



## Social Responsibility Project

The 20BİN Kariyer Project is an informative study that will help students studying at universities to determine the elements that will affect their career. *20BİN Kariyer* is launched to allow students to define the values that will add value to them until they graduate, give up-to-date information on the conditions that they will face after their graduation and to show the needs in the fields that the project focuses on and allow students to ask questions about their preferences.

The 20BİN Kariyer Project is carried out by the Company Owners, Directors and managers in the sector, Human Resource Managers, professional recruitment companies working on Human Resources, and symposiums and panels where the connoisseurs of the industry share their knowledge on the relevant issues with students.

20BİN Kariyer Project was launched as a pilot project with Yıldız Technical University, Kocaeli University, Sabancı University and Uludağ University in the academic year of 2015-2016. Today, the project is expanding within the framework of collaborations between state and private universities such as Marmara University and Işık University.

The 20BİN Kariyer Project is carried out by TAYSAD in collaboration with student clubs in the selected universities and different sub-dynamics may be established along with lecturers in the universities. For example, together with Marmara University, Faculty of Business Administration, German Language Department, the commencement of an elective course program called "Practice-Oriented Business Administration Applications" is under discussion. Although the project is structured in the limelight of engineering faculties of universities, it also aims to serve for the search of qualified personnel for departments such as HR, Sales etc. of our organizations. A survey will be applied to the students who take courses within the same program for determining the departments that are of interest to them. Thus, internships will be offered to the students in the relevant departments of the member institutions that are under the umbrella of TAYSAD. Students who continue to work in said companies may be asked to write a "dissertation" in their fourth year about a topic that is relevant to the company or the automotive industry. The topic to be selected can be

selected from among the topics that will draw interest of both parties. Here, the lecturers of Marmara University Department of Business Administration (in German) will focus on the academic competence of the dissertation while the managers of the relevant company will take into evaluation the industrial content and practical benefit of the dissertation.

Some of the topics to be addressed:

- Strategic partnerships in the automotive supply industry, the effects on information management and innovation
- Risks and benefits of cross-border mergers and acquisitions: An example from Automotive Industry
- Internationalization concept in Turkish companies

In the 20BİN Kariyer Project that started off with the mottos "How to Create Careers in the Automotive Industry?" and "Take The Right Step towards Your Career at University", we aim to introduce the youth to the experts of our industry and continue to offer career opportunities that involve global opportunities and we intend to take the project to a deeper level in the new period in the framework of the following headings:

- Creating Human Resource for TAYSAD Members
- Clarifying the needs of our R&D Centers
- Initiating Vocational/Technical High Schools, except universities
- Making a difference in the lives of the students through Anadolu Foundation Mentorship Project
- Transformation to university-industry cooperation platform
  - o Professionals should give lectures/seminars in universities/high schools
  - o Lecturers should give seminars in TAYSAD
  - o Creating collaboration in course and laboratory contents at Vocational/Technical High School, Bachelor's and Master's Degrees and Doctorate levels

20BİN Kariyer Project aims to transform its works into a sustainable and corporate form in order to create synergy with new stakeholders and other TAYSAD events.