



ISTANBUL
GELISIM
UNIVERSITY

WEEKLY PRESS RELEASE

APRIL 12 - APRIL 16, 2021

VOLUME 5 / ISSUE 27



www.gelisim.edu.tr

AGENDA OF PERSONNEL

ACADEMIC

As of 09.04.2021, “**Lecturer, Gülkız GÜLER BİNKANAT**” has been appointed as the Manager.

ADMINISTRATIVE

With the decision taken at the University Executive Board Meeting dated 07.04.2021, the “University Archive Directorate” unit was established under the Library and Documentation Department of our University.

BY A DOYEN

About Total Crisis Management



We are one of the countries experiencing crises most abundantly and extremely. Although businesses and institutions are partially immune to the crisis whip, they still have to be consciously prepared for crises, deal with crises most effectively, and overcome crises with as little damage as possible. The Covid-19 global epidemic, which has affected the world for a quite long time, caught almost all public institutions, businesses and households unprepared, causing great loss and suffering and taunted this reality once again.

With the purpose of providing a basic reference book and guide to managers and students of all private and public organizations under these circumstances, it has been a duty to present my book titled “Total Crisis Management in Business and Organizations”, the first two editions of which were published under the title of “Total Crisis Management - Business and Department” to the public, to the business world and universities with an expanded and updated 3rd edition, which will soon be released and has been added 5 new chapters. Within the framework of my academic experience and researches in addition to the 4 major economic or economic crises I have experienced in my business life, including the Gulf Crisis, in addition to the system studies we did to overcome these crises I prepared this book, consisting of totally 14 chapters and 2 annexes with 5 new chapters which I have personally added to the previous edition, for two basic purposes. **The first** purpose is to provide a reference guide and a handbook on the model, strategies, policies and measures to be used and implemented in terms of the organization whole and its departments for the managers of the state, public institutions, municipalities and all kinds of businesses and organizations.

The second aim is to provide students of faculties of engineering sciences, especially the departments of industrial engineering, economics and administrative sciences, communication, political sciences and universities; a textbook or a supplementary textbook from which they can learn about the information, models and approaches about the effective and efficient management of before, during and after periods of crises which they will encounter global, national or organizational factors many times in their working lives and will be affected organizationally or individually to present.

In the book, these strategies and policies, measures and tools, organizational model and working patterns to be applied in terms of "finance" (financial affairs), "marketing-sales", "public relations", "production-operations management" and "human resources" sections, which are the 5 main departments and units of the business and enterprises that are of great importance, are handled within the "Total Crisis Management" model and approach. In addition, in the book, which includes the Total Crisis Management (TCM) approach and organizational and process models proposed by me, the sample crisis management guidelines, meeting orders and meeting agenda items within the TQM model and approach related to these important functional parts of the enterprises are also written separately for all major departments. By giving them separately, the book has become a handbook and a guide for the business.

On the other hand, the statistical findings and evaluations, the surveys and field studies of the five most important departments of the enterprise in terms of TCM, the strategies and policies implemented before and during the crisis, and the measures they took, were included in the book as separate sections according to the departments together with the questionnaires. Thus, in the book, theoretical crisis management departments related to business departments, and what businesses do as departments are revealed by supporting with field studies.

I hope that the new wholistic and original approach brought by the book with a scientific, organized and systematic perspective will be useful for managers in dealing with crises, and hope that our students, who are the managers of the future, will take their place in the economy and institutions as a fortress against crises by reading and absorbing the book.

Prof. Dr. Kenan Özden

Faculty of Engineering and Architecture
Industrial Engineering

Design Fest'21 Begins

APRIL 12

2021



Held with different themes each year by Istanbul Gelisim University (IGU) Faculty of Fine Arts, Design Festival will be organized with "Digitalism" theme this year. The festival will take place between 5 - 7 May.

Organized by Istanbul Gelisim University (IGU) Faculty of Fine Arts, Design Festival will have "digitalism" theme. In the statement made by the faculty, "The digitalization process is evolving in an inevitable direction in the fields of design and art on a global scale. The chosen theme, while questioning the concept of the new digital age created by the rapidly developing and changing technology, also deals with the relations of technology, art and design trilogy with Fine Arts. In this context, the chosen theme aims to be a real indicator of the digital effects of the pandemic process we are in on the fields of design and art".

You can visit www.gelisim.edu.tr to see the detailed news.

Ayşe Begüm Onbaşı starts the season with 3 Turkey championship

APRIL 12

2021



Being the World and European champion in aerobic gymnastics branch, Ayşe Begüm has added another medal to her collection and had her name written in gold letters in the Aerobic Gymnastics Turkey Championship held in Manisa. She has won 3 gold medals in all-women, pairs and trio categories.

In the Aerobic Gymnastics Turkey Championship held in Manisa, Ayşe Begüm Onbaşı has won 3 gold medals in women, doubles and trio categories.

Achieving Turkey championship once again not only in all-women but also in mixed pairs and trio categories, Onbaşı has started the season by maintaining

her leadership.

You can visit www.gelisim.edu.tr to see the detailed news.

IGU establishes technology classes in village schools

APRIL 13

2021

**Istanbul Gelisim University sets technology classes in Kırklareli Çakıllı Primary & Secondary School and Kırklareli Üsküp Secondary School.**

With the vision of supporting Qualified Education, one of the 17 Global Goals determined by the United Nations (UN), Istanbul Gelişim University continues to produce projects that will ensure qualified education in regions where access to opportunities is limited.

Having the vision, “Ecological, Economic and Social Sustainability”, the project was set out to support equality of opportunity in education for students studying in village schools with limited opportunities and to leave a sustainable environment for future generations, and a technology class has been built in Çakıllı Primary School and Üsküp Secondary School with the direction of the Kırklareli Provincial Directorate of National Education.

You can visit www.gelisim.edu.tr to see the detailed news.

“Tantrums are a way to express disappointment in children”

APRIL 15

2021

**Stating that a tantrum is one of the most disturbing things parents face in children, American Professor William Moiser says, “Tantrums are a way to express disappointment in children.”****“HAVE CLEAR RULES”**

Providing advice to parents about children’s tantrums, Prof. Moiser, who also emphasizes a positive role should be played, says, “Avoid letting your child see or hear that you sometimes experience tantrums. If your child has tantrums in public, it’s best to ignore them. Despite the glances you will get from other people, it would be wise not to give in to a tantrum or bribe the child to stop. To minimize the risk of tantrums occurring, have clear rules about what behavior is expected in public places. For example, let your child choose certain products and put them in the shopping cart.”

You can visit www.gelisim.edu.tr to see the detailed news.

Turkey has been alienated after the 'Arab Spring'

APRIL 16

2021



Commenting on the Greek Foreign Minister, Dendias's Turkey visit, Political Scientist Assoc. Dr. Fuat Fatih Tuncer implies this visit is important for the tension of relations between Turkey and Greece. Tuncer says, "The 'alienation' Turkey is facing in the region after the Arab Spring has unfortunately enabled Greece to take more aggressive actions in East Mediterranean."

"GREECE WANTS TO UTILIZE FROM INTERNATIONAL CONJUNCTURE"

Stressing that after the US elections, rapprochement of the US and Europe again is observed and Turkey's future policies are objects of interest, Tuncer continues, "Turkey, sometimes clearly and sometimes indirectly declare a

desire to open a new page with both the United States and the European Union.

You can visit www.gelisim.edu.tr to see the detailed news.

6th International Turkey Kickboxing European Championship ends

APRIL 16

2021



Held in Antalya, 6th International Antalya Turkey Open European Kickboxing Cup (Turkish Open) ended. 1600 athletes from 26 countries competed in the competitions.

Held in Antalya, 6th International Antalya Turkey Kickboxing European Cup (Turkish Open) ended. Senior student at the Department of Exercise and Sport Sciences, School of Physical Education and Sports in Istanbul Gelisim University, Faruk Mert Yüksel has achieved a great success and ranked 1st at 74 kg.

You can visit www.gelisim.edu.tr to see the detailed news.

THINGS TO KNOW



ABOUT NEW CORONAVIRUS



All necessary measures are taken for the **coronavirus** revealed in Turkey and the World at **Istanbul Gelisim University**. **Things to know about coronavirus are as follows:**

What are the new coronavirus symptoms?

- The most common symptoms are **fever, cough and respiratory distress**.
- In severe cases, **pneumonia, severe respiratory failure, kidney failure and death** may occur
- Incubation period is between **2 and 14 days**.

How is the virus transmitted?

- It can be transmitted by the contact of the droplets caused by **coughing and sneezing** with the contact of the **mouth, nose and eyes** of other individuals in certain environment and by touching the surfaces where the droplets adhere and taking hands **into the mouth, nose or eyes**.

What to do to be protected from the virus?

- When **coughing or sneezing**, the mouth and nose should be covered with a **disposable tissue**, if there is no handkerchief, the mouth should be closed with the **upper sleeve or elbow**, not with the palms.
- **Handshaking and hugging** should be avoided.
- **Mouth, nose and eyes** should not be touched with dirty hands.
- Hands must be washed for **at least 20 seconds** in accordance with the **Handwashing Instructions** found in the toilets. In the absence of water and soap, **alcohol-containing hand antiseptics** should be used. **Cologne of 70-80 degrees** also serve as disinfectants.
- Offices and classrooms must be **ventilated hourly**.
- Places frequently used by many people such as common areas and door handles should be **disinfected every 2 hours**.
- Hands **must be washed** after using **public transportation**.
- Because the virus progresses faster in people with low immune system; **a balanced and healthy diet** is required. Foods **must be washed thoroughly** before consumption.

What to do if there are symptoms?

- If you have come from countries with infections **in the past 14 days**, apply to the **nearest healthcare facility** by wearing a **surgical mask**.
- If you are **coughing, have a fever and have difficulty at breathing**, apply to the **nearest healthcare facility** by wearing a **surgical mask**.
- **Always wear your mask** when you are in the same room with **a person who is recommended insulation** at home.





PROTECTION AGAINST VIRUS IS IN OUR HANDS



THE MOUTH AND NOSE SHOULD BE CLOSED WITH PAPER TOWEL DURING COUGHING AND SNEEZE. IF YOU DO NOT HAVE ANY WIPE, THE INSIDE OF THE ELBOW SHOULD BE USED.



CLOSE CONTACT SHOULD AVOID LIKE HANDSHAKE AND HUGGING.



IT SHOULD BE STAYED AWAY FROM CROWDED ENVIRONMENTS.



DO NOT TOUCH THE MOUTH, NOSE AND EYES WITH DIRTY HANDS.



HANDS MUST BE WASHED WITH WATER AND NORMAL SOAP FOR AT LEAST 20 SECONDS.



ALCOHOL CONTENT HAND ANTISEPTICS SHOULD BE USED IN CASE OF THERE IS NO WATER AND SOAP.

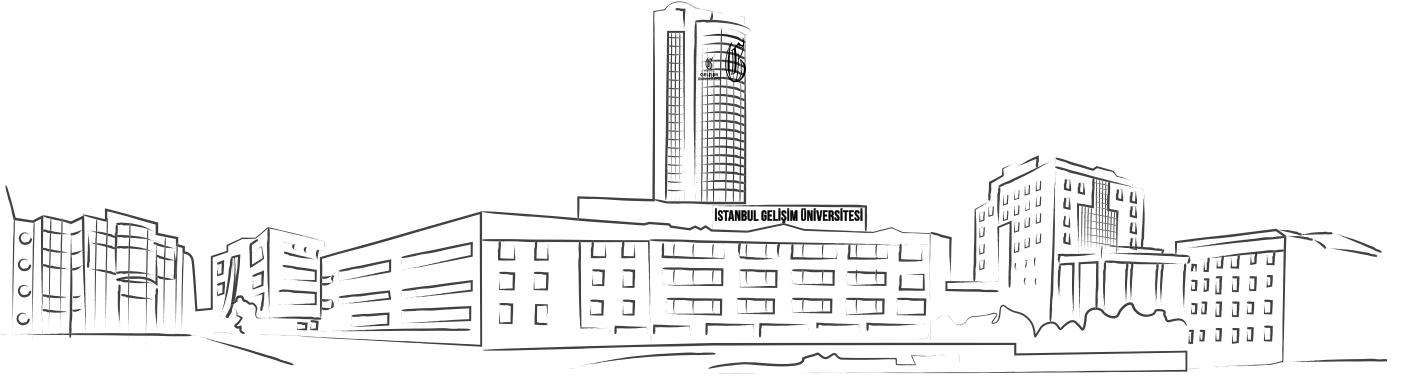


 ISTANBUL GELISIM UNIVERSITY EVENT SCHEDULE 						
DATE	TIME	TYPE OF EVENT	TITLE OF EVENT	LOCATION OF EVENT	DEFINITION	ORGANIZER
19.04.2021 / 25.04.2021						
19.04.2021	12:00	Panel	Risks Faced by Companies in the Pandemic Process and Their Impact on Employees-2	Google Meet	It will be held with participation of Dr. Hasan Tat and Lecturer Fatih Koç.	Dean of Faculty of Economics, Administrative and Social Sciences /Department of International Trade and Bussiness
20.04.2021	13:00	Seminar	RECRUITMENT AND INTERVIEW TECHNIQUES "YOUR CAREER WILL BE BEAUTIFUL"	Google Meet: https://meet.google.com/chh-wffa-cpp	It will be held with participation of Ayşegül Yılmaz ve Veysel Gündüz	Directorate of Health Culture and Sports / Industrial Engineering Club
20.04.2021	13:30	Talk	Data Journalism	Google Meet	It will be held with participation of Pinar Dağ.	Dean of Faculty of Economics, Administrative and Social Sciences / New Media and Communication Department
20.04.2021	15:00	Talk	Interview with the Honorary President of İSAHED, Hüseyin AKAR on the Nursing Profession	Google Meet: https://meet.google.com/whs-oowp-yui	It will be held with participation of Honorary President of İSAHED, Hüseyin AKAR	Health Culture and Sports Department / Nursing Club
20.04.2021	15:00	Seminar	Ministry of Sports and University's cooperation	Instagram Live Broadcast: @igu_besyo	It will be held with participation of the President of Sport Education and Researches Department, Şükrü YILMAZ	School of Physical Education and Sports / Coaching Training Department
20.04.2021	20:00	Panel	Secrets of a Successful Aviation Career	Google Meet: https://meet.google.com/wfc-gvdq-nez	It will be held with participation of Dr. Lecturer Selim DÜZGÜN	Vocational School Directorate / Programme Directorate of Civil Air Transport Management (English)
21.04.2021	21:00	Seminar	Relationship and Timing of Interaction in Autism Spectrum Disorder	Google Meet: https://meet.google.com/zxv-cuek-fsi	It will be held with participation of Specialist Dr. Egemen NAKIŞÇI	Directorate of Health Culture and Sports / Industrial Engineering Club / Language and Speaking Ability Club
22.04.2021	15:00	Talk	DIY Talks: Creating Projects with a scientific Approach	Google Meet: https://meet.google.com/tju-hynh-emv	It will be held with participation of Dr. Lecturer Merve Çaşkurlu Belgesay	Vocational School Directorate / Public Relations and Publicity Program Directorate

23.04.2021	19:00	Talk	Retrospective / Theater Club Poetry Talk	Instagram Live Broadcast: @igu.tiyatro	It was planned to hold a poetry conversation among the members of the Theater Club.	Directorate of Health Culture and Sports/ Theatre Club
24.04.2021	14:00	Conference	Post-Pandemic Development of Technology and Software Ethics	Google Meet: https://meet.google.com/cpp-hqsd-cpp	It will be held with participation of Mikail Tekin	Vocational School Directorate / Directorate of Computer Technology Program
24.04.2021	15:00	Conference	A Reading on Hans Holbein's Table of the Apostles: Anomorphism and a Look at the Renaissance	Google Meet: https://meet.google.com/jqj-bbfp-hsj	VIII. Henry and Holbein. Two-Sided Reading of the Apostles' Table, Intended to Discuss the Language of Symbols and the Mystery of Perspective.	Directorate of Health Culture and Sports / Language Thought and Literature Club
24.04.2021	17:00	Conference	Logistic in Epidemic	Google Meet: https://meet.google.com/zai-ysuw-sjt	It will be held with participation of Serkan Süngü	Vocational School Directorate / Directorate of Logistic Program
24.04.2021	18:00	Talk	Talks with the Stars in the Vision	Google Meet: https://meet.google.com/xdt-hiis-yer	It will be held with participation of Gürcan Mete Şener	Dean of Fine Arts / Department of Radio Television and Cinema
25.04.2021	15:00	Talk	Online Interview with Naim TANÇ on Television Programming	Google Meet: https://meet.google.com/thu-dnwo-aox	It will be held with participation of Naim TANÇ	Directorate of Health Culture and Sports / İGÜ Fotoğraf ve Video Kulübü

* Events are held online

* Applications for attendance are submitted to relevant units



www.gelisim.edu.tr

[f](#) gelisimedu [t](#) gelisimedu [@](#) igugelisim