SABANCI UNIVERSITY
EXECUTIVE DEVELOPMENT UNIT (EDU)

## OPEN ENROLLMENT PROGRAMS

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Since 2002, Sabancı University Executive Development Unit (EDU) has been offering executive development programs. As a leader in this area in Türkiye, EDU is also featured in the Financial Times Executive Education Custom programs world Ranking since 2018.
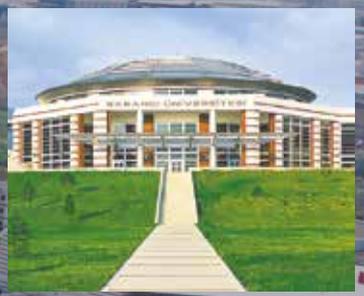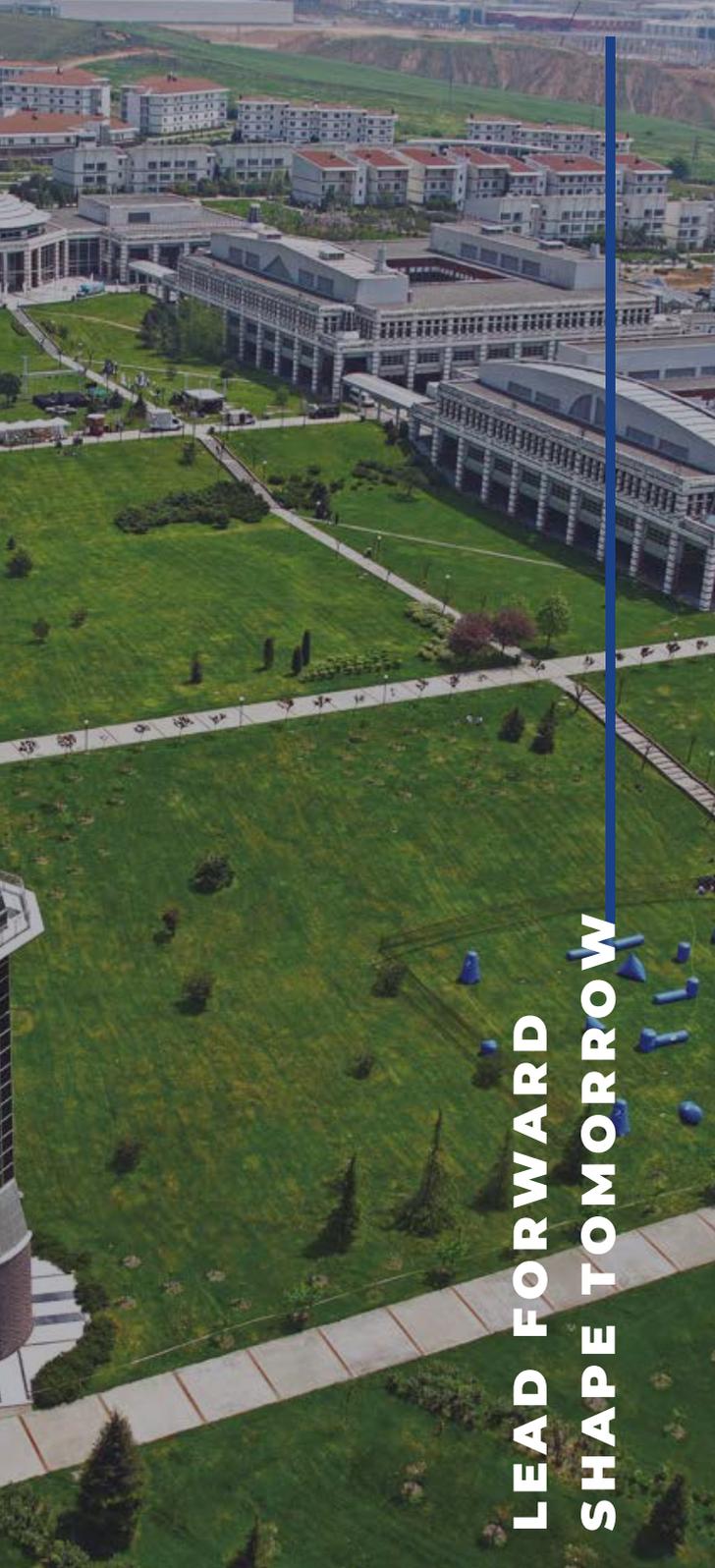
**LEAD FORWARD
SHAPE TOMORROW**

CONTENTS

01

MANAGEMENT AND LEADERSHIP
PROGRAMS

MANAGEMENT AND LEADERSHIP PROGRAMS

▍Leadership and Management Certification Program

Aim: To create 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, benefiting from the potential of their teams.

Target Group: Having a minimum of 10 years of work experience and a minimum of 5 years of managerial experience

▍Holistic Business Management Program

Aim: 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.

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

Target Group: Executives minimum five years of experience and more.

Duration: 6 Full Days

Strategic Human Resources Management Certificate Program

Aim: To take a position that leads the management of fast, agile, and flexible organizations by approaching human resources functions with a strategic perspective.

Target Group: Middle-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.

Duration: 2 Full Days

Internal Negotiation Management

Aim: 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.

Content:

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

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

Duration: 2 Full Days

Negotiation and Persuasion in the New World

Aim: 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.

Content:

· 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

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

Duration: 2 Full Days

The Art of Effective Presentation

Aim: 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.

Content:

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

Target Group: All managers and manager candidates

Duration: 2 Full Days

Mastery in Preparing Presentations

Aim: 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.

Content:

· 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

Target Group: Management candidates and managers

Duration: 5 Half Days

▌Strategic Approach in Procurement Negotiations

Aim: 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.

Content:

·   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

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

Duration: 2 Full Days

Robotic Process Automation in Human Resources

Aim: 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.

Content:

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.

Target Group: 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.

Duration: 2 Full Days

▎Applied Wage and Benefits Management

Aim: 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.

Content:

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

Target Group: Compensation managers who practice, HR Managers who want to acquire a different notion of compensation, compensation experts.

Duration: 2 Full Days

HR Analytics and Data Visualization with Cases

Aim: 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.

Content:

· 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

Target Group: 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.

Duration: 2 Full Days

Econometric Modeling

Aim: 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.

Content:

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

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

Duration: 2 Full Days

02

MARKETING THEMED
PROGRAMS

MARKETING THEMED PROGRAMS

▌Advanced Social Media Advertising Certificate Program

Aim: 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.

Target Group: 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

Duration: 15 Hours

▌Advanced SEO Certification Program

Aim: 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.

Target Group: 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.

Duration: 12 Hours

▌Pricing Strategies During High Inflation Times

Aim: Training aims to provide information about new pricing trends that occur as a result of changes in consumers, customers and technology, to gain a different perspective, and to bring a value-oriented and strategic flow perspective to pricing.

Content:

- Fundementals of Pricing
- Pricing Strategies
- Golden Rules to Consider During High Inflation Times
- Behavioral Economics and Pricing
- New trends in pricing

Target Group: Regardless of the department they work in, who are involved in the pricing process as a decision maker, supporter or implementer; Anyone who aims to gain deeper and more comprehensive knowledge about pricing.

Duration: 2 Half Days

▎Goal Oriented Brief

Aim: 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.

Content:

- 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

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

Duration: 3 Hours

❚New Generation Approaches in Brand Monitoring

Aim: 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.

Content:

- 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

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

Duration: 2 Full Days

▌Market Research Methods and Applications

Aim: Learning needs analysis techniques and right market research methods for your company.

Content:

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

Target Group: 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.

Duration: 1 Full Day

▌Creating Interaction, Planning and Analytics in Digital Marketing

Aim: 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.

Content:

·   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

Target Group: 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.

Duration: 1 Full Day

The Power of Storytelling in Marketing

Aim: 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 standing out from your competitors.

Content:

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

Target Group: 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

Duration: 1 Full Day

❚Artificial Intelligence and Automation in Marketing

Aim: 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.

Content:

· 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

Target Group: 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

Duration: 2 Full Days

▍Social Media Marketing: Effective Content Development and Management

Aim: Creating a complete social media marketing strategy, starting from consumer insights.

Content:

- 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

Target Group: 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.

Duration: 2 Full Days

Strategic Marketing Management

Aim: Ensuring that the product, brand or service offered by the participants is managed from a holistic strategic perspective; program aims to create an infrastructure that will add value against competition.

Content:

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

Target Group: Professionals from marketing, strategic planning, commercial marketing and sales functions.

Duration: 1 Full and 1 half day

▋Consumer Trends in the Digital World

Aim: Consumer Trends Training in the Digital World sheds light on global trends and consumer behavior; It 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.

Content:

· 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

Target Group: 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.

Duration: 1 Full Day

Customer Journey from a Behavioral Economics Perspective

Aim: 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

Content:

- 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

Target Group: 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.

Duration: 1 Full Day

03

FINANCE
THEMED
PROGRAMS

FINANCE THEMED PROGRAMS

❚ Finance Certificate Program for Executives

Aim: Ensuring that 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.

Target Group: 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.

▮ Finance for Non-Professionals

Aim: 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.

Content:

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

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

Duration: 3 Full Days

❚Financial Management in an Economic Crisis Environment

Aim: 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.

Content:

- 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

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

Duration: 2 Full Days

04

SALES & RETAIL THEMED
PROGRAMS

SALES & RETAIL THEMED PROGRAMS

▎E-commerce Expertise Certificate Program

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

Content:

- 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

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

Duration: 21 Sessions of 2 hours 15 minutes

█ Value-Based Sales Negotiation

Aim: 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.

Content:

· 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

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

Duration: 2 Full Days

Premium Brand Retailing

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

Content:

- 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

Target Group: Premium brand retail managers

Duration: 2 Full Days

CampRetail: Current Techniques in Campaign Management

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

Content:

- 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

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

Duration: 3 Full Days

Current Strategies in Retail Management

Aim: 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.

Content:

- 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

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

Duration: 2 Full Days

05

PRODUCTION & PRODUCTIVITY THEMED
PROGRAMS

PRODUCTION & PRODUCTIVITY THEMED PROGRAMS

Lean 6 Sigma Black Belt Certificate Program

Aim: 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

Content:

- 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
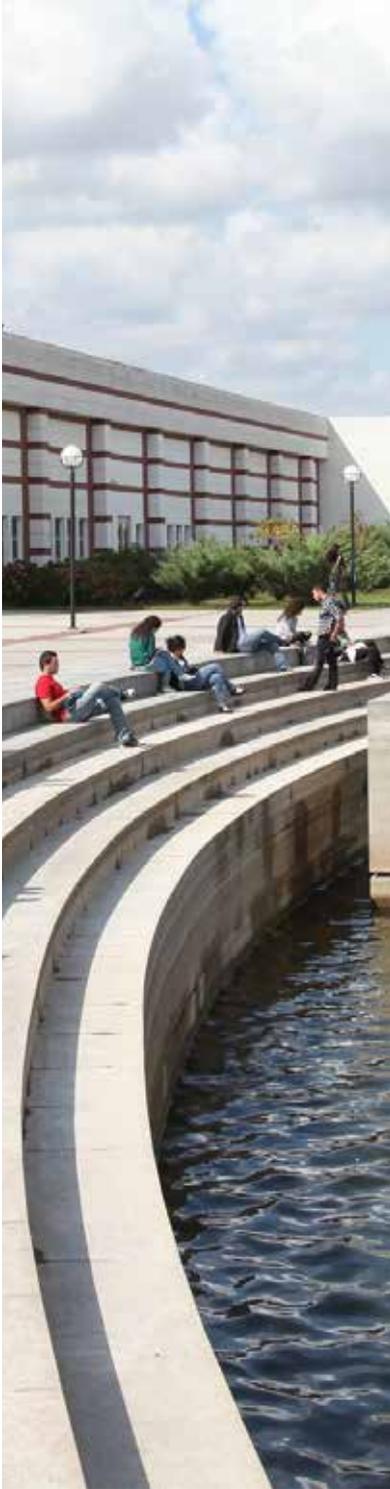
- Power and Sample Size correlation
- Simple-Multiple Linear Regression
- Logistic Regression
- Chi-Square Tests
- Machine Learning
- Kaizen-Blitz
- Poke-Yoke
- Experimental Design Methods
- Full Factorial Experiments
- 2k Factorial Experiments
- Fractional Factorial Experiments
- ANCOVA
- Response Surface 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 ToolsANOVA- Multiple ANOVA
- 5S
- TPM
- Visual Management
- Short Interval Meetings
- One Point Lessons
- Control Methods
- Project Closing

Target Group: 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.

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.)

❙Lean 6 Sigma Green Belt Certificate Program

Aim: 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.

Content:

- 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

Target Group: 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.

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

❚ Lean 6 Sigma Yellow Belt Certificate Program

Aim: 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.

Content:

- 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

- Multivariate Analysis
- Rapid Process Improvements
- Data Analysis Methods
- Poke-Yoke
- Idea Generation
- Solution Selection
- Implementation Plan
- Pilot Application
- Validation of Results
- Project Closing

Target Group: 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.

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

▮ Increasing productivity with 5S

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

Content:
· Occupational safety and worker health
· Yield increase
· Cleanliness and order
  employee motivation

Target Group: 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.

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

▋Value Flow Diagram

Aim: 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.

Content:

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

Target Group: 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.

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

❙ Waste Analysis

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

Content:

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

Target Group: 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.

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

Problem Solving with Triz

Aim: 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.

Content:

- 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

Target Group: 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.

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

❙ Efficiency Increase with Process Mining

Aim: Process Mining aims to identify inefficient processes in a short time and plan and prioritize actions.

Content:

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

Target Group: 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.

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

❚ Innovative Problem Solving

Aim: 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.

Content:

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

Target Group: 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.

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

Data Analytics: Creating Value from Data

Aim: To learn 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.

Content:

· 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

Target Group: 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.

Duration: 1 Full Day

```
    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
```

▌Applied Python Programming Certificate Program

Aim: In addition to being 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.

Content:

- 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

Target Group: 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

Duration: 10 Full Days

06

TECHNOLOGY & EDUCATION THEMED
PROGRAMS

TECHNOLOGY & EDUCATION THEMED PROGRAMS

▌Becoming A master Trainer

Aim: As a trainer providing adult education, to gain the necessary knowledge, equipment and correct attitude while "teaching to learn"

Content:
- Adult learning principles
- Material, educational environment and emotional
- 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 educational environment and participant interaction

Target Group: Trainers who want to keep up with changes and are open to innovation and development, those who want to continue their professional lives as educators, 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.

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

CAMPUS INFORMATION

▌Tuzla Campus

The decision to establish Sabancı University was made in 1994, spearheaded by the Sabancı Foundation, the largest family foundation in Turkey. The university's groundbreaking ceremony took place on July 31, 1997. In October 1998, Sabancı University became the first university in Turkey to apply for and be accepted as a member of the European Foundation for Quality Management (EFQM). Academic programs officially commenced in October 1999, when the university welcomed its first students. The Tuzla Campus spans 1,344,555 square meters and features a 3,199 square meter technopark and a 2,648 square meter digital campus. The dormitory capacity accommodates 2,942 students. The campus also includes an information center housing over 997,000 e-books, 126,000 physical books, multimedia resources, and numerous periodicals. Within the campus, there are two lakes—one natural and one artificial. Sabancı University's Tuzla Campus offers classrooms, meeting rooms, and study spaces equipped with cutting-edge technology, providing a world-class educational environment in Istanbul.

▌Altunizade Digital Campus

The Altunizade Digital Campus is equipped with state-of-the-art technology, with all classrooms featuring HyFlex and hybrid learning technologies. The campus includes a conference hall, nine hybrid classrooms, two professional recording studios, and four group study rooms, all designed to enhance both online and in-person learning experiences. Located in a central area of Istanbul, the Altunizade Campus is home to Sabancı University's Executive Education programs and Professional Master's Programs.

▌Karaköy Minevra Han

Minerva Han, first used as a communication center for Sabancı University in 1997, is one of the most iconic buildings on the European side of Istanbul. Known for its magnificent Italian architecture and over a century of history, Minerva Han continues to serve as a conference and event center. It houses offices, classrooms, and meeting spaces for various centers within Sabancı University.

SABANCI UNIVERSITY

SABANCI UNIVERSITY

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