





İTÜ  
İSTANBUL AYDIN ÜNİVERSİTESİ





# DELIGHTFUL ISTANBUL 2015: ISTANBUL AYDIN UNIVERSITY SUMMER SCHOOL PROGRAM



Istanbul Aydın University with its 10 faculties, 3 Graduate Studies Institutes, 1 School of Foreign Languages, 3 Professional Vocational Schools and 15 Research Centers is located right in the center of the magnificent city of Istanbul.

This year's summer programs are very carefully selected and they offer great knowledge and training in some of the most exciting subjects. All programs contain lots of practical training and field trips. This year we have prepared a very special sight-seeing and cultural program for all the course participants.

All the courses offer ECTS credits and a certificate for students who successfully complete the program.



## ISTANBUL WELCOMES YOU...

**Istanbul:** A world center of great value in the past as well as in the present, Istanbul embraces Asia on one side and Europe on the other side.

Istanbul, with its historical peninsula, numerous scenic and historical beauties is a magnificently unique city that has been capital to many civilizations from past to present and still continues to be home to residents from all over the world. This rooted city, with a history dating back to 300 thousand years back, constitutes a mosaic of many civilizations and cultures combined.

One may come across legacies and monuments of thousands of years behind any door or around any corner in Istanbul. Whether you take a round tour in Istanbul or visit any of the 39 districts nearby, you will catch hold of various historical and natural wonders at every step of the way.

You may begin your Istanbul tour at the Grand Bazaar that will enchant you with its bright and pleasant environment while a sense of peace and security will wrap you tightly in Hagia Sophia. A tour of the pearl of the Bosphorus, Ortaköy, Beşiktaş and Kabataş will let you enjoy the delightful views along the deep blue coast.

With the Black Sea in the north, the Marmara Sea in the south and the Istanbul Strait running in all its glory through the middle of the city, you will experience great moments in Istanbul and witness the unique combination of the Mediterranean and Black Sea climates. You may encounter a hot and humid weather in the summer and a cold and snowy weather in the winter.

As well as being one of the most attractive cities to visit, Istanbul is now becoming a higher education destination for international students.





# ECONOMICS AND ADMINISTRATIVE SCIENCES



## Department of Political Science and International Relations Summer School

**Course Name:** Globalization and Developing Markets: The Case of Turkey

**Course Description:** The course aims to give a general understanding of basic principles of globalization and development, focusing on the case of Turkey. During the course the concept of globalization and development will be covered. The course is designed to have two parts. The first part will focus on the regional developments, which will have inevitable effect on Turkey. The second part will go more in depth and analyze Turkey from economic, political economy, energy and geopolitical perspective.

**Requirements:** Faculties of Economics, Political Science, International Relations, History and Sociology

**Who Can Participate:** All undergraduate or post graduate students

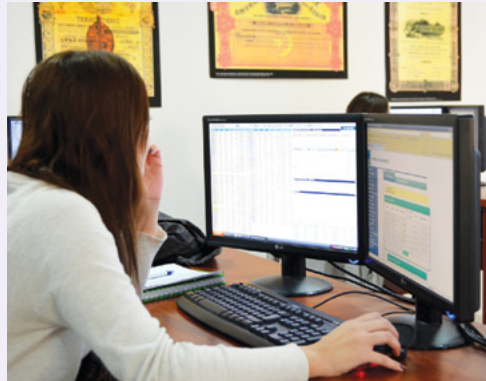
**Examinations:** There will be one mid-term exam that will cover the first half of the topics taught during the course, and one final exam that will cover the other half of the topics taught after the mid-term exam. Students will also be required to prepare one homework assignment.

**Participation Limit :** 20 Students

**Additional Cost:** No additional cost required for this course

**ECTS Credits:** 4

# ECONOMICS AND ADMINISTRATIVE SCIENCES



Week 1 (3 <sup>th</sup> - 7 <sup>th</sup> August)				
Day 1	Day 2	Day 3	Day 4	Day 5
Transition in the Middle East: Its Regional and International Effects: Political and Economic	Transition in the Middle East: Its Regional and International Effects: New Challenges	Diversity in a Global World: Minorities	Immigration Transition and Refugees in Turkey	Turkey's Economy

Week 2 (10 <sup>th</sup> - 14 <sup>th</sup> August)				
Day 6	Day 7	Day 8	Day 9	Day 10
Turkey's Economy	Energy in Turkey's Political Economy	Political Economic Analysis of Turkish Foreign Policy	Unstable Neighbours: Geopolitics of Turkey	Final Exam / Evaluation



# DEPARTMENT OF HIGHER PROFESSIONAL SCHOOL IAU



**Course Name:** Leadership and Culture Course

**Course Description:** This program aims to improve personal and professional development by teaching skills and efficacy on leadership theories and leadership skills with cultural insights. Course provides both theoretical and practical capabilities for personal and professional development characterized by becoming a world citizen and a better communicator. Participants will be encouraged to demonstrate leadership.

**Requirements:** Basic level economics, finance and accounting knowledge

**Course Content:** Participants will learn the basic theory about leadership and culture. Contents include following major skills: • *Effective use of body language* • *Interpersonal communication skills* • *Becoming a person of influence* • *Effective listening skills* • *Creative problem solving* • *21 irrefutable laws of leadership* • *Levels of leadership* • *Leadership philosophy* • *Stress management* • *Conflict management and negotiation skills* • *Cultural awareness*

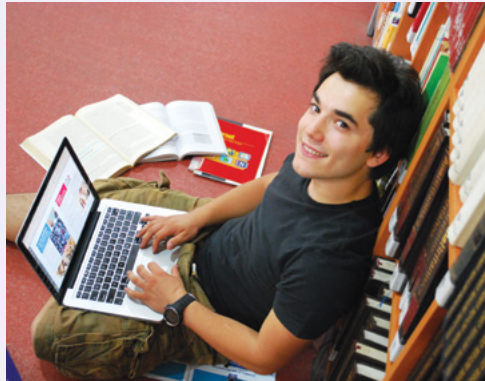
**Who Can Participate:** Everyone who wants to develop their interpersonal and leadership skills and link culture with leadership. Highly recommended for management trainees, students from management related disciplines or whoever desires to be an excellent leader.

**Special Event:** Field trip to a Turkish organization where the leaders of the organization share their cultural and leadership related experiences with the students. And trip to Hagia Sophia and Topkapı Palace.

**Participation Limit:** Up to 30 Students

**ECTS credits:** 3

# DEPARTMENT OF HIGHER PROFESSIONAL SCHOOL IAU



Week 1 (3 <sup>th</sup> - 7 <sup>th</sup> August)				
Day 1	Day 2	Day 3	Day 4	Day 5
Introduction to Fundamental Concepts of Culture and Leadership	Leadership Philosophy, Levels of Leadership	Effective Communication: Perception, Body Language, Interpersonal Dynamics	Creative Problem Solving	Becoming a Person of Influence, 21 Irrefutable Laws of Leadership

Week 2 (10 <sup>th</sup> - 14 <sup>th</sup> August)				
Day 6	Day 7	Day 8	Day 9	Day 10
Understanding Culture: Cultural Awareness, Dimension of Culture	Inspiring People: Motivation Theories	Conflict Management And Negotiation Skills	Comparative Leadership Theories	Conclusion and Field Trip

# ENGINEERING: DEPARTMENT OF FOOD ENGINEERING



**Course Name:** Applied Training of Fruit and Ready and Canned Food Processing

**Course Description:** The participants will be able to investigate the technology behind canning the ready to eat foods and to learn formulation, preparation and quality controls on produces in accordance with Turkey's food regulatory systems and legislation.

**Course Content:** Within two weeks, participants will be able to comprehend the basics of fruit juice and canned food processing technologies. They will be able to practise preparation of fruit juice and ready canned foods such as cherry, tomato juice, beans, jams, marmalade etc. They will also be able to perform quality controls of the products. Lastly, the students will pay a visit to several fruit-vegetable companies in order to get a first-hand look on the processes behind formulating, drying and canning various fruits and vegetables.

**Requirements:** Basic knowledge on food science and technology

**Who Can Participate:** Undergraduate and graduate students majoring in food engineering, food technology, chemistry, chemical engineering, agricultural engineering.

**Participation Limit:** 20 Students

**Special Event:** Laboratory applications for processing and quality controls, factory visits.

**ECTS Credits:** 3

# ENGINEERING: DEPARTMENT OF FOOD ENGINEERING



<b>Week 1</b> <b>(3<sup>th</sup> - 7<sup>th</sup> August)</b>				
<b>Day 1</b>	<b>Day 2</b>	<b>Day 3</b>	<b>Day 4</b>	<b>Day 5</b>
Informing About Canning and Sterilization Techniques	The Formulation of Green Beans and Flow Chart	Preparation of Apple Jam	The Formulation and Preparation of Ketchup	The Formulation of Stuffed Eggplant, Canning

<b>Week 2</b> <b>(10<sup>th</sup> - 14<sup>th</sup> August)</b>				
<b>Day 6</b>	<b>Day 7</b>	<b>Day 8</b>	<b>Day 9</b>	<b>Day 10</b>
Preparation and Application Techniques of Food Additives	Preparation of Cherry Jam and its Formulation	Quality Control of Glass Jars Before and After Closing	Factory Visit	Factory Visit

# DEPARTMENT OF MECHANICAL ENGINEERING



**Course Name:** Modelling and Control of Robots

**Course Description:** This course aims to help the student gain the necessary qualifications needed for programming, assembling, disassembling, and maintaining industrial robots.

**Course Content:** The students will be taught through theory and practical applications about rigid body motion, manipulator kinematics: forward kinematics, inverse kinematics; manipulators, mobile robot kinematics, robot dynamics and control, position control and trajectory tracking, force control, dynamical modelling and control of mobile robots.

**Requirements:** 5 DOF robot arm, omni directional mobile robot (available in the labs)

**Who Can Participate:** Engineering students: undergraduate or post graduates.

**Special Event:** Robot challenge

**ECTS Credits:** 3

# DEPARTMENT OF MECHANICAL ENGINEERING



## Week 1 (3<sup>th</sup> - 7<sup>th</sup> August)

Day 1	Day 2	Day 3	Day 4	Day 5
Rigid Body Motion	Manipulator Kinematics: Forward Kinematics, Inverse Kinematics	Manipulator Jacobean	Parallel Manipulators	Mobile Robot Kinematics

## Week 2 (10<sup>th</sup> - 14<sup>th</sup> August)

Day 6	Day 7	Day 8	Day 9	Day 10
Robot Dynamics and Control	Dynamics of Open Chain Manipulators	Position Control and Trajectory Tracking	Force Control	Dynamical Modelling and Control of Mobile Robots

# DEPARTMENT OF COMPUTER SCIENCES



**Course Name:** Introduction to Web Design and Creation

**Course Description:** The objective of this course unit is to study the effective use of HTML and CSS

**Course Content:** Within two weeks, participants will learn the basic web design principles, introduction to HTML and CSS. By the end of this course you will be comfortable creating, coding and posting basic HTML and CSS files onto the Internet.

**Requirements:** Basic Computer Skills

**Who Can Participate:** Computer Sciences Students, Computer Programming Students, Other Associate Degree, Undergraduate or Postgraduate Students.

**Special Event:** Laboratory Applications

**Participation Limit:** 20 Students

**ECTS Credits:** 3

# DEPARTMENT OF COMPUTER SCIENCES



Week 1 (3 <sup>th</sup> - 7 <sup>th</sup> August)				
Day 1	Day 2	Day 3	Day 4	Day 5
Introduction to Web Design, Domain & Hosting	Web Site Design: Starting with Photoshop, Fireworks, Dreamweaver	Web Site Design: Starting with Photoshop, Fireworks, Dreamweaver	HTML	HTML

Week 2 (10 <sup>th</sup> - 14 <sup>th</sup> August)				
Day 6	Day 7	Day 8	Day 9	Day 10
HTML & CSS	CSS	CSS	CSS	Create More Usable Web Sites



# HEALTH SCIENCES: DEPARTMENT OF HEALTH CARE MANAGEMENT

**Course Name:** Marketing for Health Care Organizations

**Course Description:** Relates key marketing functions to the health care industry. It integrates health care services development with promotion activities, pricing, and the distribution of services. Emphasis is placed on the managerial aspects of marketing strategies necessary for survival in a competitive marketplace. Further attention is given to the design of services and programs that respond to market interests and consumer preferences.

**Course Content:** This course involves analysis, evaluation, and implementation of marketing strategies within health care and managed-care environments. It is designed to develop skills in segmenting customer and medical markets, brand products and services, enhance customer communication strategy and develop effective pricing approaches. Methods and models of marketing fundamentals will also be introduced.

**Course Objectives:** Upon completion of this course, you should be able to do the following:

1. Define what marketing means in a health care context including what characteristics distinguish a market-driven organization.
2. Differentiate strategic planning, business planning and marketing planning.
3. Apply established marketing principles to a health care setting.
4. Identify trends in the organization, delivery, and financing of health care services that are particularly market-sensitive.
5. Explain factors that present special challenges when marketing a health care product or service.
6. Develop a marketing plan for a health care organization.

**Requirements:** Interest in tourism and health

**Who can participate:** Undergraduate or Post Graduate Students

**Participation Limit:** 20 Students

**Special Event:** Hospital visits

**ECTS Credits:** 5

# HEALTH SCIENCES: DEPARTMENT OF HEALTH CARE MANAGEMENT



Week 1 (3 <sup>th</sup> - 7 <sup>th</sup> August)				
Day 1	Day 2	Day 3	Day 4	Day 5
Introduction to Health Care Marketing	Organizational Perspectives of Marketing	Understanding the Marketplace	Product	Promotion

Week 2 (10 <sup>th</sup> - 14 <sup>th</sup> August)				
Day 6	Day 7	Day 8	Day 9	Day 10
Marketing Plans	Adding Value	Distribution (Place)	Measuring Effectiveness	Developing a Marketing Plan

## DEPARTMENT OF HEALTH SERVICES



**Course Name:** Genetics: Working with DNA?

**Course Description:** The course aims to give a general understanding of basic principles of medical biology and genetics and teach students the current applications operated in molecular genetics research field. During the course the concept of medical biology and genetics and its connections with human diseases will be covered systematically from the central dogma “DNA-RNA-PROTEIN”, and then generalizing with the recent applications used in the diagnosis of various human diseases. The course is designed to have two parts which will provide students the opportunity to learn not only the theoretical part of the course but also apply the practical part in our laboratories by using Polymerase Chain Reaction (PCR), RT-PCR Techniques, Agarose Gel Electrophoresis, SDS Page Analysis and Bioinformatics Tools.

**Requirements:** Vocational School of Health Services, Medical School, Faculty of Science and Letters (Molecular Biology and Genetics, Biology, Genetics, Biochemistry, Chemistry), Genetic Engineering Students

**Who can participate:** Anyone who wants to increase his/her knowledge on specific fields: From the Power of the Science to the Health of the People

**Participation Limit:** 20 Students

**Special Event:** Laboratory Applications

**ECTS Credits:** 4

## DEPARTMENT OF HEALTH SERVICES

<b>Week 1</b> <b>(3<sup>th</sup> - 7<sup>th</sup> August)</b>				
Day 1	Day 2	Day 3	Day 4	Day 5
Theoretical Part: Introduction to Medical Biology and Genetics. Genetics: Working with DNA	Theoretical Part: Cell: Structure and Function	Theoretical Part: Genomes, Transcriptomes and Proteomes: Structure and Function Practical Part: Genomic DNA Isolation Procedure	Theoretical Part: Laws of Mendelian Inheritances and Rules of Crosses Practical Part: Analysis of DNA Concentrations by Spectrophotometer	Theoretical Part: Genes and Chromosomes Abnormalities Practical Part: Agarose Gel Electrophoresis Analysis

<b>Week 2</b> <b>(10<sup>th</sup> - 14<sup>th</sup> August)</b>				
Day 6	Day 7	Day 8	Day 9	Day 10
Theoretical Part: Genetic Basis of Diseases I. Specific Techniques Practical Part: Polymerase Chain Reaction (PCR) Application	Theoretical Part: Genetic Basis of Diseases II Practical Part: quantitative Real-Time PCR Application	Theoretical Part: Genetic Diagnosis and Genetic Counselling Practical Part: Bioinformatics Evaluation and Sequencing Technique	Theoretical Part: Innovations and Discoveries in the Field of Human Genetics Practical Part: Protein Isolation, SDS Page Analysis	Theoretical Part: Conclusion Practical Part: Evaluation

## FINE ARTS



**Course Name:** Exploration of the Turkish Art via Museums

**Course Content:** Within the two weeks, participants will visit the Istanbul Museum of Modern Art, Pera Museum, Istanbul Painting and Sculpture Museum, and many more, in order to learn about the contemporary Turkish art. The students will analyze selected museum works throughout the course duration.

**Requirements :** No Requirements

**Who Can Participate:** Fine Arts students, other undergraduate or post graduate students.

**Special Event:** Final presentation that will contain visual documents and photos

**Participation Limit:** 20 Students

**ECTS Credits:** 4

## FINE ARTS



### Week 1 (3<sup>th</sup> - 7<sup>th</sup> August)

Day 1	Day 2	Day 3	Day 4	Day 5
Introduction to Anatolian Civilisations and Arts	The summary presentation of Traditional Turkish Arts	The Presentation of Contemporary Turkish Art / Quiz I	Visit to İstanbul Archeological Museum	Visit to Topkapı Museum

### Week 2 (10<sup>th</sup> - 14<sup>th</sup> August)

Day 6	Day 7	Day 8	Day 9	Day 10
Visit to Sakıp Sabancı Museum / Quiz II	Visit to Pera Museum	Visit to İstanbul Modern Museum	Visit to Proje 4L Museum / Quiz III	General evaluation and final exam

## DELIGHTFUL ISTANBUL 2015: SOCIAL AND CULTURAL ACTIVITY PROGRAM



### » Aqua Florya Istanbul Aquarium + Meal(s)

In comparison to other aquariums of its class containing fish species living in the world's seas, it is the newest with its travel route, thematization, interactivity, rainforest and cutting-edge technology. Istanbul Akvaryum holds a leading position among worldwide aquariums thanks to its volume, variety of fish species, and the activities on travel routes. It is a project which makes 'firsts' and 'mosts' in its field. The visitors, by following a geographical route, travel on a route that hosts 16 themes and 1 rainforest going from the Black Sea towards the Pacific.

### » Taksim-Istiklal + Shopping + Meal(s)

Istiklal Avenue or Istiklal is one of the most famous avenues in Istanbul visited by nearly 3 million people in a single day over the course of weekends. Located in the historic Beyoğlu (Pera) district, it is an elegant pedestrian street, 1.4 kilometers long, which houses boutiques, music stores, bookstores, art galleries, cinemas, theatres, libraries, cafés, pubs, night clubs with live music, historical patisseries, chocolateries and restaurants. The avenue, surrounded by late Ottoman era buildings (mostly from the 19th and early 20th centuries) that were designed with the Neo-Classical, Neo-Gothic, Renaissance Revival, Beaux-Arts, Art Nouveau and First Turkish National Architecture styles.

### » Galata Tower & Algerian Street

The Galata Tower called Christea Turris by the Genoese - is a medieval stone tower in the Galata / Karaköy quarter of Istanbul, just to the north of the Golden Horn's junction with the Bosphorus. One of the city's most striking landmarks, it is a high, cone-capped cylinder that dominates the skyline and offers a panoramic vista of Istanbul's historic peninsula and its environs.

## DELIGHTFUL ISTANBUL 2015: SOCIAL AND CULTURAL ACTIVITY PROGRAM



### » **Vialand + Meal(s)**

VIALAND, the first shopping, entertainment and lifestyle complex in Turkey and the world to combine a theme park, shopping center and exhibition center in one.

### » **Koc Museum + Meal(s)**

The museum was opened to visitors in 1994. The Rahmi M. Koç Museum is a private industrial museum in Istanbul, Turkey dedicated to history of transport, industry and communications. In 1996 it was honored to receive a special award from the Council of Europe's "European Museum of the Year Award."

### » **Breakfast + History and Cultural Tour + Lunch (Included in Program Fee)**

#### » **Mosques and Fountains » Ottoman Greek Houses » Church of St. Mary of the Mongols**

It is the only Byzantine church of Constantinople that has never been converted to a mosque, always remaining open to the Greek Orthodox Church.

#### » **Dimitrie Cantemir » Greek High Schools » The Patriarchate » Ramparts » Balat Market**

#### » **Fethiye Mosque » Kethuda Mosque » Saint Dimitrie » Mother Marry » Prison of Anemas**

The so-called Prison of Anemas is a large Byzantine building attached to the walls of the city of Constantinople. It is traditionally identified with the prisons named after Michael Anemas, a Byzantine general who rose in unsuccessful revolt against Emperor Alexios I Komnenos and was the first person to be imprisoned there. The prison features prominently in the last centuries of the Byzantine Empire, when four Byzantine emperors were imprisoned there.

### » **Bosphorus Tour (Included in Program Fee) + Gypsy Boat**

You will board a ferryboat in Europe at Eminönü, Kabataş or Beşiktaş and cruise across the Bosphorus.



## DELIGHTFUL ISTANBUL 2015: SOCIAL AND CULTURAL ACTIVITY PROGRAM



### » **Palace of the Porphyrogenitus**

The Palace of the Porphyrogenitus, known in Turkish as the Tekfur Sarayı is a late 13th-century Byzantine palace in the north-western part of the old city of Constantinople (present-day Istanbul, Turkey). An annex of the greater palace complex of Blachernae, it is the best preserved of the three Byzantine palaces to survive in the city (together with the ruins of the Boukoleon Palace; and the ruins of the Great Palace of Constantinople with its surviving substructures, retrieved mosaics and standing Magnaura section), and one of the few relatively intact examples of late Byzantine secular architecture in the world.

### » **Spice Bazaar**

Spice Bazaar in Istanbul, Turkey is one of the largest bazaars in the city. The building was endowed to the foundation of the New Mosque, and got its name “Egyptian Bazaar” because it was built with the revenues from the Ottoman eyalet of Egypt in 1660.

### » **Gulhane Park**

Gulhane Park is a historical urban park in the Eminönü district of Istanbul, Turkey; it is located adjacent to and on the grounds of the Topkapı Palace. The south entrance of the park sports one of the larger gates of the palace. It is the oldest and one of the most expansive public parks in Istanbul.

### » **Miniaturk + Meal(s)**

Selected works from Turkish and the Ottoman geographic area, the the 1/25 scale models adorn Miniaturk. Today, there are 126 models works on display, from which 59 works are from Istanbul, 55 works are from Anatolia, and the remaining 12 works are from the Ottoman territory outside of Turkey borders.

### » **Galata Bridge + Meal(s)**

The Galata Bridge is a bridge that spans the Golden Horn in Istanbul, Turkey. From the end of the 19th century in particular, the bridge has been featured in Turkish literature, theater, poetry and novels.

## DELIGHTFUL ISTANBUL 2015: SOCIAL AND CULTURAL ACTIVITY PROGRAM



### » **Pierre Loti**

The famous cafe entitled with the name of Pierre Loti, a famous French writer, is reached by getting on the ridge where the perfect view of the Golden Horn can be seen. The real name of Pierre Loti, who lived in Istanbul for many years and was a real Istanbul lover, was Julien Viaud. The historical cafe is the most ideal place to watch the beforementioned sight.

### » **Ortaköy + Meal(s)**

Ortaköy was a cosmopolitan area during the Ottoman era and the first decades of the Turkish Republic. Today the neighborhood still hosts many different religious structures. It is also a popular spot for locals and tourists alike, with its art galleries, night clubs, cafés, bars, and restaurants.

### » **Rumeli Fortress**

Located at the narrowest point of the Bosphorus on the European side, it is strategically placed for the control of ship traffic on the Bosphorus and directly faces the Anadolu Fortress on the Asian side of the Bosphorus.

### » **Marmara Forum + Shopping + Meal(s)**

A shopping mall, the Marmara Forum is noteworthy with its rich mix of brand names, its architectural structure that is physically integrated with the city, and the central location offering easy access.

### » **Dolmabahçe Palace + Meal(s)**

Dolmabahçe is the largest palace in Turkey. The site of Dolmabahçe was originally a bay on the Bosphorus which was used for the anchorage of the Ottoman fleet. The area was reclaimed gradually during the 18th century to become an imperial garden.

# ACCOMMODATION & COSTS & REGISTRATION

Students may choose only one course from the program. Each course lasts 2 weeks with a total of 50 lecture hours (laboratory work/field trips). Students will stay in hostels very close to the IAU campus in shared rooms.

## COURSES

IAU reserves the right to cancel any of the courses if insufficient enrollment occurs.  
(Less than 10 participant)

## FEES

**Enrollment Cost:** 590 USD (Includes course fee, accommodation, museum entrances and weekend sightseeing tours)

**Early registration discounted cost:** 540 USD

## REGISTRATION

**Early Registration Ends:** May 15th

**Registration Deadline:** July 15th

## PAYMENT DETAILS

**IAU Account Details / USD Account Number**

**Swift Code:** TGBATRI3

**Garanti Bank:** 681-9098089

**Garanti Bank IBAN:** TR 14 0006 2000 6810 0009 0980 89

## REFUND POLICY

Cancellation Period 4 to 8 weeks before the program begins 80% of total fees is refundable

Cancellation Period 2 to 4 weeks before the program begins 60 % of total fees is refundable

Cancellations within 2 weeks before program begins fees are not refundable.

## CONTACT

**Program Coordinator:** Gürkan Donat [gurkandonat@aydin.edu.tr](mailto:gurkandonat@aydin.edu.tr)

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