

ISTINYE UNIVERSITY
SENATE MEETING

MEETING DATE	MEETING HOUR	SESSION NO
16/11/2018	14.00	20

ISTINYE UNIVERSITY
DIRECTIVE ON THE OPERATION OF CONTINUING EDUCATION APPLICATION AND
RESEARCH CENTER (ISUSEM)

Purpose and scope

ARTICLE 1 - (1) This directive identifies the operating procedures and principles of the trainings to be held at the Istinye University Continuing Education Application and Research Center (ISUSEM) from an academic, administrative and financial perspective.

Basis

ARTICLE 2 - (1) This directive was prepared based on the Istinye University Regulation on the Continuing Education Application and Research Center which was published in the Official Gazette No. 30447 dated June 10, 2018.

Definitions

ARTICLE 3 - (1) In this Directive;

- a) Academic year: refers to the academic period defined as covering the fall and spring semesters and the summer terms in accordance with the academic calendar approved by the Senate,
- b) ISU A.S.: refers to ISU Technology Research Development Innovation and Consultancy Inc.,
- c) ISUSEM: refers to the Istinye University Continuing Education Application and Research Center,
- d) Participant: refers to the trainees participating in the training programs organized by ISUSEM,
- e) Manager: refers to the ISUSEM Manager,
- f) Rector: refers to the Rector of Istinye University,
- g) Senate: refers to the Istinye University Senate,
- h) CEP: refers to the Continuing Education Program,
- i) CEP Coordinator: refers to the person conducting each continuing education program,
- j) Board of Directors: refers to the Board of Directors of ISUSEM,
- k) University: refers to Istinye University.

Key principles

ARTICLE 4 - (1) It is essential that all the education programs for which a certificate is given to the participants, other than the associate degree, undergraduate and graduate programs that are carried out at the University, shall be organized by ISUSEM.

(2) No academic and administrative unit of the University can issue training certificates that include the brand and logo of ISU and give them to individuals and institutions. Training certificates that include the brand and logo of ISU may only be issued and given by ISUSEM.

(3) The accounting activities that are related to all the training activities carried out under the ISUSEM brand are performed as part of the accounting system of ISU A.S.

Development of new continuing education programs

ARTICLE 5 - (1) The processes for developing new CEPs and operating the existing CEPs to meet the lifelong education requirements of the business world and the society are carried out by ISUSEM.

(2) In these processes, providing richness of content and quality to ensure participant satisfaction will be prioritized.

(3) The appointment of ISU faculty members/staff as trainers for such programs should be prioritized. Where required, trainers from outside ISU may also be appointed. It should be ensured that the trainers' qualifications meet the priorities listed in paragraphs (a) and (b) of this article.

(4) New Continuing Education Programs,

- a) Should be developed by ISUSEM based on market requirements or participant demands,
- b) As a result of the suggestions of the ISU academic staff/personnel, or academic or administrative units,
- c) Through suggestions of collaborations from external trainers or organizations.

Evaluation of the new CEP proposals

ARTICLE 6 - (1) For CEPs that are suggested by ISUSEM based on market requirements or participant demands;

a) The estimated financial feasibility of the training is prepared and the ISUSEM Application Form including the content, target audience and promotion plan of the training, which is provided in Appendix-1 is filled out by the Manager and presented to the Board of Directors,

b) If it's approved by the Board of Directors, promotional activities will be carried out to start the training program,

c) The final actual financial feasibility of the completed training program will be re-performed by the Manager and submitted for the approval of the Board of Directors, and the payments for the trainers and other payments will be made based on the approved feasibility.

(2) For CEPs that are suggested by the academic and administrative staff of ISU individually or as a group in areas that are considered to have a potential market;

a) The individual/group or unit who made the suggestion shall apply to ISUSEM with the ISUSEM Application Form including the content and duration of the training, names of trainers, catering/promotion/stationeries/transportation and other information, logistical support requirements, and the definition of the potential market (Appendix-1),

b) All CEPs must have a CEP Coordinator. In personal suggestions, the CEP Coordinator shall be the owner of the suggestion. In suggestions submitted by Groups/Units, the name of a person from the group/unit shall be designated as the CEP Coordinator in the application file,

c) A preliminary review shall be made on the ISUSEM Application Form by ISUSEM. The financial feasibility of the application will be prepared by the Manager and submitted to the Board of Directors. The Board of Directors shall decide whether the CEP will be initiated or not. All academic, administrative and financial processes related to the CEP that is decided to be initiated shall be detailed and decided on at this meeting,

d) If a CEP with the same title and content was previously initiated and executed, the different aspects of the new CEP proposal compared to the previous one will also be assessed at the feasibility meeting. If it is decided that the CEP should be initiated, care will be taken to set the CEP title to be different from the previous one.

(3) For CEPs suggested by external trainers or organizations;

a) The trainer or organization who made the suggestion shall apply to ISUSEM with the ISUSEM Application Form including the content and duration of the training, names of trainers, catering/promotion/stationeries/transportation and other information, logistical support requirements, and the definition of the potential market.

b) A preliminary review shall be made on the ISUSEM Application Form by ISUSEM. The financial feasibility of the application will be prepared by the Manager and submitted to the Board of Directors. The Board of Directors shall decide whether the CEP will be initiated or not. All academic, administrative and financial processes related to the CEP that is decided to be initiated shall be detailed and decided on at this meeting,

c) If a CEP with the same title and content was previously initiated and executed, the differences of the new CEP proposal compared to the previous one will also be assessed at the feasibility meeting. If it is decided that the CEP should be initiated, care will be taken to set the CEP title to be different from the previous one.

Execution of the Existing CEPs

ARTICLE 7 - (1) Existing CEPs may be re-initiated in accordance with the previous feasibility decisions.

Financial Operation

ARTICLE 8 - (1) In all trainings proposed by the ISU Academic and Administrative staff and organized under ISUSEM, the general expenses of the training (rental cost of the location, cleaning, management expenses), promotion expenses, catering/food expenses, expenses related to course grading/certificates, taxes and charges and other expenses that directly affect the training shall be deducted from the revenues and a rate of the gross remaining amount, which is annually determined by the Board of Directors shall be paid to CEP Coordinator. If trainers other than the CEP Coordinator are involved in the program, the rate to be paid will be shared grossly to all trainers taking into account the CEP Coordinator's suggestion.

(2) For all training programs that are suggested by external trainers or organizations and held under ISUSEM, the rate of the amount to be paid to the trainer(s), which remains after all the expenses specified in paragraph 1 of this article are deducted shall be determined by the Board of Directors at the beginning of each program.

(3) A management fee for ISUSEM is allocated for each training that is organized based on its turnover. The allocated gross management fee is indicated in the final financial feasibility and is paid to the ISUSEM employees with the approval of the Board of Directors. The minimum management fee to be applied is determined by the Board of Directors at the beginning of each academic year. This fee may be higher based on the level of support to be provided by ISUSEM for the realization of the CEP; this is decided at the CEP feasibility meeting.

(4) If the proposed CEP will benefit from the training materials of the previous CEPs, the copyright payments of those who prepared the materials shall be reserved from the CEP revenues. The copyright payment is 10% of the amount payable to the CEP Coordinator.

Effective Date

ARTICLE 15 - (1) This Directive shall become effective as of the date of its acceptance by the Board of Trustees of Istinye University.

Execution

ARTICLE 16 - (1) This Directive shall be executed by the Rector of Istinye University.

APPENDICES

Appendix 1-Application Form

APPLICATION FORM

Name of the Training Program:	
Participant Profile:	
Duration of the Training:	
Content of the Training:	
Training Methods:	
Proposal for Promotion Activities:	
Proposal for Training Fees:	
Fee Expectation of the Trainer:	
Certificate to be Provided at the End of the Training:	
Resume of the Trainer:	
Place of the Training:	