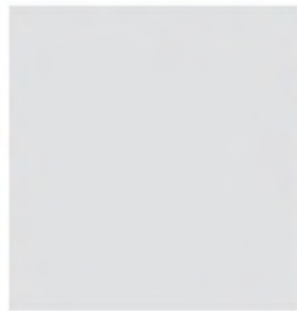
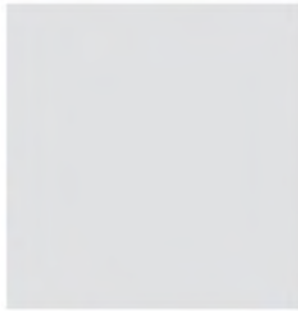
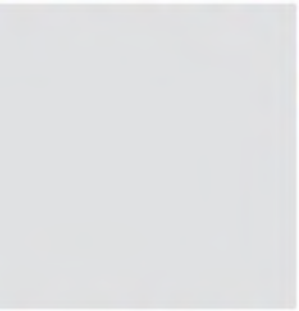
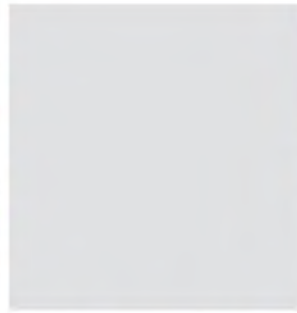


THE UNIVERSITY OF  
**WARWICK**



**YILDIZ**  
TECHNICAL UNIVERSITY



POSTGRADUATE CERTIFICATE PROGRAM

# INDUSTRIAL R&D AND TECHNOLOGY MANAGEMENT

[warwick.yildiz.edu.tr](http://warwick.yildiz.edu.tr)



Postgraduate Certificate Program in

# INDUSTRIAL R&D AND TECHNOLOGY MANAGEMENT

TO BE OFFERED BY THE UNIVERSITY OF WARWICK IN ASSOCIATION  
WITH YILDIZ TECHNICAL UNIVERSITY AND TECHNOPARK

**U**nder the auspices of Ministry of Science, Industry and Technology of Turkish Republic, Yıldız Technical University (YTU) is pleased to announce a new collaboration with Warwick Manufacturing Group (WMG), University of Warwick, UK. WMG intends to deliver a new postgraduate certificate program managed by YTU's industry related institution namely Continuous Education Centre and Technopark.

The program will give the participants, who want to professionally develop themselves on Industrial R&D and Technology Management, access to the unique expertise of WMG, together with

the opportunity to achieve a postgraduate qualification from The University of Warwick, internationally renowned and one of the top universities in the UK. Modules will be delivered in English by the tutors of WMG of University of Warwick on YTU's main campus located in Beşiktaş right in the heart of Istanbul, Turkey.

Participating in this program will be an important step to invest in your future. You will gain the necessary skills to effectively compete in the global market with the help of Warwick's leading edge members of staff in the areas such as innovation, entrepreneurship, industrial R&D and technology management.

Your postgraduate certificate will be awarded by the University of Warwick, one of the UK's most innovative and highly ranked universities. The program can also lead you to join a master or PhD programme from the University of Warwick providing you successfully complete the certificate programme.

We are looking forward to be your partner to design our common future as better qualified professionals and more effective and productive organisations.





## *Contemporary Education in Historical Locations*

# YILDIZ TECHNICAL UNIVERSITY (YTU)

Yıldız Technical University is one of the first two technical universities and being also the 3<sup>rd</sup> oldest university of Turkey, with its history dating back to 1911. It is regarded as one of the best universities in the country. YTU has ten faculties, two graduate institutes, a Vocational School, a specialised Vocational School for restoration of National Palaces and Historical Buildings and a Vocational School for Foreign Languages. Over 28.000 students of which nearly one tenth are doing masters

or PhD, have been enjoying the University's rich educational and recreational facilities. YTU is well known with its strong links with the Turkish industry starting from pre-republic era to modern times. Thousands of YTU alumni are spread all over the country and the world.





# UNIVERSITY OF WARWICK

A Reputation for Quality

*The success and reputation of the University Warwick lies in a unique blend of entrepreneurial spirit and commitment to absolute academic excellence*

The University of Warwick is one of the UK's leading universities with an acknowledged reputation for excellence in research and teaching, for innovation, and for links with business and industry. Warwick now has in excess of 22,000 students and is ranked comfortably in the top 10 of all UK university league tables. Over the last half century it has established itself as a truly international university, positioned within the top 50 universities in the world and 3<sup>rd</sup> in the QS World University Ranking of universities established in the last 50 years.

Warwick is a highly targeted university (the second most targeted university in the UK), by employers for graduate recruitment programs.





# WARWICK MANUFACTURING GROUP (WMG) A UNIQUE INSTITUTION



WMG an academic department of the University of Warwick occupies a unique position between academia and industry.

Founded by Professor Lord Bhattacharyya in 1980 in order to reinvigorate UK manufacturing, from its inception WMG's mission has been to improve the competitiveness of organisations throughout the world through the application of value adding innovation, new technologies and skills deployment, bringing academic rigour to industrial and organisational practice. Today there are over 450 people working across five buildings on the University of Warwick campus plus education centres in six countries. The University of Warwick received Queen's Anniversary Prize for Higher and Further

Education in 2009. The University won this royal recognition for the work of WMG and its long-term educational partnerships supporting UK competitiveness in manufacturing with over 25,000 individuals having been involved in programmes..

WMG's success is the result of cutting edge research and effective knowledge transfer, working collaboratively with companies and other organisations internationally to produce innovative approaches to current and future challenges. WMG's collaborations include those with companies such as Airbus, Arup, AstraZeneca, BAE Systems, GlaxoSmithKline, Jaguar Land Rover (JLR), Siemens, TATA Motors, TATA Steel and TVS to name but a few.



# YTU TEKNOPARK

Yıldız Technical University TeknoPark is a Technology Development Zone, where university, research institutions and industrial organisations work together on research and development activities creating innovative research solutions.

YTU TeknoPark is located on YTU Davutpasa Campus in Istanbul, currently the largest TecnoPark in Istanbul region with 40,000 m<sup>2</sup> indoor facilities within 7 buildings which offer exceptionally high quality office accommodation. Today TeknoPark hosts over

110 companies employing around 1500 research employees. The most important advantage of being an R&D company located in a Technology Development Zone is the opportunity to make use of University's knowledge accumulation through academic superstructure and rich laboratory facilities with great convenience. Various tax incentives are among the other benefits to count.



# PROGRAM AT A GLANCE

- The programme will be taught in English by WMG of University of Warwick staff in Yıldız Technical University's Besiktas campus on a modular basis.
- A module consists of 40 hours over 5 days of direct tuition usually delivered in an intensive, full-immersion block followed by 60 hours self-study leading to the completion of an industrial based "Post Module Assignment (PMA)". A PMA is type of mini project related to the participant's work environment. Each PMA (or mini project) is expected to yield a report consisting of around 4000-5000 words.
- The taught segment of each module starts on Wednesday morning and ends on Sunday night.
- Following the taught segment, the pertaining PMA is completed within a period of 8 weeks.
- The Warwick-YTU Postgraduate Certificate requires successful completion of 6 modules.

Modules are offered in the following subjects:

**Core Modules:** For the postgraduate certificate programme, compulsory core modules are:

1. Technology Management
2. Project Planning and Management & Control
3. Innovation
4. Financial Analysis & Control Systems

**Elective Modules:** (choose 2 from the list below) Elective modules are chosen to supplement core modules. They provide participants the flexibility to tailor the program in line with their specific interests and needs. These are:

1. Product Design & Development Management
2. Management of Change
3. Cryptosystems and Data Protection
4. Operations Strategy for Industry
5. Supply Chain Management

- Modules are taught at postgraduate level and, therefore, require a relevant Bachelor's degree and English proficiency in order to be able to follow the modules and write the associated assignments (i.e. PMAs).
- The program is directed primarily to R&D centres, technology parks and technology based company employees wishing to improve their professional status and work efficiency and capability to lead and manage R&D.
- New graduates with no company association may apply.
- Program is open to international applicants.
- Participants successfully completing modules may carry the credit from those modules forward into MSc. (9 modules and a work related dissertation required)

# WMG POST GRADUATE CERTIFICATE PROGRAM AT YTU

RECEIVE HIGH QUALITY EDUCATION IN ISTANBUL  
FROM A WORLD-CLASS UNIVERSITY.

**T**he program offered is designed to develop skills in management and leadership for those with a technical background and wishing to work within technology-led industries.

The program is both challenging and rewarding. Innovative teaching methods are employed to ensure students engage practically with their studies and are well equipped on graduation to apply this to real work scenarios.

## Dynamic Learning Culture

On top of theoretical learning from the academia, the program emphasises interactive learning approach.

The teaching and learning focus on group discussion and presentation, industry case study sharing, corporate project analysis and other activities to assist students in consolidating their knowledge in the fast-changing world.

WMG has strong links with industry to draw real-world insights into the teaching. Business or industry visits and lectures conducted by distinguished speakers from the industry allow students to immerse themselves in the business environment and establish constructive relationship with the industrial experts and business professionals.

## Assessment: Post Module Assignment

There are no written examinations for our Postgraduate Certificate Programme, instead assessment is achieved through work based Post Module Assignments (PMA), usually in the range of 4000-5000 words, which typically requires a further 40 to 60 hours of work. Some modules can also include an in-module assessment component usually through a group work exercise.

The PMA is carefully set as an educational extension to a particular module that you attended. We believe that applying the ideas, tools and techniques learned on the programme directly into your work environment through PMAs is the best way of embedding learning in a manner that is meaningful to both you and your employer.

## Learning Style

The taught component of the program is a blend of formal lectures, seminars, practical exercises, simulation games and case studies to encourage teamwork and practical grounding of the material.

Modules are taught in an intensive 5 days block allowing participants to be fully immersed in each subject area. Tutors are highly qualified and are supported by external speakers working at the forefront of their specialisation.





*Warwick has consistently been ranked within the UK 'top ten' since it was founded in 1965.*

## How to Apply

For pre-applications please fill in our short online form at [warwick.yildiz.edu.tr](http://warwick.yildiz.edu.tr)

### For Registration

The following supporting documents will be required:

- Original application form
- Statement of purpose
- Academic transcripts and diplomas
- Two references from industry specialist or academia
- English language qualification certificate

Programs will start November 2012.

To enroll the November programs, registration must be completed before September 15, 2012. For further information and how to apply, please visit our website [warwick.yildiz.edu.tr](http://warwick.yildiz.edu.tr) or call + 90 212 483 70 00-01 Yıldız TeknoPark Office.

## Entry Requirements

Since the course modules are taught and assessed at postgraduate level, candidates require 4 years university degree and also English proficiency (typically IELTS or equivalent). Candidate with a lower English proficiency will be able to enrol on an English preparation course administrated by YTU.



## INDUSTRY PARTNERSHIP

For over 30 years WMG has built strong links with industry and forged close strategic partnerships with key industrial bodies and government institutions.

This has contributed to WMG being able to deliver programmes that are relevant to the needs of any forward-thinking company. WMG offers tailored solutions through their research and education programmes to those companies who want to change how they do things, bring in new techniques, or extend their capabilities.

### David Stewart, HR Director, UK Coal



Our experience with Warwick has been extremely beneficial, not only to the personal development of the engineers involved but to the business in the short term through added value projects, and in the longer term as the capability of individuals and the organisation grows.

### Chris Lewis, Head of Environment, AstraZeneca



WMG offers a structured programme for people whom we see as having emergent talent maybe as junior managers and who could go on to senior positions. They will start on the strategic decision making module, which can give them a business concept, and from there they start to apply the tools and techniques they learn on the modules to their job.



## Kevin Williams, Global Head of HSEQ and Security, Syngenta

WMG programmes are a very thorough and cost-effective way of making sure our first-level managers are the best trained in the industry.

## Dale Ballinger, Vice President and General Manager for Goodrich Engine Control and Electrical Power Systems Services

One of the key principles of Goodrich's 'People Philosophy' is Training and Development. Our people differentiate us from the competition and give us competitive advantage in the market place. Investing in our people through development programmes such as the partnership with WMG is critical to our future success. WMG's applied academic training is directly relevant to our business needs and allows for immediate application of newly acquired knowledge and skills throughout our business.

## Iain Coucher, Former Chief Executive, Network Rail

Our goal at Network Rail is to develop world class leaders who can take the rail industry forward. It was clear to us that WMG at the University of Warwick could offer us world class standards in leadership backed by the fantastic academic standards at the University.

## Luke Moseley, Lean Six Sigma Black Belt, Cummins Power Generation

The most valuable and enjoyable experience of studying at WMG is the open forum approach to learning that is encouraged on the modules. The interaction amongst professionals enables great benchmarking opportunities.

### Partners and companies sending delegates on WMG's Professional and Executive Programmes include:

ABB Limited	Denso	London Taxis International	TAFE India
Agip KCO	DHL Exel Supply Chain	Meggitt Aircraft Braking	Tata Steel
Airbus	Diversey	Systems	Terex
Aston Martin	E.ON	Mercedes GP	The Jordan & Ryvita Group
AstraZeneca	Fuji DB	MOD	The Silver Spoon Company
Avecia	Goodrich Engine Control and	Network Rail	Total Flow
AWE	Electrical Power Systems	PZ Cussons	TVS Motors
BAE Systems	Granite Services International	RCUK Shared Services Centre	Tyler Brothers
Barclays Wealth	Gunning Transmissional and	Ltd	UK Coal
Carlsberg Breweries	Distributional Service	Rolls-Royce	Vardhman Textiles
Caterpillar	Heathcote Fabrics	Royal Air Force	Vion
Cemex	Jaguar Land Rover	Schlumberger	Volker Rail Ltd
Chamberlin and Hill	JCB	Sellafield	VT Group
Content and Code	Kazakh National Oil and Gas	Shell Plc	Wilkin and Sons Ltd
CSCEC Algeria	Company	Siemens Plm Software	Window Warm
Cummins Power Generation	L-3 Communications TRL	Stannah Stairlifts	Xerox
Delphi Diesel	Technology	Syngenta	

## CONTACT US

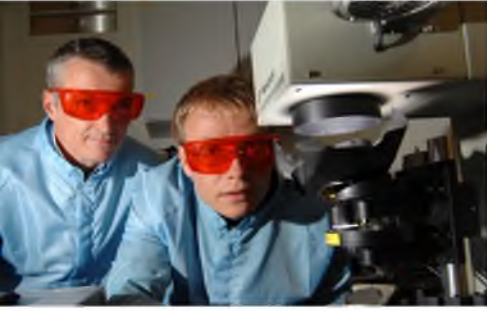
All enquiries should first be directed to YTU-WMG Programs Office:

web: [warwick.yildiz.edu.tr](http://warwick.yildiz.edu.tr)

e-mail: [warwick@yildiz.edu.tr](mailto:warwick@yildiz.edu.tr)

phone: 0 (212) 483 70 00-01-03-04





Republic of Turkey  
Ministry of Science,  
Industry and Technology



THE UNIVERSITY OF  
**WARWICK**



**TeknoPark**  
YILDIZ TEKNİK ÜNİVERSİTESİ

**WMG**  
Innovative Solutions

Yıldız Teknik Üniversitesi Davutpaşa Kampüsü  
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tel: 0 212 483 70 00 – 04  
fax: 0 212 483 70 02



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