



Management and
Leadership



Finance



Operational
Excellence

SABANCI UNIVERSITY EDU OPEN ENROLMENT PROGRAMS



Marketing



Sales and Retail



Education and
Technology

LEADERSHIP AND MANAGEMENT

EDU stands beside along your development journey!

Leadership and Management Certificate Program

Program creates an inclusive working environment that enables professionals to develop their strategy, leadership and financial skills by enabling them to address personal, professional and corporate development with a holistic approach and benefiting from the potential of their teams.

Program Schedule:

Leadership and Management Certificate Program	Duration
KICK-OFF/Orientation Agile Leadership in Business World	1 Half Day
Module 1: People and Relationship Management	
Emotional Agility	1 Full Day
Conflict Management - Negotiation and Persuasion	1 Full Day
Module 2: Holistic Business Management	
Holistic Business Management	1 Full Day
Financial management	1 Full Day
Webinar: Global Business Environment in a Multipolar World	One and a half hours
Module 3: Sustainable Future	
Digital Transformation and New Technologies	1 Full Day
Innovation and Entrepreneurship	1 Full Day
Webinar: Diversity and Inclusion in Business Life	One and a half hours
Module 4: Changing Transforming Business World	
Change Management	1 Full Day
Webinar: Sustainability and Leadership	One and a half hours
The Role of the Manager in Human Resource Management Processes	1 Half Day
Business World Transformed by Big Data	1 Half Day
Module 5: Team Management	
Management with Agile Teams	1 Full Day
Leadership And Developing Others	1 Full Day
Simulation Presentation/Closing	
Business Simulation Kick-Off	One and a half hours
Business Simulation	1 Full Day
Business Simulation/Presentations	1 Full Day
Closing Ceremony and Certificate Ceremony	

Who Should Attend? Having a minimum of 10 years of work experience and a minimum of 5 years of managerial experience

Minimum Number of Participants: 8

Program Fee: 170.000 TL+VAT *until 31.12.2024*

[Click to view in detail!](#)



Prosci® Change Management Certificate Program

Prosci® Change Management Certificate Program is a comprehensive, workshop-style methodological program to learn how to implement a successful change initiative. The program offers its participants the opportunity to obtain the Change Management Practitioner Digital Badge, which is recognized all over the world and has international validity.

Outline:

- The Foundation of Change Management
- PCT Model
- ADKAR® Model
- Prosci® 3 – Phase Process

Who Should Attend? Project managers, change management practitioners, continuous improvement experts, IT experts, human resources business partners, organizational development experts, project teams.

Minimum Number of Participants: 8

Program Fee: 115.000 TL+VAT *until 31.12.2024*

Duration : 1 Half and 3 Full days

[Click to view in detail!](#)



Holistic Business Management with Business Simulation

In the Holistic Business Management and Financial Effects Certificate Program, participants will gain a holistic perspective on all functions of business and management and learn the effects of their business decisions on other functions and especially on finance.

Outline:

- Module 1: Holistic Business Management
- Module 2: Financial Management
- Module 3: Capsim Core Business Simulation

Who Should Attend?

Executives minimum five years of experience and more.

Minimum Number of Participants: 8

Program Fee: Will be announced

Duration : 6 Full Days



Becoming A Leader Managing Change

This Program aims to teach interactively the models and solutions required to see not only the business side of change but also the human side, to combine organizational and technological changes in a single change management plan, and to actively manage resistance to change.

Outline:

Change Strategies:

- Prosci ADKAR Model and Change Management
- Management of Resistance to Change Management and Motivation for Leaders, Leadership 5.0-

Leadership and Change Management

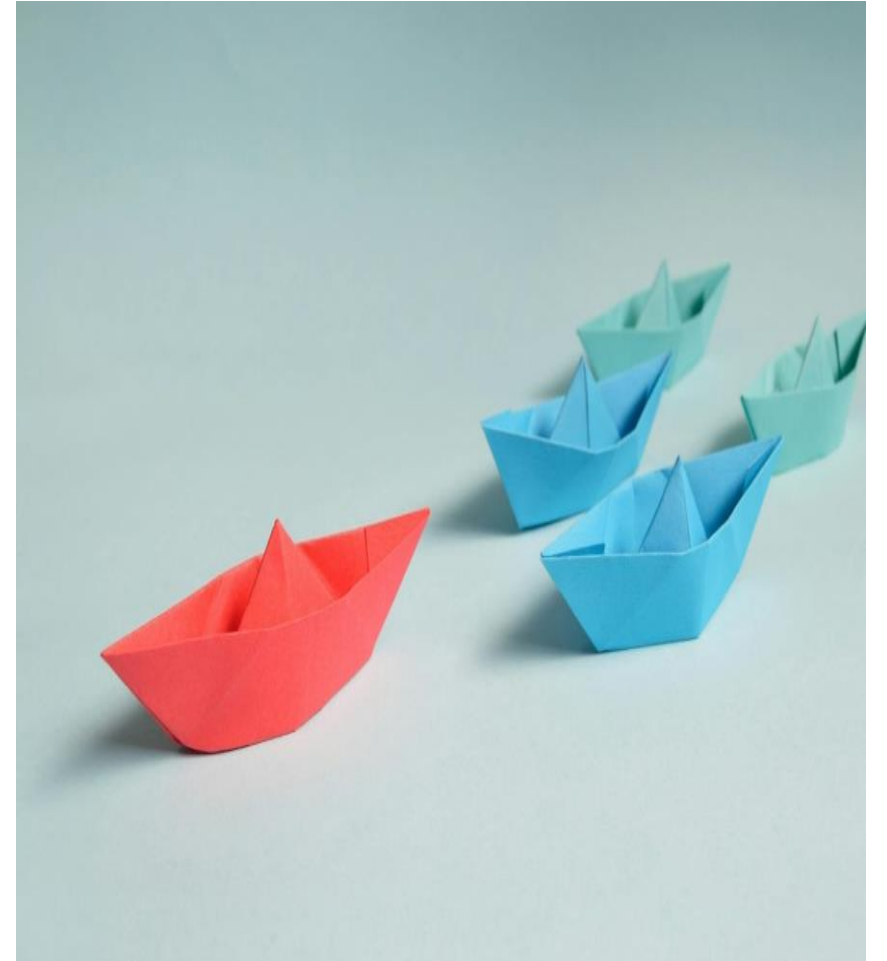
- From the VUCA era to the BANI Era -Kotter 8 steps Accelerate (XLR8) Model
- Agile Management and Change Management
- Transition of leaders in systemic, organizational and procedural changes
- Individual Transition in Change Leadership
- Creating the right change team, Change Triangle
- Right Vision-Right Slogan
- Being a Leader / Sponsor of Change – Project Management-Change Management Triangle
- Project implementation - Prosci Organizational Risk Inventory - PCT (Prosci Change Triangle) inventory application

Who Should Attend? Mid and Senior Level Managers

Minimum Number of Participants: 8

Program Fee: Will be announced

Duration : 2 Full Days



Strategic Human Resources Management Certificate Program

Strategic Human Resources Management Certificate program is designed to take participants a position that leads the management of fast, agile, and flexible organizations by approaching human resources functions with a strategic perspective.

Program Schedule:

Strategic HR Management Certificate Program -	Duration
Opening / Keynote / Human Literacy	1 Half Day
HR Trends and Creating Vision	
Future Of Work: New Working Models	1 Full Day
Global and Turkish Talent Trends/Professions and Competencies	
Strategic HR and Employer Branding	1 Full Day
HR Workshop	1 Full Day
Managing Differences in the New World (Unconscious Biases)	
Organizational Development	
Design Thinking in HR	1 Full Day
Performance and Instant Reward in the Agile World	1 Full Day
Managing Diversity in the New World (Diversity & Inclusion)	
Analytical HR and Digitalization in Process Management	1 Full Day
Change Management	
Change Management in Human Resources	1 Full Day
Business Simulation	
Capsim Core	1 Full Day

Who Should Attend? Mid-level management staff in medium and large-scale institutions with at least 8-10 years of work experience and at least 5 years of management experience.

Minimum Number of Participants: 8

Duration :9 Full Days

Program Fee: 107.500TL+until 31.12.2024

[Click to view in detail!.](#)



In-house Negotiation Management

The Program aims to develop constructive, creative and persuasive negotiation skills with the awareness of unity of all unit and unit managers who manage processes towards a common goal.

Outline:

- Three Basic Factors in in-house Communication
- Holistic Gains in In-house Negotiation Management
- Self-Negotiation and Effective Communication
- Basic Elements in Analytical Negotiation Management
- Analysis and Planning in In-house Negotiation Management
- Delivering Value in In-house Negotiations
- Negotiation Process Management

Who Should Attend?

All middle and senior managers, regardless of education, sector and scale.

Minimum Number of Participants: 8

Program Fee: 12.500TL+KDV until 31.12.2024

Duration: 2 Full Days

[Click to view in detail!](#)



Negotiation and Persuasion in the New World

The training aims to develop sales managers' communication and negotiation skills in an environment of uncertainty and risk, which is at the forefront of the changing dynamics of corporate life.

Outline:

- Effective Management and Internal Negotiation
- Active Negotiation Process Management
- Analysis and Planning in the Negotiation Process
- Adding Value to Information and Creating an Individual Brand

Who Should Attend?

Anyone who wants to get more effective results by improving their negotiation and persuasion skills in business life.

Minimum Number of Participants: 8

Program Fee: Will be announced

Duration: 2 Full Days

[Click to view in detail!](#)



The Art of Effective Presentation

The Training aims to provide permanent and unique information transfer methods by shedding light on issues such as learning to use all presentation instruments correctly and effectively during the presentation preparation phase and thus increasing self-confidence and creating constructive communication channels with the audience.

Outline:

- Presentation Content Preparation Methods
- Permanent Information Transfer Approaches
- Using the Power of Observation in Online Presentation
- Using Knowledge Effectively in the Presentation Process
- Closing the Presentation

Who Should Attend?

All managers and manager candidates

Minimum Number of Participants:8

Program Fee:16.500TL+VAT

Duration: 2 Full Days

[Click to view detail!](#)



Mastering in Preparing Business Presentations

The training aims to share techniques that will help us communicate our work outputs and the data we extract from numerical data in a way that will increase the value of the personal, team and company brand.

Outline:

- What is Data Visualization? Why is it important?
- What is Visual Perception? How does it work?
- What is a Good Visual? What are its features?
- Graphics Types and Properties
- Graphic Interpretation, What is Infographic? History of infographic
- General Operations with MS PowerPoint

Who Should Attend?

Management candidates and managers

Minimum Number of Participants: 8

Program Fee: Will be announced

Duration: 5 Half Days

[Click to view in details!](#)



Strategic Approach in Procurement Negotiations

Developing negotiation strategies that will provide a competitive advantage to the organization based on the basic principles of supply chain management, gaining a competitive advantage in the purchasing process, and most importantly, managing negotiations effectively by knowing the counterparty with all its dynamics.

Outline:

- Analysis and Planning in Negotiation Management
- Value Components in Effective Negotiation Management (B2B)
- Basic Parameters in Purchasing Negotiation Management
- 4 Stages in Target-Oriented Purchasing Negotiations
- Factors Determining the Purchasing Negotiation Process

Who Should Attend?

Purchasing and supply chain management
Developing strategies and managing processes in all its components,
It includes middle and senior managers.

Minimum Number of Participants: 8

Program Fee: 15.500 TL+%20 KDV Until 31.12.2024

Duration: 2 Full Days

[Click to view in detail!](#)



Robotic Process Automation in Human Resources

Applied Robotic Process Automation training in Human Resources aims to develop the competency set that includes making operational human resources processes carried out through automation by human resources employees.

Outlinet:

The use of RPA has become widespread in human resources processes such as Compensation, Recruitment, Payroll, Metrics and Reporting. Applied Robotic Process Automation (RPA) training aims to increase the speed of human resources becoming strategic partners through this method. During the training, participants will be taught practically how basic human resources processes can be automated.

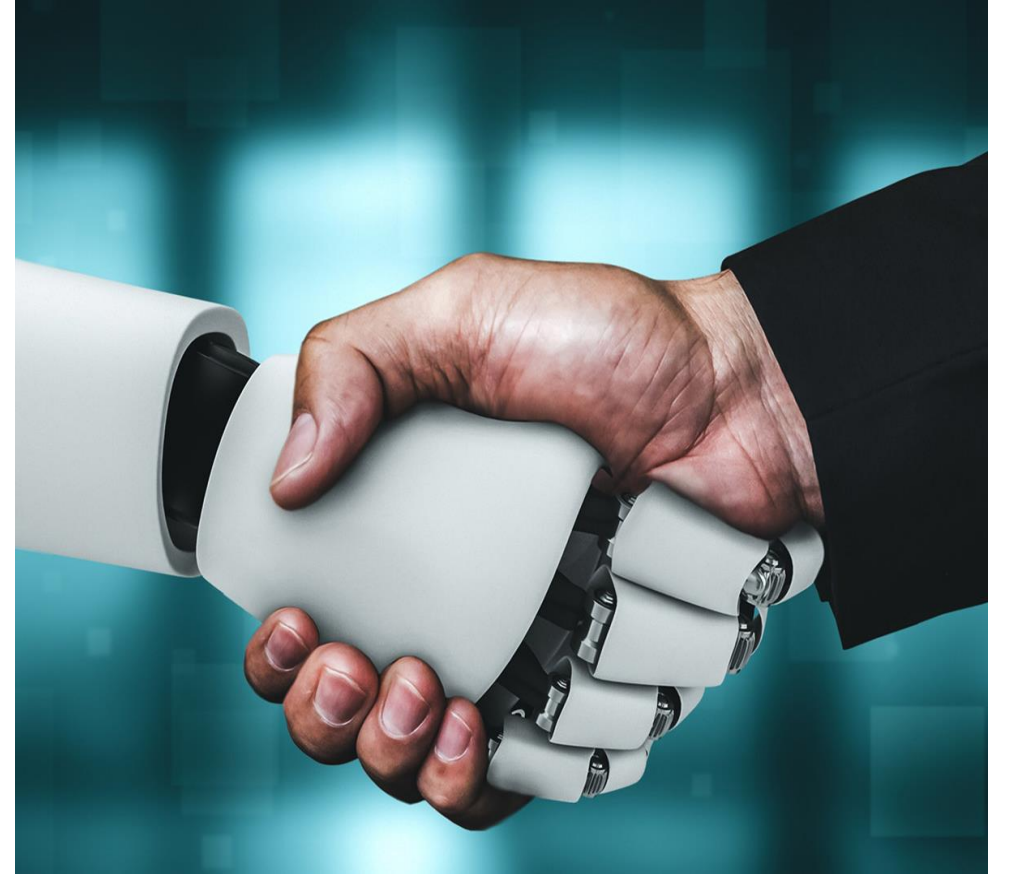
Who Should Attend? Human resources professionals are people who hold expert or manager positions. All professionals in the field of human resources who want to experience new generation technologies in practice

Minimum Number of Participants: 8

Program Fee: Will be announced

Duration: 2 Full Days

[Click to view in detail!](#)



Applied Compensation and Benefits Management

Applied Wage and Benefits Management Training aims to provide HR professionals and managers with new generation application examples and a total reward management perspective in compensation works.

Outline:

- Compensation Communication
- Total Reward Management perspective and application
- How do wage management processes work?
- Executive compensation in compensation approaches
- Grade Calculations
- Flexible Benefits Applications

Who Should Attend? Compensation managers who practice, HR Managers who want to acquire a different notion of compensation, compensation experts.

Minimum Number of Participants: 8

Program Fee: Will be announced

Duration: 2 Full Days

[Click to view in detail!](#)



HR Analytics and Data Visualization with Business Cases

Human Resources Analytics and Data Visualization Training with Cases aims to enable HR professionals to make mobile reports themselves by using HR Business Intelligence tools and to extract meaning from HR Data with Machine Learning and HR analytics algorithms.

Outline:

- General concepts: Human Resources Analytics and Other Concepts
- Metrics, KPIs and Scaling
- HR Data Mining and Case Study
- HR Analytical Concept and Preparations
- HR Analytics Case Studies
- Reporting and Data Visualization

Who Should Attend?

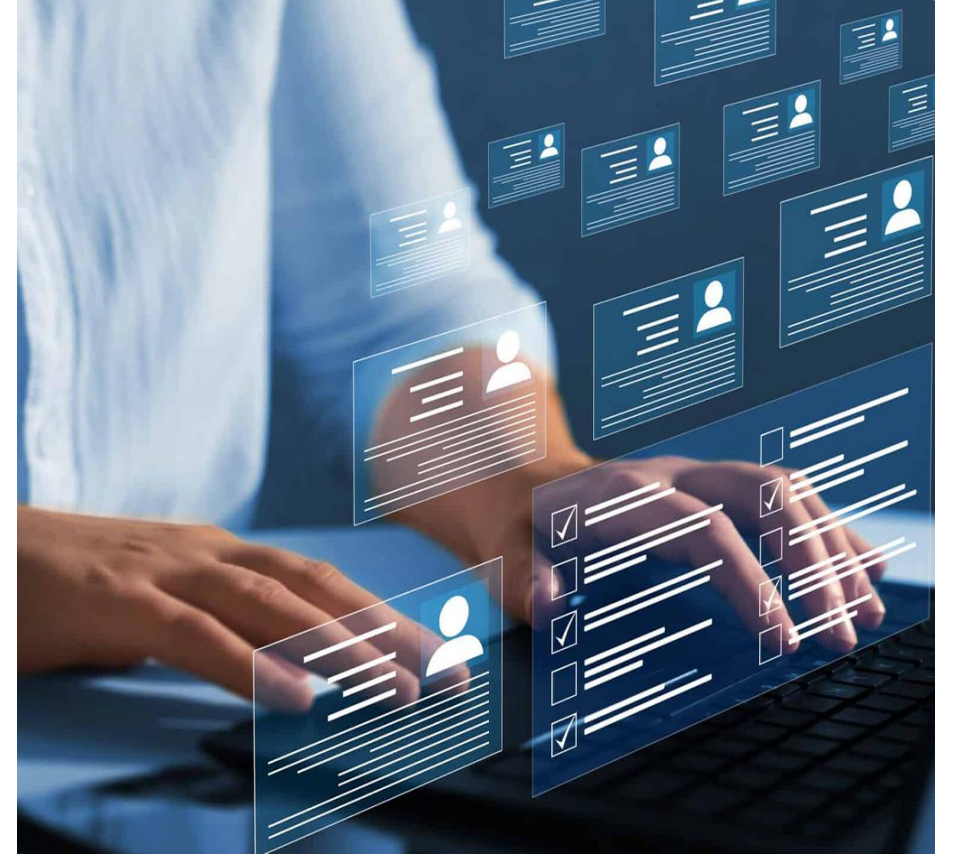
Professionals working in human resources, unit managers, employees in the field of HR compensation and reporting. Graduates who want to continue their careers in the field of HR analytics and data, and HR directors and managers who aim for digital competence in the field of Human Resources.

Minimum Number of Participants: 8

Program Fee: 14.000 TL+VAT Until 31.12.2024

Duration: 2 Full Days

[Click to view in detail!.](#)



Econometric Modelling

The training aims to provide participants with the necessary econometric modeling infrastructure to determine and interpret the relationship, direction and dimension between variables in the age of analysis-based competition.

Outline:

- Econometric Modelling
- Error terms commonly used in regression analysis (multicollinearity, heteroscedasticity..)
- Application: Decision Making with Econometric Modeling for Brand Manager

Who Should Attend?

All industry professionals who make decisions based on numbers on behalf of their brand or institution.

Minimum Number of Participants:8

Program Fee: Will be announced

Duration: 2 Full Days

[Click to view in detail.](#)



MARKETING

EDU is with you on your development journey!

Advanced Social Media Advertising Certificate Program

Program aims to take your expertise in social media advertising to the highest level, you can get a certificate with the most comprehensive training program (75 topics, with live and video courses) and make a difference in your career.

Who Should Attend?

Participants who meet one of the following conditions will ensure that they get the most out of this training.

- At least 6 months of work experience in search social media advertising
- Completion of basic level social media advertising training
- At least 2 years of middle/senior management experience in companies' digital marketing departments

Program Schedule

Training	Number of Days
Advanced Social Media Advertising Certificate Program	
Effective Content Strategies on Social Media	1 Half Day
Dynamic Campaigns & App Campaigns	1 Half Day
Scaling Reporting Experiment Attribution	One and a half days
Planlanning Creative Messaging	One and a half days
Setups Business Manager Technic Social	1 Half Day
Tik tok Advertising	1 Half Day
LinkedIn and Pinterest Advertising	One and a half days

Minimum Number of Participants: 8

Program Fee: 15.000 TL+VAT Until 31.12.2024

Duration: 15 Hours

[Click to view in detail.](#)



Advanced SEO Certificate Program

Advanced SEO Certificate Program aims to provide techniques to improve your visibility performance in search engines, to learn new applications in the light of up to date information, to discover the details of the latest techniques.

Outline	Number of Days
Advanced SEO Certification Program	
Important Tips in SEO Management	1 Half Day
Content SEO & Competitor Analysis	One and a half days
Technical SEO	One and a half days
Technical SEO (Mid exam)	One and a half days
Backlink Youtube SEO Local SEO	One and a half days
Scaling & Reporting (Project presentation)	One and a half days

Who Should Attend? People with at least 6 months of work experience in the SEO field, people who have received basic SEO training, or who have worked as a mid-to-senior manager for at least 1 year in a company that also provides SEO services in the digital marketing industry.

Minimum Number of Participants: 8

Program Fee: 12.000 TL+VAT Until 31.12.2024

Duration: 12 Hours

[Click to view in detail.](#)



Goal Oriented Briefing

Program aims to collaboratively and effectively define marketing objectives and facilitate the preparation of goal-oriented briefs for the teams or agencies that are currently being worked with or will be worked with.

Outline:

- The importance of an effective agency brief
- Definition of brief, its components and types
- Goal and Result relations
- Communicating with the Agency; agency structure and functioning
- Brief and Debrief Processes
- Evaluating agency offers and giving feedback
- Effective Collaboration and conflict management

Who Should Attend?

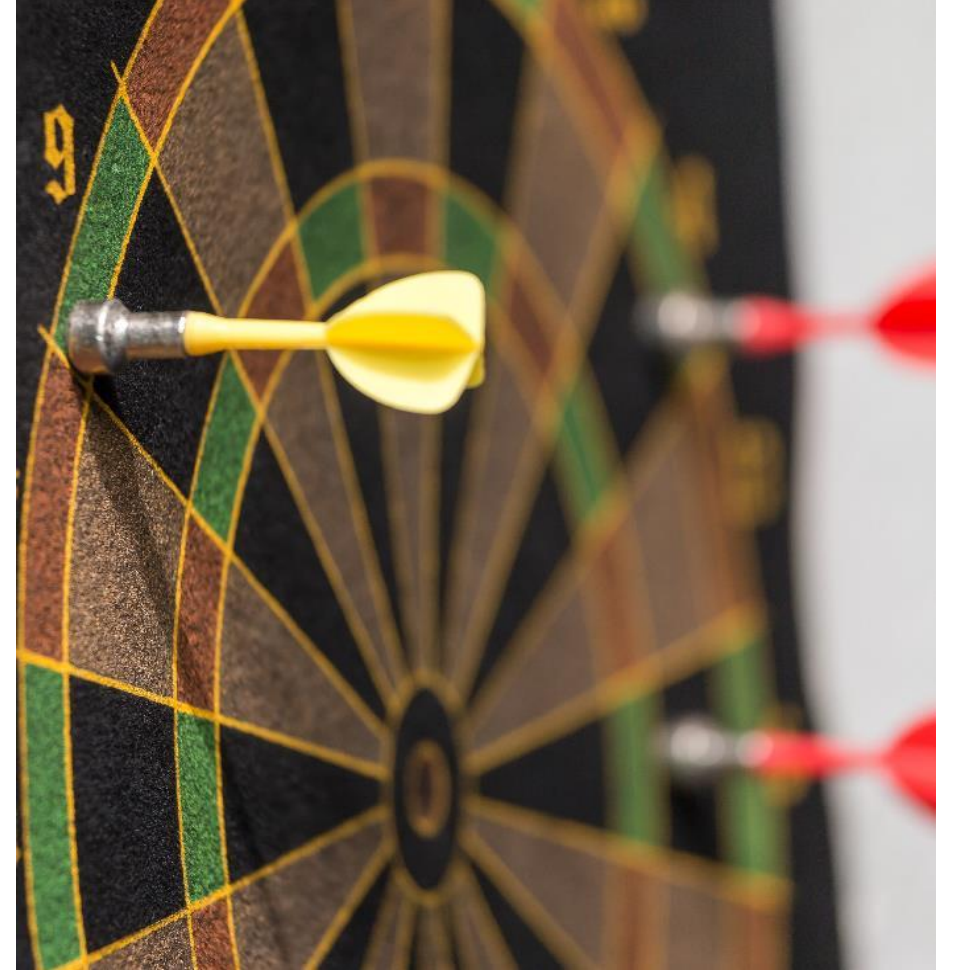
Managers of all profiles and levels working in marketing, promotion, corporate communications, press and public relations teams; brand and product managers; agency employees

Minimum Number of Participants: 8

Program Fee: 4.000 TL+VAT Until 31.12.2024

Duration: 3 Hours

[Click to view in detail!](#)



New Generation Approaches in Brand Tracking

New Generation Approaches in Brand Tracking training aims to provide participants to stand out in uncertainty, to turn crises into opportunities with new generation brand tracking, to achieve fast and effective results, to understand the changing consumer opinion, and to get ahead with strategies suitable for the digital age.

Outline:

- Digital segmentation techniques that enable you to reach the target audience more effectively
- Behavioral change analyzes to regain lost and declining customers
- Ensuring the adaptation of customer experience monitoring programs
- New generation performance scaling beyond classical criteria
- Application of the (BASE) approach in transforming market research into brand communication

Who Should Attend?

Anyone who is interested in market research and wants to learn about brand management and monitoring in digital media.

Minimum Number of Participants: 8

Program Fee: Will be announced

Duration: 2 Full Days

[Click to view in detail!.](#)



Market Research Methods and Applications

Market Research Methods and Applications training provides participants how to learn needs analysis techniques and right market research methods for your company.

Outline:

- An overview of Market Research
- Fundamental Content and Concepts of Market Research
- Methodology in Research
- Research Design to Meet the Needs
- Fundamental Analysis Techniques for Your Brand

Who Should Attend?

Anyone within a company who can benefit from market research, regardless of the department they work in, and who wants to learn market research methods and approaches.

Minimum Number of Participants: 8

Program Fee: Will be announced

Duration: 1 Full Day
[Click to view in detail!](#)



Creating Interaction, Planning and Analytics in Digital Marketing

In Creating Interaction, planning and analytics in digital marketing training participants will be informed about creating a digital marketing strategy, creating media planning and optimization, measuring the effects of digital advertisements to reach and communicate with customers on social networks in an effective way.

Outline:

- 5 Fundamental Digital Marketing Strategies (ACCCEs Model)
- Digital Media Planning and Optimization-Interaction, scaling
- Agile Modeling in Digital Marketing
- Social Network Management in Echo Rooms
- Search Engine Marketing (SEM/Adwords)
- Online Ads and Natural Marketing
- Digital Agency- Customer Dynamics
- Digital Scaling Interfaces (e.g. SimilarWeb, StatSocial)
- Integration of Digital Media with Classic Channels
- Application and Case Study with Data

Who Should Attend?

People working in marketing or IT departments, entrepreneurs who want to digitalize their brand, brands, advertising agency or digital agency employees, anyone who aims for a career in digital marketing can participate in the training.

Minimum Numer of Participants: 8

Program Fee: Will be announced

Duration: 2 Full Days



The Power of Storytelling in Marketing

Telling a compelling story is the key to being extraordinary in the marketing world. This training will help you to find effective ways to convey the right message to consumers and make your brand stand out from your competitors.

Outline:

- Understanding Your Target Audience
- Impact of Stories
- The Structure of an effective story
- Creative Process
- Choosing the right channel
- Measuring success and productivity

Who Should Attend?

Managers, professionals and entrepreneurs working in the fields of brand management, market research, sales, advertising and communications, anyone with persuasive skills, art and creative processes

Minimum Number of Participants: 8

Program Fee: Will be announced

Duration: 1 Full Day
[Click to view in detail!.](#)



Artificial Intelligence and Automation in Marketing

The training aims to equip participants on how Artificial Intelligence and Automation solutions can be used to increase efficiency, effectiveness and return on investment in marketing.

Outline:

- Contribution of Artificial Intelligence-based automation processes to the efficiency of marketing decisions
- Efficient methods of feeding artificial intelligence with growing and enriching data
- Effects of automation processes on consumer decision-making process and behavior

Who Should Attend?

Professionals working in the field of marketing. Additionally, professionals, software developers and data analysts interested in issues such as big data, artificial intelligence, algorithmic marketing and automation

Minimum Number of Participants: 8

Program Fee: Will be announced.

Duration: 2 Full Days

[Click to view in detail.](#)



Social Media Marketing: Effective Content Development and Management

Social Media Marketing: Effective Content Development and Management aims to provide participants to create a complete social media marketing strategy, starting from consumer insights.

Outline:

- Viral Content Creation Strategy (STEPPS Model)
- Digital Customer Segmentation (CLV, CRV calculation)
- Social Media Budget Planning and Optimization
- Social Media Measurement Techniques and Interfaces (e.g. SimilarWeb, StatSocial)
- Influencer Marketing
- Application and Case Study with Data

Who Should Attend?

Entrepreneurs who want to digitalize their brands, SMEs, brands that want to improve themselves in the digital competitive environment, people who work in advertising agencies and aim for a career in digital marketing.

Minimum Number of Participants:8

Program Fee: Will be announced

Duration: 2 Full Days

[Click to view in detail.](#)



Strategic Marketing Management

Program aims to provide participants strategies to manage and to create an infrastructure that will add value to their brand or services.

Outline:

- Situation Analysis
- Strategic Product / Brand Management
- Pricing Strategies
- Distribution and Channel Strategies
- Communication Strategies
- Growth Strategies
- Introduction to Strategic Planning with Case Study

Who Should Attend? Professionals from marketing, strategic planning, commercial marketing and sales functions.

Minimum Number of Participants:8

Program Fee:6.500 ₺ *until 31.12.2024*

Duration: 1 Full and 1 half day

[Click to view in detail.](#)



Consumer Trends in the Digital World

Consumer Trends Training in the Digital World sheds light on global trends and consumer behavior aims to show how this can add value to the product, brand or service we offer, with various examples from many different countries and sectors.

Outline:

- Macro Trends and Their Impact on Consumer Behavior
- Effect of Trends on Products and Services
- Effect of Trends on Prices
- The Effect of Trends on the World of Communication
- Effect of Trends on Distribution / Sales Channels: e-commerce, m-commerce, a-commerce

Who Should Attend?

For everyone who aims to foresee and follow consumer trends in different functions such as product development, R&D, brand / product management, marketing, market research, strategic planning and reflect them in their daily work.

Minimum Number of Participants: 8

Program Fee: Will be announced

Duration: 1 Full Day



Customer Journey from a Behavioral Economics Perspective

Program aims to provide participants to recognize the persuasion mechanisms and perceptual thresholds in the consumer mind; Being able to interpret consumer behavior that traditional economic theories are inadequate to explain and designing a more effective experience journey for your customers

Outline:

- Human Brain and Behavior within the Framework of Psychology Pioneers and 21st Century Theories.
- What Do Research and Experiments Say About Consumer Behavior?
- Basic Mechanisms of Persuasion.
- Consumer Experience: The Journey from Pre-Need to Post-Purchase.
- Price and Persuasion: Supply-Demand Arguments of Classical Economics and Contemporary Consumer Behavior

Who Should Attend?

Marketing and communication specialists responsible for the brand's relationship and communication with its consumers, sales and after-sales teams that interact directly with the consumer, and experience experts who configure the brand's contact points and design the content and activities used.

Minimum Number of Participants: 8

Program Fee: 2.500 TL+%20 VAT

Duration: 1 Full Day

[Click to view in detail.](#)



FINANCE

Finance Certificate Program for Executives

Program aims to provide non-financial managers, business partners and business owners have as much knowledge as a financier and gain a holistic financial perspective, and can foresee the effects of the financial dimension in decision processes throughout all activities of a business.

Program Schedule:

Finance Certificate Program for Executives	Duration
Basic Corporate Finance	2 Full Days
Financial Statements Analysis	2 Full Days
Basic Risk Management	2 Full Days
Cash Management and Cash Flow Statement	1 Full Day
Efficiency of Investment Projects	1 Full Day

Who Should Attend?

Non-financial managers, business owners and partners who want to improve themselves in the field of finance, and entrepreneurs who want to start a business.

Minimum Number of Participants: 8

Program Fee: 55.000TL+VAT Until 31.12.2024

[Click to view in detail.](#)



Finance for Non-Financers

Training aims improve the financial literacy of non-financial managers and to enable them to holistically observe the place of their actions in their field decisions, which will be reflected in the company's results, in the financial statements.

Outline:

- a. General Information about Accounting and Financial Statements
- b. Definitions, Purposes and Functions of Financial Statements
- c. Cash Flow Statement
- d. Financial Analysis (Summary)
- e. Key Performance Indicators (KPI's)

Who Should Attend?

For not finance-based participants hose who want to have knowledge and skills about financial issues.

Minimum Number of Participants: 8

Program Fee: 25.000 TL+VAT *Until 31.12.2024*

Duration: 3 Full Days

[Click to view in detail.](#)



Financial Management in an Economic Crisis Environment

Training aims to improve the financial literacy of non-financial managers and to observe holistically the place of their actions in their field decisions, which will be reflected in the company's results, in the financial statements.

Outline:

- Crisis Environment
- Impact of the Crisis on Businesses
- Working Capital and Cash Management in a Crisis Environment
- Important Ratios That Must Be Considered in Crises

Who Should Attend?

Middle and senior managers, employees with 5-10 years of experience who are involved in the decision-making process in finance management.

Minimum Number of Participants: 8

Program Fee: Will be announced

Duration: 2 Full Days

[Click to view in detail.](#)



1000	9.90	-0.10	-1.00
1000	14.40	-0.40	-2.70
1000	9.35	-0.75	-7.43
1000	11.60	-0.60	-4.92
1000	0.09	-0.02	-18.18
1000	6.00	-0.45	-6.98
1000	90.50	-1.75	-3.35
1000	6.50	-0.25	-3.70
1000	5.30	-0.55	-9.40
1000	138.50	-4.50	-3.15
1000	10.00	-0.30	-2.91
1000	6.30	-0.80	-11.27
1000	11.60	-0.60	-4.92
1000	0.70	-0.13	-15.66

SALES & RETAIL

E-commerce Expertise Certificate Program

Program aims to equip participants all the knowledge and skills necessary to become an expert in planning and managing e-commerce sites.

Outline:

- Strategies and Business Models for E-Commerce
- Creating an E-Commerce Business Plan
- Digital Assets, E-Commerce Security Systems
- Legal Dimensions of E-Commerce
- E-Commerce Payment and Finance, Operations, Supplier, E-Commerce Customer Service Management
- Domestic and Global Marketplaces and Sales
- Content preparation strategies and SEO for e-commerce
- E-Commerce and Digital Marketing Tools, Measurement and Optimization with Google Analytics
- E-Commerce Case Studies
- E-Export Legislation and E-Export Incentives, E-Export Market Analysis
- E-Commerce Website Setup
- Project Presentations 1st Session - 2nd Session

Who Should Attend?

Anyone who is interested in E-Commerce and wants to develop their skills in e-commerce.

Minimum Number of Participants: 8

Program Fee: 32.000 TL+%20 VAT Until 31.12.2024

Duration: 21 Sessions of 2 hours 15 minutes

[Click to view in detail.](#)



Value-Based Sales Negotiation

Mastering Sales Negotiations training program has been prepared to raise the individual behaviors and competencies of all managers and senior managers of the organization who are negotiating with external customers to the level of mastery in order to achieve the company's goals.

Outline:

- Changing Dynamics in Negotiation Management
- Analysis and Planning in Negotiation Management
- Value Components in Sales Negotiations
- 12 Shortcuts to Effective Negotiation Management
- 3K Analysis in sales negotiations
- Bargaining Dynamics in Sales Negotiations

Who Should Attend?

All middle and senior level sales managers, regardless of sector and scale.

[Click to view in detail!](#)

Minimum Number of Participants:8

Program Fee: Will be announced

Duration: 2 Full Days



Luxury Brand Retailing

Program aims to analyze the development of the luxury brand retail industry internationally and the expectations of luxury brand retail customers.

Outline:

- Premium Brand Retail Industry
- Being a Strong Retail Player – Customer Focused
- Social Behaviors Affecting the Premium Brand Retail Process
- Strategic Marketing in Premium Brand Retail Management
- Transparency Between Segments
- The Concept of Luxury and Its Place in Purchasing Psychology
- Creating an Individual Brand and Luxury Retail

Who Should Attend?

Premium marka perakende yöneticileri.

Minimum Number of Participants: 8

Program Fee: Will be announced.

Duration: 2 Full Days

[Click to view in detail](#)



CampRetail: Up-to-date Techniques in Campaign Management

CampRetail aims to convey all the key parameters of campaign management in an interactive manner with a 360-degree management approach.

Outline:

- A Holistic Look at New Retail Dynamics in a Changing World
- Campaign Reputation Management
- Target Audience Analysis, Financial Data Analysis and KPIs in Campaign Management
- Strategic Planning and Modeling in Campaign Management
- Digital Campaign Management
- Campaign Message Perception Management, Risk Management
- Campaign Performance Measurement

Who Should Attend?

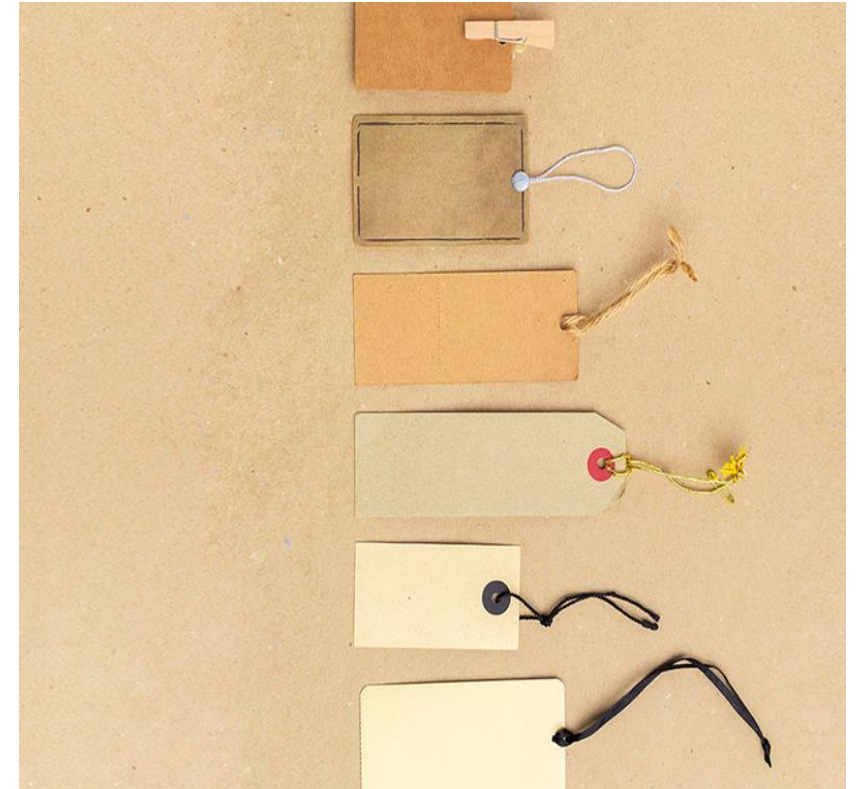
Marketing, corporate communication managers, regional managers, Retail managers with at least 4 years of experience in the field.

Minimum Number of Participants: 8

Program Fee: Will be announced

Duration: 3 Full Days

[Click to view in detail!](#)



Up-to-date Strategies in Retail Management

The Current Strategies in Retail Management training program aims to develop a strategic perspective aligned with current data in the retail industry, where keeping up with the times is sometimes challenging with its dynamism.

Outline:

- Change and Transformation in the Retail Industry
- Reading - Interpreting Local and Global Data
- Four Key Elements in Current Retail Management
- Experiential Retail Dynamics
- Mastering Current Retail Metrics and Data Reading
- Retail Campaign Management
- All Modules Application Study

Who Should Attend?

The training covers the management teams of all retail brands, regardless of scale, and dealer managers-owners of brands with a widespread dealer network.

Minimum Number of Participants: 8

Program Fee: 15.500 TL+ VAT *Until 31.12.2024*

Duration: 2 Full Days

[Click to view in detail!](#)



OPERATIONAL EXCELLENCE

EDU is with you on your development journey!

Lean 6 Sigma Black Belt Certificate Program

Program aims to provide participants with skills in using tools that can improve the issues related to productivity, quality and variability that negatively affect the profitability of organizations by using lack Belt level problem solving tools

Outline:

Operational Excellence Project
Financial Analysis Methods
Change Management
Voice of the Customer
Causes of Problems
Data Acquisition-FMEA
Agile Project Management
Process Mapping-Process Mining
Task Mining
Statistical Process Control
Process Competency
Data Analysis and Statistics Software
Sample Size
Multivariate Analysis
Rapid Process Improvements
Data Analysis Methods
Introduction to Hypothesis Testing -
Confidence Intervals
Cover. Comparison of Variances
Comparison of Rates

Comparison of Variances

- Comparison of Rates
- ANOVA- Multiple ANOVA
- Power and Sample Size
- correlation
- Simple-Multiple Linear Regression
- Logistic Regression
- Chi-Square Tests
- Machine Learning
- Kaizen-Blitz
- Poke-Yoke
- Experimental Design Methods
- Full Factorial Experiments
- 2k Factorial Experiments
- Fractional Factorial Experiments
- ANCOVA
- Response Surface Design
- Experiment Planning
- Optimization
- Reliability
- Creating Tolerances
- Idea Generation-Solution Selection
- Implementation Plan
- Process Digitalization (RPA, BPA)
- Validation of Results
- Control Plans
- Control Charts
- Lean Tools ANOVA- Multiple ANOVA

•5S

- TPM
- Visual Management
- Short Interval Meetings
- One Point Lessons
- Control Methods
- Project Closing

Who Should Attend? For those who have been working in the same position for at least 6 months in operational maintenance, support processes management, continuous improvement and operational excellence positions in production and service organizations.

Minimum Number of Participants: 5

Program Fee: Will be announced

Duration: 5 Modules, Total 25 Full days and One-to-One Coaching to Be Held After Each Module (Total Coaching Time: 7.5 hours) (Coaching is optional.)

[Click to view in detail](#)



Lean 6 Sigma Green Belt Certificate Program

Program aims to provide participants with skills in using Green Belt level problem solving tools to improve the issues related to productivity, quality and variability that negatively affect the profitability of organizations.

• **Outline:**

- Why Operational Excellence
- Project Selection Method
- Our Expectations from Champions
- Financial Analysis
- Management of Change
- Voice of Customer-Business-Employee
- Causes of Problems
- Data collecting
- FMEA
- Agile Project Management
- Statistics 101
- Statistical Process Control
- Process Competency
- Data Analysis and Statistics Software
- Measurement Systems Analysis

- (MSA)
- Multivariate Analysis
- Flow Analysis
- Rapid Process Improvements
- Data Analysis Methods
- Introduction to Hypothesis Testing
- Comparison of Averages
- Comparison of Variances
- ANOVA
- correlation
- Simple Linear Regression
- Multiple Linear Regression
- Chi-Square Tests
- Kaizen-Blitz
- Poke-Yoke
- DOE101
- Idea Generation
- Solution Selection
- Implementation Plan
- Pilot Application
- Validation of Results
- Control Plans
- Control Charts
- 5S

- TPM
- Visual Management
- Short Interval Meetings
- Control Methods
- Project Closing

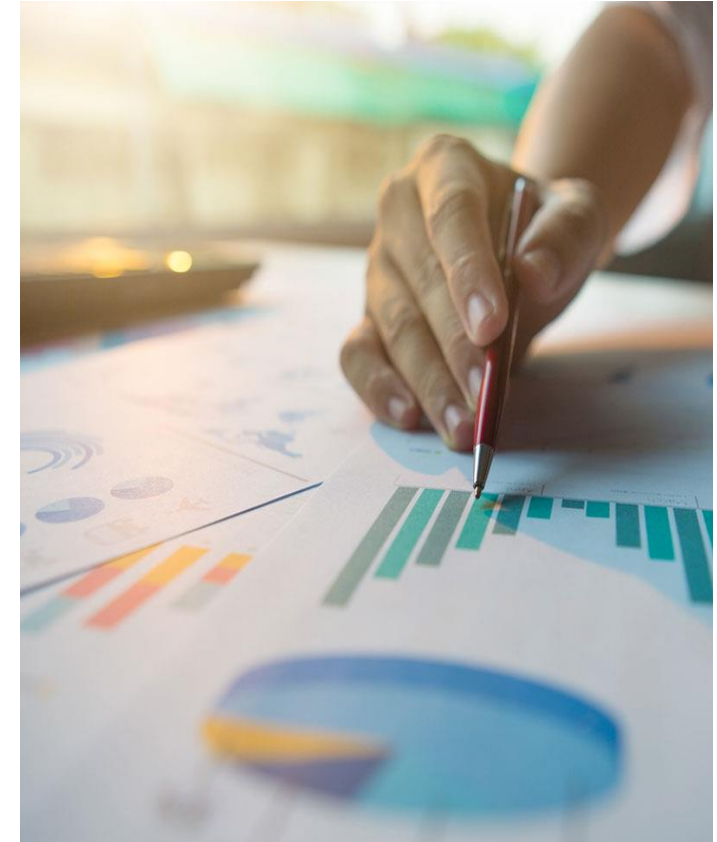
Who Should Attend? For those who have been working in the same position for at least 6 months in operational maintenance, support processes management, continuous improvement and operational excellence positions in production and service organizations.

Minimum Number of Participants: 5

Program Fee: 100.000 TL+VAT

Duration: 4 Modules, 10 Full Days of Training in Total and Coaching After Each Module (Total Coaching Time: 6 hours) (Coaching is optional.)

[Click to view in detail!](#)



Lean 6 Sigma Yellow Belt Certificate Program

Program aims to provide participants with skills in using Yellow Belt level problem solving tools to improve the issues related to productivity, quality and variability that negatively affect the profitability of organizations.

Outline:

- Why Operational Excellence
- Project Selection Method
- Our Expectations from Champions
- Financial Analysis
- Management of Change
- Voice of Customer-Business-Employee
- Causes of Problems
- Data collecting
- FMEA
- Agile Project Management
- Statistics 101
- Process Competency
- Data Analysis and Statistics Software
- Multivariate Analysis
- Rapid Process Improvements
- Data Analysis Methods
- Poke-Yoke
- Idea Generation
- Solution Selection

- Implementation Plan
- Pilot Application
- Validation of Results
- Project Closing

Who Should Attend?

For those who have been working in the same position for at least 6 months in operational maintenance, support processes management, continuous improvement and operational excellence positions in production and service organizations.

Minimum Number of Participants: 5

Program Fee: Will be announced

Duration: 1 Module, 2 Full Days +1.5 Hours One-to-One Coaching (Coaching is optional)

[Click to view in detail!](#)



Increasing productivity with 5S

Increasing Productivity with 5S aims to provide rapid improvements in occupational safety and worker health, increased productivity, cleanliness and order, and employee motivation.

Outline:

- Occupational safety and worker health
- Yield increase
- Cleanliness and order
- employee motivation

Who Should Attend?

For those who have been working in the same position for at least 6 months as managers, continuous improvement and operational excellence in operational, production, maintenance and support processes in production and service companies. People and consultants who want to improve their competencies by learning about 5S.

Minimum Number of Participants: 7

Program Fee: Will be announced

Duration: 1 Full Day +1.5 Hours One-to-One Coaching (Coaching is optional)

[Click to view in detail!](#)



Value Flow Diagram

Program aims to perform methodical, data-based and in-depth auditing, which is applied to quickly identify and prioritize many factors affecting the efficiency and quality of processes in businesses.

Outline:

- What is Operational Excellence? What is Lean?
- Value Flow Diagram
- Waste Hunt
- OEE (Overall Equipment Efficiency)
- Takt Time
- Applications

Who Should Attend?

For those who have been working in the same position for at least 6 months as managers, continuous improvement and operational excellence in operational and production processes in production organizations. People and consultants who want to improve their competencies regarding Value Flow Diagram.

Minimum Number of Participants: 5

Program Fee: Will be announced

Duration:1 Full Day +1.5 Hours One-on-One Coaching (Coaching is optional)

[Click to view in detail!](#)



Waste Analysis

Waste Analysis Program aims to identify 7+2 Waste (Muda) in businesses and to improve the process very quickly.

Outline:

- What is Operational Excellence?
- Simple
- 7+2 Waste
- Service Sector Wastes
- Waste Hunt
- Applications

Who Should Attend?

For those who have been working in the same position for at least 6 months in operational maintenance, support processes management, continuous improvement and operational excellence positions in production and service organizations.

Minimum Number of Participants: 5

Program Fee: Will be announced.

Duration: 1 Full Day +1.5 Hours One-to-One Coaching (Coaching is optional)

[Click to view in detail!](#)



Problem Solving with TRIZ

Problem Solving Training with TRIZ aims to teach TRIZ methods, which enable problems that cannot be solved with Vertical/Horizontal Problem Solving methods used especially in R&D, New Product/Service Development, Process Improvement, to be solved systematically in a shorter time.

Outline:

- Constraint Types
- TRIZ
- Constraints Matrix
- 40 Creative Principles
- 8 trends of technical evolution
- TRIZ Effects Database usage
- 76 Standard Solutions
- Function Analysis
- X-Factor
- Thinking in Time and Dimension
- Ideal Output
- resources
- Size-Time-Cost
- Little Smart People

Who Should Attend?

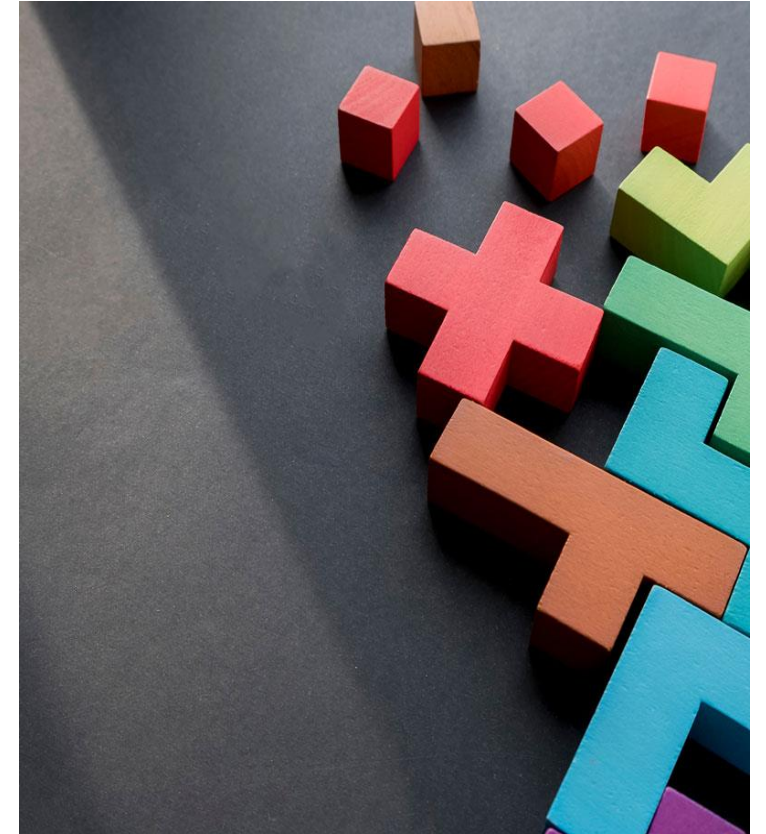
For those who have been working in the same position for at least 6 months in operational maintenance, support processes management, continuous improvement and operational excellence positions in production and service organizations.

Minimum Number of Participants: 5

Program Fee: Will be announced

Duration: 5 Full Days +2 Sessions 1.5 Hours One-on-One Coaching (Coaching is optional)

[Click to view in detail!](#)



Efficiency Increase with Process Mining

Efficiency Increase with Process Mining aims to identify inefficient processes in a short time and plan and prioritize actions.

Outline:

- What is Process Mining?
- Event Log Creation, Transfer
- Process Discovery
- Analysis Methods
- Translating Analysis Results into Action

Who Should Attend?

For Those who have been working in the same position for at least 6 months in operational maintenance, support processes management, continuous improvement and operational excellence positions in production and service organizations.

Minimum Number of Participants: 5

Program Fee: Will be announced

Duration:1 Full Day +1.5 Hours One-to-One Coaching (Coaching is optional)

[Click to view in detail!](#)



Innovative Problem Solving

Program aims to systematically solve problems in a shorter time, which cannot be solved with Vertical/Horizontal Problem Solving methods used especially in R&D, New Product/Service Development and Process Improvement.

Outline:

- Innovative-Creative Problem Solving
- Creating a Problem Definition
- VOC-VOB-VOE
- Cause Analyzes
- Idea Generation Techniques
- Solution Selection Techniques

Who Should Attend?

For those who have been working in the same position for at least 6 months in operational maintenance, support processes management, continuous improvement and operational excellence positions in production and service organizations.

Minimum Number of Participants: 5

Program Fee: Will be announced

Duration: 2 Full Days +1.5 Hours One-to-One Coaching (Coaching is optional)

[Click to view in detail!](#)



Data Analytics: Creating Value from Data

Data Analytics: Creating Value from Data aims to teach the key concepts in the field of data analytics, the current situation within the historical development process, trends in the near future, the steps of the data analytics application process, the challenges and solutions encountered in this process.

Outline:

- CRISP-DM Process
- Model Selection Metrics and Methods
- Understanding Data: Visualization and Descriptive Statistics
- Tutorial Learning: 1-R/Decision Trees/Random Forests/kNN/Regression
- Learning Without a Trainer: Creating Clustering/Association Rules
- Effective Team Building in Data Analytics Projects
- Common Mistakes

Who Should Attend? People who want to be informed and improve their competencies in data analytics process and who want to understand the discourse and actions of data scientists.

Minimum Number of Participants: 8

Program Fee: 10.500 TL+%20 VAT *Until 31.12.2024*

Duration: 1 Full Day

[Click to view in detail!.](#)



Applied Python Programming Certificate Program

Applied Python Programming Certificate Program is a preparation course for data science, it also aims to provide participants with basic programming skills so that they can apply computational thinking concepts in practice.

Outline:

- Syntax - Numbers, Arithmetic Operations
- Input/Output
- Comments
- If Statements
- Boolean Expressions
- Sequences Lists
- Strings - Range
- While Loops - For Loops
- Break Statement
- Functions
- Variable Scope
- Data Structures
- Tuples & Sequences
- Dictionaries
- Files I/O
- Graphic Library (matplotlib) - Pandas - Numpy

Who Should Attend?

Generally, those who work in any engineering-based departments of companies, data analytics and IT departments, or those who aim to work in these departments

Minimum Number of Participants: 8

Program Fee: Will be announced

Duration: 10 Full Days

UYGULAMALI PYTHON PROGRAMLAMA SERTİFİKA PROGRAMI

```
#!/usr/bin/env python3
from Crypto.PublicKey import RSA
from secret import FLAG

for i in range(1, 6):
    with open('{}pub.pem'.format(i), 'rb') as f:
        key = RSA.importKey(f.read())
    with open('{}enc'.format(i), 'wb') as f:
        f.write(key.encrypt(FLAG.encode(), None) [0])
```

TECHNOLOGY & EDUCATION

EDU is with you on your development journey!

Mastering as a Trainer

Mastering as a Trainer program aims to equip participants as a trainer providing adult education, to gain the necessary knowledge, equipment and correct attitude while "teaching to learn".

Outline:

- Adult learning principles
- Material, educational and emotional environment
- 7 different learning models
- Patterned message set in the training flow
- Storytelling and content transfer
- The master instructor's art of words and speaking
- Tools in training preparation
- Creating an interactive training environment and participant interaction

Who Should Attend?

Trainers who want to keep up with changes and are open to innovation and development, those who want to continue their professional lives as trainers, experts working in human resources, training and development departments of their institutions, all professionals who aim to speak in front of the public, influence and persuade people.

Minimum Number of Participants: 8

Program Fee: 22.500 ₺ Until 31.12.2024

Duration: 2 Full Days and 1 session 1 to 1 coaching

[Click to view in detail!](#)



CONTACT DETAILS



Sales and Business Development Senior Manager

Nazlı Şimşek GÜRLÜK

nazli.gurluk@sabanciuniv.edu



Sales Specialist

Elçin BESNE

elcin.besne@sabanciuniv.edu



SABANCI
ÜNİVERSİTESİ
YÖNETİCİ
GELİŞTİRME
BİRİMİ