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STUDY ABROAD  
OPPORTUNITIES



SECTOR-  
INTEGRATED  
EDUCATION



UNIQUE  
APPLIED  
EDUCATION



NATIONAL AND  
INTERNATIONAL  
CAREER  
OPPORTUNITIES

# **Undergraduate Faculty of Applied Sciences Programs**

**Hotel Management  
Gastronomy and Culinary Arts**





The Undergraduate Hotel Management and the Undergraduate Gastronomy and Culinary Arts Programs, by their nature, require a perfect blend of modern, theoretical, and practical knowledge.

Therefore, students are offered technology-based education that offers an ideal mix of:

- case studies,
- hotel management, and food and beverage software systems,
- kitchen and laboratory work,
- interactive simulation,
- field trips,
- projects,
- internships,
- electives, and
- second foreign language options (Russian, Chinese, German, and Spanish).

The Hotel Management Department and the Gastronomy and Culinary Arts Department take pride in their advisory boards made up of the most reputable opinion leaders in the sector. Renowned as one of the first advisory boards in their respective fields in Türkiye, the Advisory Board of the Hotel Management Department was established in 2009, while the Advisory Board of the Gastronomy and Culinary Arts Department was founded in 2012. Distinguished members on both advisory boards give seminars and offer one-on-one mentorships to assist our students while also providing strategic support to both departments.

Just like faculties, degrees awarded by schools are four-year bachelor's degrees. Therefore, school graduates may choose between post-graduate studies at home or abroad.

# Undergraduate Hotel Management Program

The first of its kind in Türkiye, the Undergraduate Hotel Management Program of the Faculty of Applied Sciences at Özyeğin University has been accredited by the Accreditation Commission for Programs in Hospitality Administration (ACPHA) as of Summer 2023 and for a maximum of seven (7) years at a time, until Summer 2030.

ACPHA, one of the world's most prestigious accreditation institutions for hospitality and tourism programs, named the Undergraduate Hotel Management Program of the Faculty of Applied Sciences, a four-year innovative business administration and technology-based program, the one and only undergraduate program to ever be accredited by ACPHA both in Türkiye and Europe, marking an outstanding achievement.



## Career Opportunities

The curriculum is enriched with sectoral courses as well as courses such as sociology, applied economics, global talent management, accounting principles, service and digital marketing, process design, history of art, music, law, revenue management, finance/project management, entrepreneurship and innovation, natural and artificial intelligence, digital marketing, and new media management. Graduates can plan a career starting from any department at a five-star hotel and extending to the the general manager position and beyond. Graduates can also take up managerial positions in a broad array of fields, including marina management, spa and wellness, airline catering, golf tourism, and congress and seminar organization. Through the well-rounded education they receive, graduates can also successfully work in the service sector, in particular, in mall management, banking, insurance, and securities management, as well as in other functions such as marketing and sales departments. The program aims to educate hospitality professionals and entrepreneurs who:

- have internalized the culture of global professionalism;
- are well versed with a broad horizon and extensive general culture to shape the future of the sector;
- are able to blend human-centered management approach with financial success;
- have entrepreneurial, innovative, and creative skills, and are able to start and manage their own businesses;
- are able to closely follow and analyze the latest trends in the national and international hospitality industry; and
- are able to transform their sector-integrated education into national or international careers.







# Undergraduate Gastronomy and Culinary Arts Program

The Undergraduate Gastronomy and Culinary Arts Program is a four-year business administration-based bachelor's degree program designed for students who aspire to have careers in the fields of gastronomy, culinary arts, and restaurant management. Offering a rich curriculum integrated with restaurant management, the program is the first of its kind in Türkiye.

The Gastronomy and Culinary Arts Program boasts an exclusive partnership with Le Cordon Bleu International. Through this partnership, the program profits Le Cordon Bleu International's extensive experience and deep-rooted education in the field of culinary arts. Students take their culinary art courses directly from Le Cordon Bleu's instructor chefs and use Le Cordon Bleu's education materials to excel in Le Cordon Bleu techniques. The program starts out with basic culinary and patisserie art, gradually offering a richer curriculum packed with courses that introduce students to classical, and advanced techniques, and teach them Turkish and global culinary techniques, eventually concluding with the management dimension with a rich array of restaurant management courses. Another pillar of the program is the courses such as food safety and hygiene, food science, nutrition, gastronomy culture, and food and sustainability that build a strong foundation for practical gastronomy courses.

The goal of our Undergraduate Gastronomy and Culinary Arts Program at Özyeğin University is to serve as an example of excellence in gastronomy and culinary arts, and be recognized as one of the world's most reputable academic programs. Graduates of the program are awarded a four-year bachelor's degree diploma in addition to a certificate conferred by Le Cordon Bleu International.

## Career Opportunities

The Undergraduate Gastronomy and Culinary Arts Program at the Faculty of Applied Sciences aims to educate gastronomy professionals and executive chefs who:

- have entrepreneurial, innovative, and creative skills, and are able to start and manage their own businesses;
- are able to transform their sector-integrated education into national or international careers;
- have a good command of Turkish and global culinary practices;
- are able to put their food science, nutrition, and culinary culture knowledge into practice in culinary applications, and attach great importance to food safety;
- closely follow the latest trends in the food and beverages sector on an international scale;
- possess a four-year bachelor's degree as well as the "Le Cordon Bleu Gastronomy and Restaurant Management" certificate.

Graduates can specialize in one of the following positions and fields:

- Executive chef or patisserie chef positions at distinguished restaurants or four/five-star hotels;
- R&D chef positions at professional food and beverage businesses;
- Managerial positions at professional food and beverage businesses;
- Entrepreneur positions in the food and beverage sector;
- Managerial or chef positions in the airline catering sector;
- Marketing and communication in the food and beverage sector;
- Consulting in the food and beverage sector;
- Food and beverage communication in the media sector;
- Food stylist positions;
- Gastronomy and culinary arts instructor positions.

# Distinctive Course Contents that Make a Difference

The Faculty of Applied Sciences at Özyeğin University boasts its distinguished curricula designed to make a difference and keep its graduates one step ahead of others through their comprehensive contents with national and international standards.

## Culinary Exhibitions and Seminars

The Culinary Exhibitions and Seminars course introduces students to the leaders of the hospitality and food and beverage sectors to offer students a broad understanding of the logic these people use to manage their firms. As part of the course, students perform individual and team work to prove their culinary knowledge and skills to sector leaders.

## À La Carte Cookery

The À La Carte Cookery course gives students the opportunity to plan, develop, and deliver an à la carte menu to real guests in a professional restaurant environment.

## Turkish Culinary Heritage and Practices

The Turkish Culinary Heritage and Practices course takes students through the historical evolution of Turkish cuisine from Central Asia to modern-day Türkiye. Students acquire a solid theoretical foundation on Turkish cuisine and transform their knowledge into practice, using traditional Turkish and Ottoman culinary techniques.

## Local Ingredients of Anatolia and Their Place in Gastronomy

The Local Ingredients of Anatolia and Their Place in Gastronomy course aims to enable students to gain an understanding of the local ingredients of Anatolia. Students explore the local ingredients' regional distribution, production methods, stories, and different forms of use in both Turkish cuisine and gastronomy.

## Restaurant Feasibility Studies

The Restaurant Feasibility Studies course gives students the opportunity to make informed decisions about a restaurant concept and type, and accordingly, design their menus, plan their marketing activities, manage their finances and budgets, prepare financial reports and year-end business reviews, as well as calculating the return on investment.







## Facilities Management and Design

The Facilities Management and Design course teaches students how to plan, design, draw, select the right equipment for, and design the interiors of the production and service areas at restaurants or food production facilities.



# Designing the Next Generation Hotel Room

The Designing the Next Generation Hotel Room course propels students to recognize the importance of the hotel architecture and interior architecture disciplines, and opens up these concepts for a discussion. The course is centered on creating a mutual understanding, knowledge base, and practices to enable people from different disciplines, such as architecture, interior architecture, engineering, and hotel management, to work together in harmony with each other. In this course, students thoroughly examine technological developments that affect design in the hospitality sector.

## Process Design for Hotels

The Process Design for Hotels course equips students with the necessary knowledge and skills for analyzing, designing, and modelling business processes using new technologies. Students not only learn about tools such as process control charts, workflow processes, and process maps, which are used for defining, modelling, analyzing, and restructuring businesses processes, but they also gain an understanding of how they will identify opportunities for improvement through cross-industry benchmarking.

## Sustainable Development for Hotels

The Sustainable Development for Hotels course teaches students the functions of land, water, air, and sun shine as natural resources required for a sustainable design. The course emphasizes and discusses the importance of sustainability in hotel design and the preservation of natural resources. This way, students experience the interaction of sustainable hotel design and building systems with the nature.

## Natural and Artificial Intelligence

The course has its locus in the comparative relationship of the notion of intelligence in humans and other artificial cellular networks. The first part of the course is centered on the evolution of intelligence in humans, the functions of intelligence today, how intelligence is measured and understood, and how it is used in life. The second part of the course relates this insight and intelligence to modern-day non-living entities. Topics covered include broad theories of intelligence, rationality, properties of complex networks, as well as neuroscientific and mathematical foundations of artificial intelligence, machine learning, and computational rationality.

## Managing Revenue and Online Distribution Channels in Hotels

This course focuses on how to maximize revenues in the hotel industry through forecasting and controlling availability, managing pricing and distribution channels, overbooking, group management, and non-traditional revenue management.

# An Education Environment that Makes a Difference

## Center for Excellence

The Center for Excellence allows the Undergraduate Hotel Management Program and the Undergraduate Gastronomy and Culinary Arts Program students to put their theoretical knowledge into practice.

The center boasts mock hotel rooms and front-desk and reception areas, each exquisitely decorated and furnished with the sponsorship of the Swissôtel Hotels & Resorts, The Marmara Collection Group, and Martı Hotels & Resorts, as well as an 80-person banquet room, a 110-person demonstration restaurant, five professionally equipped kitchens, and a sensory analysis laboratory where students receive their practical training.

The Center also offers students the opportunity to prepare and serve food and beverages to real guests at the L'Atelier Bleu Restaurant.

Students transform their theoretical knowledge into practice in the mock rooms designed to mimic real-world hotel rooms, and experiment with the latest sectoral developments in the R&D hotel room.

Prior to practical culinary courses, students first receive demo training at the Gastro-Auditorium from Le Cordon Bleu chefs. Students then start preparing the recipes they learned during the demo training either in the Main Kitchen, the Patisserie Kitchen, or the Multi-Purpose Kitchen. Meanwhile, the Sensory Analysis Laboratory gives students the opportunity to conduct sensory analyses for research purposes and organize tasting sessions.

## The Center For Excellence spans a 3,650 sqm of area and is made up of the following units:

- Three mock hotel rooms for applied training, and a research and development hotel room
- Front desk and reception areas
- Gastroauditorium
- Main Kitchen
- Patisserie
- Multi-Purpose Kitchen
- Sensory Analysis Laboratory
- L'Atelier Bleu Restaurant (115-Person)
  - Bistro
  - Fine-Dining Restaurant
  - Private Dining Room
  - À la Carte Kitchen





## Events

### Scientific and Sectoral Events

In addition to offering a world-class education, the Faculty of Applied Sciences at Özyeğin University makes sure that its students stay informed about the latest sectoral developments. To that end, each year, the Faculty strives to organize a minimum of 12 panel discussions, seminars, and conferences with the valuable contributions of sector professionals.

### Highlights From Our Events

Le Cordon Bleu Istanbul celebrated its 10<sup>th</sup> anniversary with a special fashion show consisted of chocolate dresses prepared by Le Cordon Bleu students and alumni and Vakko Esmod Istanbul students at the Palais de France in Istanbul, 4.11.2022.

The International Jeunes Chefs Rôtisseurs Competition 2023 with 22 countries was hosted by le Cordon Bleu Istanbul at Özyeğin University, 6-7 October 2023.

The Peninsula Chicago job recruiting activities special to the FASC students, conducted by Mr. Michael Vincent Reye together with Mr. Larry Riordan who is the Peninsula USA Regional Human Resources Director, 12.10.2023.

Mesopotamia Gastronomy Summit in Diyarbakır was organized with the contributions of Özyeğin University Gastronomy and Culinary Arts Department by the Diyarbakır Chamber of Commerce, Karacadağ Development Agency, Yerküre local cooperative, 9-11.11.2023.

Students of the Gastronomy and Culinary Arts Department develop new recipes for Starbucks Türkiye in the last two years. Students put their efforts into new recipes and tastes for Starbucks



shops, 2022-2023.

Terra Madre Day at Earth Market in Şile, İstanbul. Gastronomy and Culinary Arts Students developed and served new recipes inspired with the local ingredients of Şile Earth Market, 10.12.2023.

The Faculty of Applied Sciences hosted a Seminar and Dinner Theme “Restaurants of the Republican Era” as part of both the Republic’s 100th-year and Özyeğin University’s 15th-year, 13.12.2023.

## Sectoral Meeting Event

Originally an annual event held every December to strengthen the interaction between our students and sectoral stakeholders, the Sectoral Meeting Event was held twice as an online meet & greet event during the distance education period in the Fall and Spring semesters. The online events bring our students together with sector representatives to have their first interviews for Summer Internships, and career opportunities after graduation. Over 100 students had more than 400 meetings with over 80 executives from leading national and international hospital and food-beverage businesses. As a result of these meetings, almost all of our students had the privilege of finding an internship sponsor.

## Smith Travel Research (STR) Challenge

Senior HOTM students Ayşe Karaboğan and Ayah Hussein worked for several weeks for the STR\* competition as an extracurricular activity, with the support of Kübra Cenan Koçak, a graduate of the International Business major and the Gastronomy and Culinary Arts minor. They prepared a very detailed market study project on the destination of Istanbul under the guidance of their advisor, Asst. Prof. H. Kader Şanlıöz-Özgen, and presented their study before a jury with academic and professional partners in Europe, with the participation of eight universities in total from various countries in Europe. All three students shared the results of their project with SAS students as a seminar activity.

\* STR Inc., is a member of the Co-Star group and offers insightful competitive data for the hotel industry all over the world. The company organizes a competition every year for higher education students to develop their awareness of the industry dynamics and improve their knowledge and skills about hotel analytics.

# Sectoral Education

Özyeğin University engineers competency-based and sector-oriented programs in line with its experiential educational philosophy that is seamlessly “integrated with the sectors”. These programs are designed to increase students’ awareness of the sectors in order to prepare them for their future careers in the best way possible.

## Sectoral Education Courses

- SEC 101\*\* Introduction to University
- SEC 201\*/203\* Introduction to Sectors
- SEC 202\*/204\* Competency Management
- SEC 150 Living with Mindfulness
- SEC 180 Sustainable Campus Practices
- SEC 210 Data Science for Everyone
- SEC 250 Learning To Learn
- SEC 280 Digital Transformation
- SEC 302 Sectoral Solutions: Local Expertise
- SEC 308 Plastic Pollution and Environmental Impacts
- SEC 373 Energy and Energy Transition under the Threat of Climate Crisis
- SEC 401 Sectoral Practicum in Business
- SEC 401-6 Sectoral Practicum in Psychology
- SEC 402 Business Integration
- SEC 403 Sectoral Practicum III
- SEC 405 Artificial Intelligence: Impact on Humanity, Society and Business
- SEC 406 Technology and Innovation - A Multidisciplinary Perspective
- SEC 407 General Systems Thinking
- SEC 450 Transdisciplinary Thinking for Innovation, Value, and Impact
- SEC 499 Building a New Business

*\*\*Required for all undergraduate programs.*

*\*Required for all undergraduate programs, excluding Gastronomy and Culinary Arts and Hotel Management. Other courses may vary as mandatory or elective courses depending on the department.*

## Sectoral Orienteering

In line with its innovative and transformational education model, Özyeğin University reengineers the conventional career days with a novel approach. Developed by the Sectoral Education Program with active participation of all departments in order to orient students to set their sectoral goals, the Sectoral Orienteering event brings together all students from the preparatory program to the senior year with representatives of different sectors, executives, entrepreneurs, artists, and athletes.





# Professional Development Support

Özyeğin University aims to help students draw their career maps, and make informed decisions to achieve their career goals. To this end, students are offered guidance with a tailor-made approach from their first year onwards in order to contribute to their personal and professional development.

## Summer Internships and Professional Internships

Özyeğin University students begin experiencing professional life through exclusively designed summer internship programs starting from their first year onwards. Regardless of their major, students are also offered hot sales and general office internships in order to equip them with real-world experiences. Through these internships seamlessly integrated with the business world, students from all programs gain first-hand experiences. Prior to their internships, students are offered a solid foundation by the Professional Development Unit in order to ensure that they can have the maximum benefit out of the internship opportunities and stand out as competent interns in their organizations.

During the summer of their sophomore and junior years, the Faculty of Applied Sciences students are required to complete a 150-day sectoral internship in order to transform their theoretical knowledge into practice and gain hands-on experience. The program furnishes students with 1200 hours of internship experience by the end of their studies, and helps them build their own professional network before their graduation. Students may complete their internships at 5-star luxury or top-tier hotels of the hotel chains in

- Swissôtel Hotels & Resorts
- Raffles Hotels & Resorts
- Fairmont Hotels & Resorts
- Conrad Hotels & Resorts
- LXR Hotels & Resorts
- Marriott International
- Hilton Hotels & Resorts
- Sheraton Hotels & Resorts
- St. Regis Hotels & Resorts
- JW Marriott Hotels
- The Ritz-Carlton
- Edition Hotels
- Le Méridien Hotels
- Hyatt Hotels & Resorts
- Shangri-La Hotels & Resorts
- Four Seasons Hotels & Resorts
- Radisson Blu Hotels Group
- InterContinental Hotels Group
- Wyndham Hotels & Resorts
- Divan Group
- The Marmara Collection
- D Hotels & Resorts
- Mandarin Oriental Hotel Group
- Kempinski Hotels

Students who demonstrate outstanding performance in their internships may also receive job offers before they graduate.

## Career Talks

Özyeğin University students also have the opportunity to meet the representatives of leading companies and firms in person, and listen to their experiences to plan their own careers.



# Sectoral Collaborations

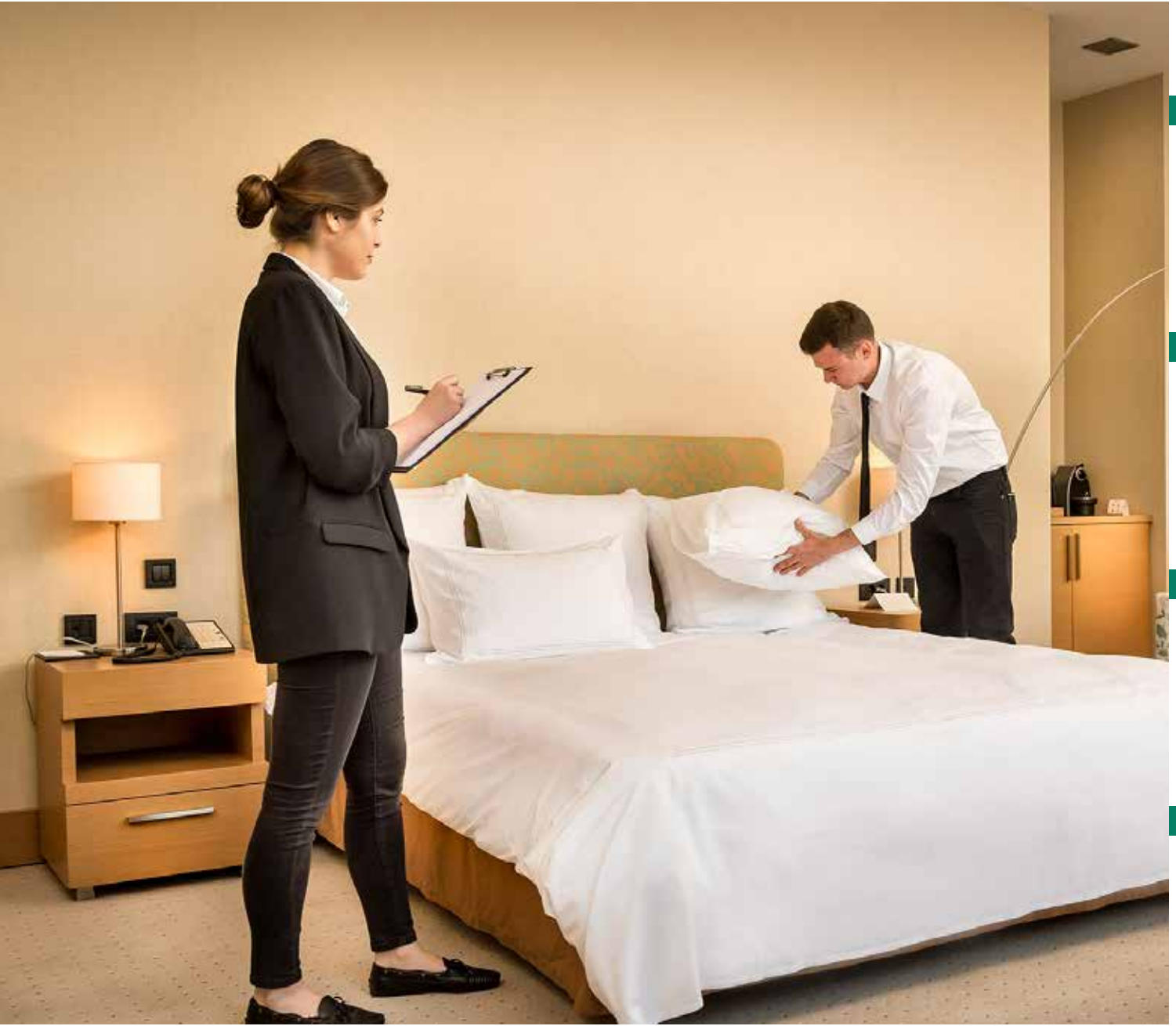
## Le Cordon Bleu

Özyeğin University and Le Cordon Bleu International, one of the oldest and most reputable culinary schools in the world, signed a partnership agreement on July 19, 2012. Within the scope of the agreement, Le Cordon Bleu International's chef instructors deliver the culinary courses of the Undergraduate Gastronomy and Culinary Arts Program and the Undergraduate Hotel Management Program.



**LE CORDON BLEU®**  
İSTANBUL





## AccorHotels Turkey, Swissôtel Hotels & Resorts, and The Marmara Collection Group

To date, our Undergraduate Hotel Management Program and the Undergraduate Gastronomy and Culinary Arts Program have signed several memorandums of understanding (MoUs) with AccorHotels Turkey, Swissôtel Hotels & Resorts, and The Marmara Collection Group. These MoUs are unique in many respects as they offer our students the opportunity to complete their internships at the facilities of AccorHotels Turkey, Swissôtel Hotels & Resorts, and The Marmara Collection Group across Türkiye as well as provide preferential treatment and priority to our students in screening and selecting for open positions upon their graduation. Also, these MoUs give our students the chance to work part-time in flexible hours while they still pursue their undergraduate studies.



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