

# CAREER and TALENT MANAGEMENT

Certificate Program  
13 February - 27 March 2016



## GENERAL INFORMATION

- Training Period** : 48 hours
- Location** : ITU Faculty of Management, Macka Campus
- Start Date** : 13 February 2016
- Training Days** : Saturday, Sunday (Between each training week there will be 1 week hiatus. Thus, the program will end in 7 weeks.)
- Hours** : 10.00-17.30
- Participant #** : Limited to 25 people.

### Program Coordinator

Assoc. Prof. Salim Atay  
Director of ITU Career Center  
Member of ITU Faculty of Management  
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## THE AIM OF THE PROGRAM

It is unquestionable that corporate success is possible with qualified human resources. One of the critical purposes of organization is to find the most talented person and put him or her in right position. However, there is fast increase in competition and mobility in current workplaces and it is not sufficient to employ talented people anymore. You need right strategies and a good-working system to improve the employee who you think is an asset for your organization, guide him or her, support his/her adaptation and engagement to the organization, and manage his/her career efficiently.

This program offers right methods and tools to find out talents, acquire, improve, retain them, and support continuity of organization's talent management. Academicians and experts from Turkey and abroad provide participants with a wide point of view via local and international implementations. Consequently, it offers information, skills, and methods that you need to build career and talent management processes, implement and improve them in your organization.

## PARTICIPANTS

- Professionals who have min 3 years of management experience in organizations implemented HR processes
- Professionals who have min 5 years of management experience HR consultancy firms
- Academicians or professionals who have min 3 years of management experience in higher or secondary education institutions
- ICF accredited coaches (ACC, MCC, PCC) who have min 5 years of experience

## CONTENT

- Develop and Implement Corporate Talent Management Strategies
- Build and Manage Personal and Organizational Development Processes
- Local and International Applications about Career and Talent Management
- Assessment and Evaluation in Career and Talent Management
- Talent Acquisition, Development and Retention
- Prepare and Implement Organizational Succession Plan
- Understand correctly and Manage Individuals and Interpersonal Relationships in Organizations
- Current Regulations about Worklife
- Evaluate Macro and Micro Data and Trends in Labor Market

## TRAINERS

- Prof. Fuat Erdal

Chair of ITU Department of Economics

Director of ITU Continuous Learning Center

- Prof. Seçkin Polat

Coordinator of HR Certificate Program of ITU CLC

Member of ITU Faculty of Management

- Prof. Halil Ekşi

Marmara University, Chair of Department of Guidance and Psychological Counseling

- Assoc. Prof. Salim Atay

Director of ITU Career Center

Member of ITU Faculty of Management

- Assoc. Prof. Mustafa Otrar

Marmara University, Chair of Department of Assessment and Evaluation

- Assoc. Prof. Mahmut Kabakçı

Member of ITU Faculty of Management

### Foreign Trainers

- Prof. Dr. Bernd Joachim Ertelt

The University of Applied Labour Studies (HdBA), Germany

- Dr. Jean-Jacques Ruppert

IAEVG-International Association for Educational and Vocational Guidance, Luxembourg

\*There will be translation in the lectures of foreign trainers and Experienced Sector Executives



[www.itusem.edu.tr](http://www.itusem.edu.tr)

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