IE 477 – IE 478 Systems Design
Principles on Using Company Names and
Setting Project Titles
Last Update March 11, 2024

The project titles in Turkish and English are scheduled to be finalized by the Progress Meetings and Presentations. These titles along with the company names will be used in the Project Fair inviataions as well as Projects Booklet and various other documents. This document covers certain principles that should be followed while referring to a company and setting project titles.

Project Titles

- Project titles should never contain company name or product brand. Company names will be located right before the project titles so this will create redundancy.

BAD EXAMPLE	CORRECTED VERSION
Production Allocation of Forecasted Refrigerator Demand to Facilities of Arçelik Global	Allocation of Forecasted Refrigerator Demand to Production Facilities

- Project titles should be self-explanatory yet should not contain any redundant words.

BAD EXAMPLE	CORRECTED VERSION
Predictive Maintenance Estimation Using Dump Truck Data of Demir Export Kangal Coal Mine	Dump Truck Predictive Maintenance Estimation

- Titles should not contain uncommon or company specific abbreviations. Remember that the booklet is targeted to a general audience who is assumed not to have a very detailed knowledge about company specific abbreviations.

BAD EXAMPLE	CORRECTED VERSION
Strategizing Budget Allocations to Boost SDG Progress	Strategic Budget Allocations for Sustainable Development Goals

- Titles should not exceed 90 characters with spaces.

Company Names

- Company names should not contain company type details and abbreviations like A.Ş. LTD... etc.

  ETİ Gıda Sanayi ve Ticaret A.Ş. ✖   ETİ Gıda ✓

  GAMA Güç Sistemleri Mühendislik ve Taahhüt A.Ş. ✖   GAMA Güç Sistemleri ✓

- If the company has more than one facililty that provided a project then you need to include the facility name in the title. Examples: *Arçelik Buzdolabı İşletmesi, Arçelik Bulaşık Makinesi İşletmesi*

- If the company has the same name internationally, you should add "Türkiye" at the end of the title if the project is done with the domestic branch of that company. Examples: *Unilever Türkiye, MAN Germany*
  Please see the list of company names at the end to this document. If your company does not exist on this list, then consult your CC.

Company Name List

3M	Dönmez Debriyaj	Nurol Makina
A101 Yeni Mağazaılık	Durukan Şekerleme	Oplog
Abdi İbrahim	Eczacıbaşı Artema	Optimal
Akbank	Ekol Lojistik	ORS
Altunbilekler	Emeklilik Gözetim Merkezi	Oyak Renault
Anadolu Jet	Enerjisa	Philsa
Arçelik Bulaşık Makinesi İşletmesi	Erkunt Traktör	Seçil Giyim
Arçelik Buzdolabı İşletmesi	Ersil	Shell and Turcas Petrol
Arçelik Elektronik İşletmesi	Eti Gıda	SunExpress
Arçelik Garage	FNSS	Solvoyo
Arçelik Kurutma Makinesi İşletmesi	Ford Otosan	Supply Chain Wizard
Arçelik Pişirici Cihazlar İşletmesi	GAMA Güç Sistemleri	T.C. Kalkınma Bakanlığı
Aselsan	GSK	TAI
Avivasa	Güven Hastanesi	Tepe Betopan
Ata Teknoloji	Havelsan	Tepe Home
Bakioğlu Holding	IBM	TPI Kompozit
BigChefs	ING Bank	Türk Hava Yolları Teknik
Brisa	Invent Analytics	Türk Hava Yolları Teknoloji
BSH Ev Aletleri	İşbir Yatak	Türk Kızılayı
Buluttan Weather Intelligence	MAN Türkiye	Türk Patent ve Marka Kurumu
Coca-Cola İçecek	Meteksan Savunma	Türk Traktör
Demir Export	Nesco Gıda	Türkiye Finans Katılım Bankası
DHL	Nestle Türkiye	UNDP
Doğadan	Norm Fasteners	Unilever Türkiye