



ISTANBUL AYDIN UNIVERSITY
CONTINUING EDUCATION CENTER

Corporate Trainings



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ISTANBUL AYDIN UNIVERSITY
CONTINUING EDUCATION CENTER

A training program
is effective only when
it is continuous.





President's Message

Believing that education gains meaning and value only when it is continuous, Istanbul Aydın University has enthusiastically pursued the mission of leading our country toward a brighter future. By closely following the new conditions brought about by the 21st century and the universal developments in science, technology, social, and cultural spheres, and by taking into account the needs of our country as a member of the civilized world community, the

University has grounded its education and training system on these principles.

Since its establishment, our university has carried a strong sense of social responsibility toward our youth, our society, and the world. Adopting the principle of educating individuals who can contribute to social development and adapt to the changing conditions of the world, our university has sought to fulfill its social responsibilities through the Continuing Education Center established within its structure.

Our Continuing Education Center provides training to thousands of individuals from various segments of society through collaborations with local governments, public institutions, and private sector organizations.

Together with 8,000 partner institutions and organizations with which Istanbul Aydın University continues its cooperation, our Center meticulously supports the professional development of our participants.

I would especially like to emphasize that Istanbul Aydın University will always remain determined to deserve the recognition of being “the Most Preferred University” and will never compromise the quality of its education and training.

I reiterate my belief that learning has no age or limits, and I firmly believe that our country’s journey toward modernization can only accelerate through education.

Prof. Dr. Mustafa Aydın
Chairman of the Board of Trustees





We Design the Training Programs You Need, Tailored Specifically for

As the Istanbul Aydın University Continuing Education Center,, we lead and shape change through our academic staff and industry-professional trainers. In line with the needs and demands of public institutions, private sector organizations, and non-governmental organizations, we conduct comprehensive needs analyses and develop effective, tailored solutions.

While helping your employees become more productive and efficient within the organization, we also focus on cultivating the managers and leaders of the future. All of our training programs and content are designed with a strong emphasis on practical, experience-based learning.





How Do We Work?

We analyze institutional needs in detail

Develop the most suitable model based on analysis results

Determine appropriate content with expert trainers

Design training models with our specialized team

Select the most suitable academic and industry professionals for your organization



Human Resources Training

- Performance Evaluation and Management
- Training and Development Management
- Talent and Career Management
- Job Evaluation and Compensation Management
- Recruitment and Placement
- Interview Techniques
- Labor Law and Social Security Practices
- Payroll Applications
- HR and Corporate Communication
- Strategic HR
- HR Analytics
- Career Planning
- Finance for HR Professionals
- Change Management in HR
- Train-the-Trainer Programs
- Training Needs Analysis
- Measurement and Evaluation



Finance Training

- Finance for Non-Financial Professionals
- Financial Modeling
- Financial Statement Analysis and Interpretation
- Corporate Financial Management
- Budget and Expense Management
- Internal Audit and Reporting
- Risk Management
- Cash Management
- Banking Pricing and Profitability
- Basic Accounting and Finance
- Project Financial and Cost Management
- Global Economic Developments & Next-Generation Business Models



Information Technology Training

- Systems and Network Specialization
- Web Design
- Business Analytics
- AutoCAD
- Excel (Basic & Advanced)
- Power BI
- Cloud Computing and Cybersecurity
- SEO
- Digital Media Advertising
- Google Analytics
- Big Data
- SQL Server Administration
- Data Analysis and Reporting
- Blockchain
- Information Security
- Game Design
- NFT Design
- Metaverse



Personal Development & Leadership Training

- Professional Cognitive Coaching
- Executive Coaching
- NLP for Managers
- Leadership and Effective Management
- Communication through Drama Techniques
- Personal Branding and Image Management
- Strategic Thinking and Planning
- Crisis Management
- Conflict Management
- Presentation Skills
- Team Building and Team Management
- Stress and Anger Control
- Emotional Intelligence
- Time and Meeting Management
- Negotiation Skills
- Change Management



ORGANIZATIONAL DEVELOPMENT TRAININGS

- Strategic Procurement
- International Logistics Management
- Warehouse and Inventory Management
- Project Management
- Data Analytics
- Call Center Trainings
- Occupational Health and Safety (OHS) Trainings
- Foreign Language Trainings
- Banking and Insurance
- Train the Trainer
- Entrepreneurship Training
- Team Management & Performance
Development through Feedback
- Emotional Intelligence and Empathy in the Workplace
- Dealing with Difficult People

SOCIAL RESPONSIBILITY AND SUSTAINABILITY TRAININGS

- Disaster Awareness Training
- Psychological First Aid Training & Train the Trainer
- Disaster Response Methods Training
- Corporate Sustainability Trainings
- Corporate Social Responsibility Programs Training
- Corporate Volunteer Programs Training



- Dashboard
- Email
- Profile
- Template
- Forms
- Tables
- Map
- Grid
- Menu Levels
- Extra
- Project
 - Sales Report
 - Target
 - Opportunity
 - Designs



SALES AND MARKETING TRAININGS

- Basic and Modern Marketing
- Strategic Marketing Management
- Marketing Research
- Digital Marketing
- Social Media
- Global Brands and Brand Practices
- Consumer Behavior
- Brand and Product Management
- Neuromarketing
- Digital Channel Management
- Strategic Campaign and KPI Management
- Copywriting
- Brand and Brand Management
- Brand Communication
- Basic Sales
- Advanced Sales Techniques
- Corporate Sales Techniques
- Personal Branding and Image Management for Salespeople
- Sales Management and Coaching Training
- Effective Communication for Salespeople
- Telephone Sales Techniques
- Persuasion and Negotiation Techniques
- Franchise and Dealer Management



QUALITY SYSTEMS TRAININGS

1. QUALITY SYSTEMS TRAININGS

- Quality Management Approach
- Problem Solving and Advanced Analysis Techniques
- Documentation and Process Management
- Strategic Management Approach and Management by Objectives
- ISO 31000 Risk Management System
- ISO 9001 Quality Management System
- ISO 19011 Audit System
- ISO 45001 Occupational Health and Safety System
- ISO 14001 Environmental Management System
- ISO 10002 Customer Satisfaction Standard
- ISO 22000 Food Safety Management System
- ISO 50001 Energy Management System
- ISO 27001 Information Security Management System
- ISO 22301 Business Continuity Management System
- IATF 16949 Automotive Quality Management System
- ISO 41001 Facility Management System
- ISO 26000 Social Responsibility Standard
- ISO 37001 Anti-Corruption Management System
- ISO 21001 Educational Institutions Management System
- ISO 13485 Medical Devices Management System

2. INDIVIDUAL QUALITY DEVELOPMENT TRAININGS

- Conflict Management
- Time Management
- Customer Relationship Management
- Stress and Resilience
- Building and Sustaining “We” Awareness
- Taking Initiative
- Continuous Improvement & Learning
- Developing Effective Communication Skills

3. MANAGERIAL QUALITY DEVELOPMENT TRAININGS

- Seeing the Big Picture / Visionary Thinking
- Effective Problem-Solving Skills
- Team Management / Leadership
- Persuasion and Negotiation
- Performance Management
- Agility / Agile



HEALTHCARE MANAGEMENT TRAININGS

- Healthcare Management Legislation
- Healthcare Institutions Legislation
- Rights and Responsibilities of Healthcare Personnel
- Patient Rights and Healthcare Services Legislation
- Procurement Legislation
- Public and Environmental Health Legislation
- Public and Private Aspects of Healthcare Services
- Health Policy, Turkish Health Policy & Reforms
- New Trends in Healthcare Management
- Health Law
- Health Economics
- Cost Analysis and Financial Management in Healthcare Institutions
- Human Resources Management and Organizational Behavior in Healthcare Institutions
- Quality Management and Accreditation in Healthcare Institutions
- Strategic Management in Healthcare Institutions
- Forensic Case Management in Healthcare Institutions
- Facility/Clinical Services Management in Healthcare Institutions
- Decision Making and Problem Solving in Healthcare Institutions
- Conflict Management in Healthcare Institutions
- Communication in Healthcare Institutions
- Marketing and Customer Management in Healthcare Institutions
- Planning and Material Management in Healthcare Institutions



LEGAL TRAININGS

- KVKK (Personal Data Protection Law)
- Forensic IT / IT Law
- Health Law
- Actuarial Law
- Family and Inheritance Law
- Notification Law
- Real Estate / Construction Law
- Lease Law
- Condominium Law
- Contract Law
- Guarantee Law
- Intellectual Property Rights
- Criminal Law
- Labor Law
- Social Security Law
- Reconciliation Law and Ethics (Article 35/A, Mediation, Negotiation, Communication)
- Arbitration Law
- Social Media Law
- New Regulations in E-Commerce Law
- Digital Entrepreneurship Law
- SEO Optimization



TOURISM TRAININGS

- Empowering Staff and Self-Managing Teams
- Change Engineering
- Personnel Performance Evaluation Methods and Common Mistakes
- Products and Service Features of Congress Tourism; Macro and Micro Perspectives on Congress Marketing
- Role and Importance of National and International Actors in the Congress Market
- Pre-, During, and Post-Congress Activities
- Creating Customer Satisfaction and Loyalty in Tourism Businesses
- Environmental Awareness and Eco-Friendly Practices for Various Departments of Accommodation Facilities
- Ecological Environment for Tourism Employees
- Ecology for Tourism Facilities and Sustainability / Green Practices in Tourism Enterprises
- Environment and Ecology as a Promotion and Marketing Tool
- Diversification of Tourism Events and Ecological Strategies for Year-Round Distribution
- Service Quality and Customer Satisfaction
- Public Relations in Tourism and Its Importance
- Public Relations, Social Responsibility, and Sponsorship Activities in Tourism Businesses
- Sales Development in Tourism Businesses
- Excellence in Guest Services
- Innovation in Tourism Enterprises
- Strategic Thinking in Tourism Businesses
- Competitive Strategies in Tourism Businesses
- Communication Skills in Tourism Businesses / Guest Relations and Effective Communication
- Management of Different Cultures
- Measuring Business Performance: “You Can’t Manage What You Don’t Measure”
- Teamwork and Best Practices in Businesses
- Importance of Teamwork in Hotels and Best Practices
- Thinking Styles and Managerial Skills of Executives
- Customer Orientation and Service Quality
- Organizational Culture
- Smart Practices in Tourism Enterprises (Tourism 4.0)
- Importance of Experiential Marketing in Tourism
- Importance of Employee Motivation in Tourism Businesses and Ways to Enhance It
- Quality Systems in Tourism Enterprises
- Talent Management in Tourism Enterprises
- Customer-Oriented Marketing in Tourism Enterprises



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