

Memorandum of Understanding  
between  
Özyeğin University and ACCOR HOTELS TURKEY

In 2009, Özyeğin University (hereafter "OzU") has launched a four-year "hotel management" program hereafter "HMAN" in its School of Applied Sciences. The program targets the education of future managers for five-star and four-star deluxe hotels. An applied program can only succeed in close collaboration with the industry. OzU recognizes Accor Hotels Management (hereafter "ACCOR") as a premium hotel brand in Turkey and abroad. As such, OzU wishes to enter into a partnership agreement with ACCOR.

This MoU lists areas of possible collaboration between OzU and ACCOR.

**Internships:** OzU will suggest ACCOR to its HMAN students as the primary internship target locations. ACCOR will offer preferential treatment to students of OzU in selecting students for internships. Both institutions will screen the students carefully so that the most promising students are placed at ACCOR internships.

**Job offers:** Similar to internships, OzU will suggest to its HMAN students ACCOR properties as the prime job targets. ACCOR will have the first right of refusal to all graduates of OzU's HMAN program.

**Guest lecturers:** ACCOR will provide guest lecturers to OzU's HMAN program. Such presentations will make OzU's program stronger and more closely connected to the industry.

**Certificate programs:** OzU will design certificate programs for ACCOR's middle management, as well as short programs for its top management. Such programs can be staffed by faculty members from the HMAN program or from the business school at OzU, or from abroad if the necessary personnel are not available at OzU. Location, duration, content, and price of such programs will be decided in collaboration with ACCOR.

**Degree programs:** OzU offers the standard MBA and EMBA degrees (full-time and part-time). It is possible to enhance such programs with courses specific to the hospitality industry, and OzU will work with ACCOR in designing such courses if ACCOR is interested in placing students in these programs.

**Placement in web and published materials:** OzU wishes to make mention of its collaboration with ACCOR in its publications and the web, which is likely to increase the quality of the incoming students. ACCOR will offer the OzU an occasional space in its publications and provide a link to the OzU's web on its web.

**International expansion:** As OzU aspires to be an international university (recruiting abroad is currently under way), it wishes to extend the collaborative activities listed above to all ACCOR locations in the world.

**Possibility of Branding:** OzU plans to become the "official training center" of ACCOR as both parties develop trust in the relationship. OzU looks upon the possibility of branding its HMAN program as "Accor Hotels Hotel Management Program" favorably.

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