

AIRCRAFT ELECTRICAL ELECTRONICS PROGRAM OPENS

Istanbul Gelisim University (IGU) School of Applied Sciences announced that it has opened an Undergraduate Department of Aircraft Electrical Electronics in order to train qualified personnel in issues such as maintenance, repair and renewal in the aviation industry.

In the statement made by the university, the following details about the department were given:

“Students studying in the department will learn how to carry out the maintenance and repair of the devices of the electrical-electronic and avionics systems with contemporary methods and techniques in accordance with the rules stipulated in the Aircraft Maintenance Technical Manuals in the academic hours of their courses in maximum 35-person academic classes. They will learn by practicing their skills in 10 Aircraft Classrooms/Workshops/Aircraft System-Avionics Laboratories /Cabin Mock-Up /Pilot Melike Kuvvet Aircraft Hangar and Cessna 340A aircraft, each with a maximum of 20 people, created according to the instructions.”

“The Department has the General Directorate of Civil Aviation (SHGM) 'SHY147 B2 Avionics Recognized School Authorization Certificate'. For this reason, the training curriculum fully meets the aircraft maintenance personnel training curricula prescribed by the European Aviation Safety Agency (EASA), as well as the basic electrical and electronics subjects. The language of lessons will be Turkish.”

EMPLOYMENT OPPORTUNITIES OF THE PROGRAM

The following statements were made about employment opportunities:

“Aviation Electrical-Electronics Department students will be able to find employment opportunities in Turkish Airlines, Private Airline companies, aircraft maintenance organizations, Air Supply Maintenance Centers within the TAF, aircraft maintenance units under the Interior and various ministries, and aircraft maintenance, maintenance

management and technical departments of other companies operating in the aviation field after graduation.”

"The graduates who successfully complete their undergraduate education and achieve the 'Recognized School Graduation Certificate' by achieving 75 percent success in the module exemption exams will be evaluated as 'Qualified Personnel' by the DGCA."

BITCOIN AND ALTCOIN WORLD WILL BE EXPLAINED

Stating that Turkey has already taken its place in the crypto world, which governments follow with concern, Assist. Prof. Dr. Hakan Yıldırım said, “Turkey ranks fourth in the world and first in Europe in terms of interest in cryptocurrencies. However, despite this interest in the crypto world, it is a fact that there is a shortage of information. The security of the stock exchanges to be invested in and the reliability of altcoins are the main topics of discussion.”

From Istanbul Gelisim University Assist. Prof. Dr. Hakan Yıldırım, the author of the book "Kripto Para Çılgınlığı", made statements before the event titled “Understanding the World of Bitcoin and Altcoins” and said, “In recent years, a new tool has been added to the financial markets. Although Bitcoin has come to the fore in this new world called Blockchain technology, there has been a great demand for altcoins in recent days.”

TURKEY IS FOURTH IN THE WORLD

Indicating that Turkey has already taken its place in this new world, which states and governments follow with concern, Assist. Prof. Dr. Hakan Yıldırım said, “Turkey ranks fourth in the world and first in Europe in terms of interest in cryptocurrencies. However, despite this interest in the crypto world, it is a fact that there is a shortage of information. The security of the exchanges to be invested in and the reliability of altcoins are the main topics of discussion.”

Emphasizing that Turkey wants to turn its investor position in the crypto sector into a global player, Dr. Yıldırım said, “Therefore, there are many coin and token projects designed by the Turks. ‘Timeandspacetraveller’ is one of them.”

RELIABLE COIN SELECTION AND INVESTMENT STRATEGIES WILL BE DISCUSSED

At the event on "Understanding Bitcoin and the World of Altcoins", Dr. Hakan Yıldırım will meet with Computer Engineer Umut Gergun from the Timeandspacetraveller team, a new coin project developed by Turkish engineers. They will discuss topics such as what is happening in the crypto world, the reliability of the market, reliable coin selection and investment strategies.

The event will be held online on Thursday, June 17th at 19:30.

DIGITALIZED MARKETING ACTIVITIES EXPLAINED WITH THE BOOK "MARKETING IN A DIGITALIZED WORLD"

Prepared under the editorship of Asst. Prof. Dr. Mehmet Sağlam, the book "Marketing in a Digitalizing World" has been published. The book is an answer to the questions of how to approach digital marketing and evaluating marketing activities on the basis of digitalization in order to take advantage of the opportunity created by digitalization.

The book titled "Marketing in a Digitalizing World", which covers topics such as the new realities created by digitalization for different areas of marketing, radical changes, how it should be managed and current digital marketing practices, has taken its place on the shelves.

In the introduction event of the book which is edited by Dr. Mehmet Sağlam, it was said that in the new world order, where marketing managers need to meet digitalized consumer needs, manage digital customers and adopt new technologies and they are aware that the results of mastering digital skills can be surprising, it is inevitable to rethink marketing activities on the basis of digitalization.

The chapters in the book, to which from Istanbul Gelisim University (IGU) Management Information Systems Department, Asst. Prof. Dr. Hande Ayhan Gokce and Asst. Prof. Dr. Bilge Turp Gölbaşı and from the Department of International Trade and Finance Asst. Prof. Dr. Sema Mercanoğlu Erin contributed as writers, are listed as follows:

- Marketing in the Age of Artificial Intelligence

- Innovations and Impacts of Digital Commerce
- Mobile Marketing Applications Based on Digitalization
- Big Data in Marketing
- Digitalization and Brands: Internet Branding Process from Past to Present and Its Reflections in Marketing
- Digital Pricing
- The Concept of Consumer Reshaped in the Digital World: Digital Consumer
- The Rising Trend of Digital Marketing: Remarketing
- Digital Content Marketing
- E-Retailing and Omnichannel Approach Developed by Digitalization
- Importance of Website in Digitalized Marketing
- Digital Marketing Communication Approaches
- Data Analytics and Business Intelligence in Digital Marketing
- Phygital Marketing

NUTRITION ADVICE BEFORE YKS FROM THE EXPERT: IF YOU DON'T HAVE BREAKFAST, YOUR PERCEPTION TIME WILL BE LONGER

Nutrition during the exam period affects success in many aspects. Stating that the brain is very selective about which nutrients it will receive, Assoc. Prof. Dr. Haluk Saaklı said that the amount and quality of food, as well as the type, will affect the development of the brain and mental performance and gave nutritional advice to the students who will take the Higher Education Institutions Exam (YKS).

Emphasizing that for a stronger memory, one should definitely start the day with breakfast, Assoc. Prof. Dr. Haluk Saaklı said, "If we take our body as a machine, it will be activated with breakfast. Students who do not have breakfast take longer to perceive in classes and exams, and concentration disorders are observed."

Indicating that breakfast regulates blood sugar and affects brain cells positively, Saçaklı said, "Mental fatigue is prevented and long-term working capacity increases."

"CHEESE INCREASES BODY RESISTANCE"

Stating that breakfast should be made between 7 am. and 9 am. in the morning, Saçaklı said:

"Milk and dairy products strengthen the brain and body formation. Cheese increases body resistance. Egg is one of the best and quality protein. Grain bread nourishes the brain and prevents mental fatigue. Oats, with vitamins B1-B2, helps the brain work efficiently. Vegetables and fruits normalize the blood sugar that has fallen while sleeping. Pineapple cleans the blood pathways to the brain and increases blood circulation to the brain."

Stating that butter, olives, hazelnuts, walnuts and almonds affect memory positively, Saçaklı said, "Organic honey, natural jam, molasses give quick energy to the brain."

Indicating that wholemeal biscuits and dried or fresh fruits can be eaten between 10:00 and 11:00 in the morning, Assoc. Prof. Dr. Haluk Saçaklı listed the things to eat for lunch as follows:

"For lunch, pasta, fish, pure olive oil, salad and ayran meet all the needs of the brain. In order to reduce body and brain fatigue during the day, a small breakfast menu can be consumed in the afternoon. Chocolate can be consumed, provided that it is not excessive. Chocolate increases intelligence development. It improves cognitive functions."

"ARTICHOKE IS VERY IMPORTANT FOR BRAIN HEALTH"

Emphasizing that vegetables should be consumed at dinner, Saçaklı said, "Artichoke is very important for brain health. Soybean contains one of the building blocks of the brain. Black radish influences and directs the function of brain units. Legumes and chickpeas stimulate blood circulation and provide the brain's need for clean blood. For a comfortable sleep, pasta with cheese and yoghurt should not be forgotten."

Stating that at least 8 glasses of water should be consumed per day, Saaklı warned that tea and coffee consumption should not exceed 4 cups.