 • Gastronomy Laboratory

Programme: Gastronomy and Culinary Arts **Recorded attendance:** 20

Learning through practice: Fatoş Sertsöz of Sertsöz Kardeşler Fırın gave students a close view of the production stages of a local product through her presentation on halloumi making. Milk processing, product

structure and hygiene conditions were discussed, while the relationship between traditional and commercial production was also considered.

How the practice benefits students:

- The difference between knowing a recipe and being able to repeat production consistently and safely became clearer.

The session also provided a useful basis for considering how a strong local product such as halloumi can be used in a menu, brand or business idea. It showed that cultural heritage and a business perspective are not mutually exclusive in gastronomy education.

15. Key Financial Indicators

Demir Adanır | Business Owner | Adanır Muhasebe

Tuesday, 6 January 2026 • 12.00–13.30 • Block B Conference Hall

Programme: Banking and Finance – Economics **Recorded attendance:** 36

Interpreting the numbers: Demir Adanır of Adanır Muhasebe connected financial indicators with business decisions rather than presenting them as ratios to memorize. The session explained how cash flow, liquidity, profitability and indebtedness answer different questions, and why no single indicator is sufficient to understand a business as a whole.

What this means for students: Banking, finance and economics students can think more clearly about what to look for when examining a statement. Distinctions such as recognizing that reported profit does not necessarily mean there is no cash shortage show why classroom knowledge needs careful interpretation in working life.

16. Chemical Analysis Methods

Selin Değirmenci | General Manager | Simyalab

Wednesday, 7 January 2026 • 12.15–13.45 • Block B Conference Hall

Programme: Faculty of Pharmacy **Recorded attendance:** 22

Achieving reliable results: In the session led by Selin Değirmenci, General Manager of Simyalab, chemical analysis was treated not simply as obtaining a result from an instrument but as a process beginning with the right sample and method. Quality control, record-keeping and laboratory safety were also identified as factors determining the reliability of results.

Contribution to career preparation:

- Students understand that they need to know the sample and the purpose of measurement before selecting a method.
- They see that keeping records and following safety rules in laboratory work are inseparable from technical knowledge.

6.4 February and March 2026 Events

17. Cypriot Coffee Production

Batıkan Tüfekçi | Sales Representative | Tipica Kahve

Tuesday, 3 February 2026 • 12.30–14.00 • Gastronomy Laboratory

Programme: Gastronomy and Culinary Arts **Recorded attendance:** 12

Batıkan Tüfekçi of Tipica Kahve discussed Cypriot coffee through the small but meaningful details that connect production to service. The way raw materials, roasting, grinding and brewing techniques change the result in the cup showed gastronomy students why consistency matters. The session also demonstrated that knowing a local product well makes a difference not only in production but also in presentation and communication with customers.

18. WISC-IV: Measuring Children's Cognitive Skills

Giunti Psychometrics Türkiye Sales Representatives and Specialists | Experts | Giunti Psychometrics Türkiye

Wednesday, 18 February 2026 • 12.45–14.15 • Block B Conference Hall

Programme: Psychology **Recorded attendance:** 30

The responsibility of assessment: Specialists from Giunti Psychometrics Türkiye introduced the WISC-IV assessment approach used to evaluate children's cognitive skills and the scale's main subdimensions. Crucially, the session emphasized that familiarity with a test is not the same as being competent to administer it. Standardization, limits on interpretation and confidentiality were therefore central to the content.

Points psychology students should particularly consider:

- Not treating a test result as a single, fixed judgement that explains the whole child.
- Understanding that concepts such as validity and reliability cannot be considered independently of the conditions during administration.
- Observing the training and competence requirements for administration; not regarding the seminar alone as a qualification.
- Protecting confidentiality when sharing information and ensuring that assessment is used in the child's best interests.

19. Digital Transformation and Artificial Intelligence in Tourism

Fatoş Kıyman | Business Owner | Traveltime

Tuesday, 3 March 2026 • 13.00–14.30 • Block B Conference Hall

Programme: Faculty of Tourism **Recorded attendance:** 52

Technology and the guest experience: Fatoş Kıyman of Traveltime evaluated artificial intelligence and digital tools in tourism through reservations, travel planning, marketing and guest communication. The session considered how technology can provide speed and personalization without removing the human element of service, and how data use also requires responsibility.

The message for students: Tourism students need not only to learn new tools but also to distinguish when technology genuinely adds value. Digital literacy and hospitality are not alternatives; they are two skill areas that should be considered together in good service design.

20. Drone Operation

RA Medya Ajansı Licensed Drone Pilot and Specialists | Experts | RA Medya Ajansı

Wednesday, 4 March 2026 • 13.15–14.45 • Block B Seminar Room

Programme: Electrical and Electronics Engineering **Recorded attendance:** 6

Small-group practice: The training with RA Medya Ajansı's licensed drone pilot and specialists addressed the requirements of safe operation before flying the device. Pre-flight checks, environmental conditions, regulations and risk assessment were presented alongside basic operating knowledge. The six-person group provided a setting conducive to closer examination of the subject and open exchange of questions.

Key points for students:

- Approach drone operation not merely as a control skill but as an activity carrying responsibility towards people nearby and the flight area.
- Those wishing to progress in this field should research regulations, licensing requirements and the need for regular practice to establish a learning pathway.

21. Tips for Successful Video Production

2K Medya Ajansı Specialists | Experts | 2K Medya Ajansı

Thursday, 5 March 2026 • 13.30–15.00 • Block B Conference Hall

Programme: Media Club **Recorded attendance:** 18

The preparation behind good footage: The training delivered by specialists from 2K Medya Ajansı showed that a successful video begins before the record button is pressed. Students need to decide what will be communicated and consider framing, lighting and sound; after filming, they must select footage in a way that serves the narrative.

An approach students can use immediately:

- Preparing a short filming plan reduces wasted time and clarifies the narrative, even when equipment is limited.

For Media Club members, this content provided a practical framework that could be tried directly in club work or social media posts. Bringing small pieces of work together can also mark the beginning of a simple portfolio to show in future job or internship applications.

22. Book Promotion Days

Ferhat Derya | Sales Representative | Deniz Plaza

Saturday, 7 March 2026 • 13.45–15.15 • Block B Conference Hall

Programme: University-wide **Recorded attendance:** 97

Organized with the support of Ferhat Derya from Deniz Plaza, the Book Promotion Days expanded the space for reading within a busy academic programme on campus. Encountering books from different fields helped students discover resources beyond their course notes. The contribution to employability here is less direct but lasting: regular reading supports research, connecting concepts and expressing oneself in writing and speech.

6.5 April and May 2026 Events

23. Search and Rescue Operations Training

Doğan Şevketoğlu | Director | Shevketoglu Marine & Outdoor

Thursday, 2 April 2026 • 15.00–16.30 • Block B Conference Hall

Programme: Search and Rescue Club **Recorded attendance:** 10

Safety first: The training delivered by Doğan Şevketoğlu, Director of Shevketoglu Marine & Outdoor, showed that search and rescue should not be understood only as the moment of intervention. Preparation, equipment knowledge, division of responsibilities within a team and coordination with the relevant authorities form the basis of work in hazardous environments.

Takeaways for participants:

- Understand that the willingness to help in an emergency must be supported by discipline that does not create new risks for oneself or others.
- Develop the habit of staying calm, communicating clearly and adhering to one's role within a team in club and volunteering activities.

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24. Digital Marketing Strategy

Murat Kaşlıoğlu | Director | Four Interactive

Friday, 3 April 2026 • 14.15–15.45 • Block B Conference Hall

Programme: Business Administration **Recorded attendance:** 48

From campaign to strategy: Murat Kaşlıoğlu, Director of Four Interactive, approached digital marketing not as a sequence of posts but as a process designed around objectives. Identifying the target audience, selecting suitable channels and preparing content accordingly were linked to evaluating campaign results through indicators.

For students: Business students saw that likes or reach alone should not be accepted as measures of success. Data-driven improvement becomes meaningful when marketing activity can be linked to business objectives such as sales, customer acquisition or brand goals.

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25. Artificial Intelligence Applications on Mobile Devices

Rauf Kutalp | Director | DinçAlp Telekom

Tuesday, 5 May 2026 • 14.30–16.00 • Block B Conference Hall

Programme: University-wide **Recorded attendance:** 42

Artificial intelligence in everyday life: Rauf Kutalp, Director of DinçAlp Telekom, took artificial intelligence out of the distant laboratory setting and examined it through the mobile devices students use every day. While discussing the convenience offered by applications, the presentation also evaluated data security and privacy within the same framework.

For informed use:

- Users should question which data an application accesses and how those data are used, as well as the features it offers.

Because the event was open to the wider university, students from different departments were able to approach the subject from their own fields of study. Mobile tools can save time in assignments, research or daily tasks; however, responsibility for checking the accuracy of the output remains with the user.

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26. Using Precision Laboratory Equipment

Tuğberk Çavuşoğlu | Director | MEDSTORE

Wednesday, 6 May 2026 • 14.45–16.15 • Block B Conference Hall

Programme: Faculty of Pharmacy **Recorded attendance:** 10

The discipline required by precision: In the training delivered by Tuğberk Çavuşoğlu, Director of MEDSTORE, precision instrument use was treated not as an automatic procedure guaranteeing accurate results but as a process requiring careful work. Pre-use checks, calibration, maintenance and record-keeping were each linked to measurement reliability.

Contribution to students' professional preparation:

- Understand the difference between knowing how to operate an instrument and being able to manage the conditions that ensure reliable measurement.
- Develop the habit of following operating instructions, monitoring maintenance schedules and recording procedures regularly to reduce the margin of error.

27. Importance of Branding

Mehmet Ertuğrul Bozdağ | Business Owner | Elite City Cars Ltd.

Friday, 15 May 2026 • Time not specified • Block B Conference Hall

Programme: Vocational School–Department of Business Administration Collaboration **Recorded attendance:** Not specified

A shared learning space: In a seminar organized jointly by the Vocational School and the Department of Business Administration, Mehmet Ertuğrul Bozdağ of Elite City Cars Ltd. approached branding as a business issue extending beyond logos and visual design. Brand identity, differentiation, customer trust and consistent communication were shared with students in the context of automotive retail.

Value for students: Bringing students from two programmes together around the same subject placed technical and applied knowledge alongside management and marketing perspectives. Participants had the opportunity to use an industry example to consider why customers choose a business and how that choice develops into trust over time.

7. Institutional Evaluation and Development Recommendations

Although the existing events provide a strong foundation, the contribution of campus employer presence to employability can be strengthened through continuity, measurability and student action after each event. Rather than simply increasing the number of events, the following recommendations aim to deepen the learning and career value of existing collaborations.

7.1 Establishing an Annual Employer Engagement Calendar

Faculties and the careers unit should prepare a shared employer engagement calendar before the academic year begins. Planning at least one industry presentation, one practical activity and one career preparation event for each programme would reduce clustering in certain periods and give students regular contact with employers.

7.2 Defining Learning Outcomes for Each Event

Two or three learning outcomes should be defined when each event is being arranged, and the speaker should be informed in advance about the students' level, the expected benefits and opportunities for practical work. This would prevent the content from being limited to a company presentation and connect it to learning through a case, sample project, question-and-answer session or short exercise.

7.3 Turning Events into Career Action

After an event, students could be asked to prepare a short reflection, update a career objective in their CV, take a step to develop their LinkedIn profile or portfolio, or prepare a learning plan in the relevant field. Where appropriate, employers should be asked to provide follow-up activities such as mini cases, portfolio feedback, mentoring or company visits.

7.4 Strengthening Internship, Project and Mentoring Links

Suitable collaboration options should be recorded on a standard form for every employer visiting the campus. Tracking internship places, term projects, guest lectures, mentoring, laboratory activities and graduate recruitment can turn a seminar relationship into a sustainable partnership.

7.5 Monitoring Attendance and Impact Indicators

In addition to attendance, the University should monitor unique student numbers, access by programme, student satisfaction, learning gains, employer satisfaction and subsequent collaboration. Direct causality should not be claimed between a single event and long-term outcomes such as post-graduation employment; the data should be used to understand trends.

7.6 Improving Inclusion and Access

Event announcements should reach the target programme and other relevant departments in good time; scheduling clashes should be reduced and repeat sessions considered for practical activities with limited capacity. For suitable content, recordings, summary notes or online follow-up materials can be provided to help more students benefit.

7.7 Proposed Monitoring Indicators

Indicator Area	Example Measure	Frequency
Event reach	Unique participants, total attendance, coverage by programme	Each semester
Learning value	Short pre-/post-assessment or self-assessment, satisfaction	Every event
Student action	Update to CV, portfolio, application or learning plan	After the event
Employer relationship	Number of repeat invitations, internships, mentoring activities, projects and visits	Each semester
Continuity	Proportion of employers with ongoing collaboration and distribution across faculties	Annually

8. Conclusion

The career seminars, company presentations and practical training activities held at Bahçeşehir Cyprus University constitute a comprehensive portfolio that supports students' professional knowledge, awareness, communication and career preparation. The presence of specialists from different sectors on campus enables students to experience the business world not as an abstract stage after graduation but as a concrete environment with which they can build relationships during their education.

The main emphasis in campus employer presence should be placed not on the number of events but on the quality and continuity of these contacts. A model in which employers communicate their expectations to students, students have opportunities to practise and ask questions, faculties use feedback, and relationships develop into internships, projects and mentoring will make employability work more visible, measurable and lasting.

This report provides both an inventory documenting current activities and a planning framework for future terms to support the institutionalization of this model.