

# People's Democratic Republic of Algeria

## Ministry of Higher Education and Scientific Research

### Matching model

#### View configuration

L.M.D

#### Academic Bachelor's degree

2023-2024

Section	College/institute	Enterprise
Economic sciences	Faculty of Economic, Commercial and Management Sciences	Mohamed Khidir University of Biskra

Specialization	Branch	The field
Monetary and financial economics	Economic sciences	Economics, management and commercial sciences

**REPUBLIQUE ALGERIENNE DEMOCRATIQUE AND  
POPULAIRE**

**SUPERIOR ENSEIGNEMENT MINISTER**

**And this scientific research**

**IT CAN CHANGE THE SHAPE**

**OFFER THIS FORM  
LMD**

**LICENSE ACADEMIC**

**2023-2024**

<b>Etablissement</b>	<b>Faculté / Institute</b>	<b>Department</b>
<b>Mohamed Kheidher Biskra</b>	<b>Faculté des economics, commerciales and marketing</b>	<b>Sciences Economics</b>

<b>Domain</b>	<b>File</b>	<b>Special</b>
<b>Sciences Economics, Gestion and Sciences Commerciales</b>	<b>Sciences Economics</b>	<b>Economie Money and Financière</b>

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## **I Bachelor's ID card -**

## **1- :Determine the location of the configuration**

Institution: University Mohamed Kheidar Biskra

college: Faculty of Economic , Commercial and Management Sciences

to divide: the sciences Economic

- **qualification : Resolution No.: 659 dated: August Decision number Bachelor's degree 2015,5**
- **Reference decision for training: Resolution No. 795 of July 7, 2022 specifying the education program for obtaining a bachelor's degree, specializing in monetary and financial .economics**

## **2-Other participants :**

Other university institutions:

- Batna University
- Valley University
- University of Khenchela

:Other partner institutions

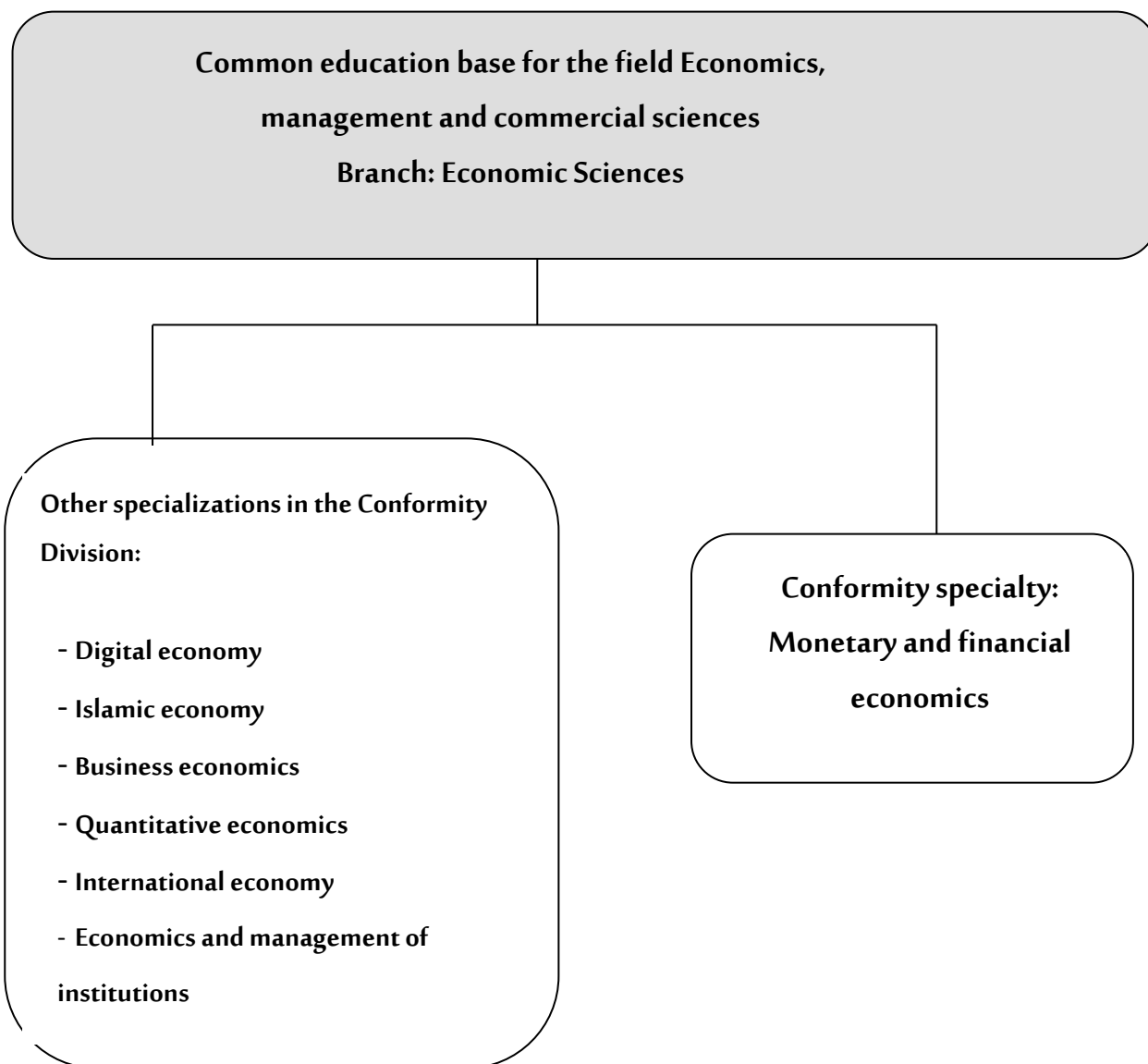
- .Gulf Bank of Algeria, Biskra Agency
- Banks and financial institutions located in the territory of Biskra Province
- .The public treasury of the state of Biskra
- Algerian Insurance Company, Biskra Agency

Foreign international partners:

There are no international partners

### 3-Training framework and objectives

#### A-General organization of the training: project status (required field)



#### B-Training objectives (mandatory field)(targeted competencies, knowledge acquired at the end of the training - 20 lines at most)

, The Bachelor of Economic Sciences, specializing in: Monetary and Financial Economics to train students specialized in various businesses and technologies related to banking and aims .money, especially those related to the economics of banking and money

This training also contributes to enriching the positive role of the student, as well as:

- Knowledge and familiarity with banking and monetary theories and policies and various aspects of analysis related to them
- Ability to read various financial, monetary and banking indicators and evaluate their performance
- The ability to manage the risks of banks' asset portfolio and meet their obligations
- Mastery of banking techniques and the various banking products used
- Recognition of Laws that control and regulate the banking and money market
- Ability to manage a portfolio of commercial banks' assets and liabilities

### **C-Targeted qualifications and competencies**

The economic arena is witnessing development in various sectors, especially the banking and monetary sector. To meet this development, the need arose to offer a Bachelor of Economics program specializing in: Monetary and Financial Economics, to meet... The needs of these sectors for scientifically and practically qualified human competencies to practice various functions.

Perhaps evolution continuous and rapid in banking operations as well as the various obstacles facing this sector in Algeria, which justifies the adoption of this study programme. Which aims to drive the wheel of development in the country through:

Providing the public and private sectors in the banking field with qualified senior and specialized personnel in money and banks

Developing the administrative skills of those enrolled with a balanced focus on theoretical foundations and modern applied methods in the field of finance and banking

Deepening the academic background for those who wish to continue postgraduate studies -

- Adapting to the requirements of the labor market
- Increase knowledge in the field of money and banking

Paying more attention to linking the pedagogical and theoretical aspects with the applied aspect

### **D- Regional and national capabilities for employability**



Graduates of this specialization are employed by commercial banks, the public treasury, other .private and public financial and monetary institutions and bodies, and in the field of teaching

### **E- Bridges towards other specializations**

in the specialty of monetary and banking economics allows the students who benefit from it at the to be directed toward other specializations found in the Department of Economic Sciences master's and doctoral levels. Among them we mention:

- Monetary and financial economics
- Economics and management of institutions
- Digital economy
- International economy
- Energy economy

Incoming external students can also be directed to specializationIf the configuration is similar. **For example, from a higher school/private schools under guardianship that have a .similar specialty**

### **F- Indicators of effectiveness for continuing training**

Permanence standards, success rate, employability, follow-up of graduates, acquired )  
(....competencies

- The synchronization of specialization [monetary and banking economics] and the trends .of the Algerian economy
- .The university provides the material and human resources [structures/framing]
- .Competition in the labor market
- Forming a qualified framework capable of contributing to the development of the bank or financial institution and thus contributing to the development of the Algerian economy.
- The significant development witnessed by the banking sector, especially with the entry .of private banking institutions into the field of finance

4- Available human capabilities:

Internal framing

A-:Supervision capabilities

B-harnessed for training in the specialty

The nature of the intervention (lecture, guided work, framing)	Rank	Specialization certificate (Master's - PhD)	Name and Surname
Lectures + directed work + framing notes	Professor of higher education	Doctorate in State (Money and Finance)	Valid key
Lectures + directed work + framing notes	Professor of higher education	PhD in State ( Planning )	Rahmani Musa
Lectures + directed work + framing notes	Professor of higher education	Doctorate in State ( Applied Economics )	Khanshour Jamal
Lectures + directed work + framing notes	Professor of higher education	Doctorate of Science (Money and Finance)	Mirgad Lakhdar
Lectures + directed work + framing notes	Professor of higher education	Doctorate of Science Finance and ) (Money	Ben Samina Aziza
Lectures + directed work + framing notes	Professor of higher education	Doctorate of Science (Money and Finance)	Ghalim Abdullah
Lectures + directed work + framing notes	Professor of higher education	Doctorate of Science (Money and Finance)	Hoho Hasina

Lectures + directed work + framing notes	Professor of higher education	Doctorate of Science (Applied Economics)	Bin Al-Zawi Abdul Razzaq
Lectures + directed work + framing notes	Professor of higher education	Doctorate of Science (Money and Finance)	Bin Sama'in Hayat
Lectures + directed work + framing notes	Professor of higher education	Doctorate of Science (Money and Finance)	Sabbath means
Lectures + directed work + framing notes	Professor of higher education	Doctorate of Science (Finance and Money)	Bin Samina Dalal
Lectures + directed work + framing notes	Professor of higher education	Doctorate of Science (Finance and Money)	Rahman Amal
Lectures + directed work + framing notes	Professor of higher education	Doctor of Science (Applied Economics)	Bin Barika Al-Zahra
Lectures + directed work + framing notes	Professor of higher education	Doctorate of Science (Finance and Money)	Bouabdallah Ali
Lectures + directed work + framing notes	Professor of higher education	Doctorate of Science (Finance and Money)	Dardori Hassan
Lectures + directed work + framing notes	Professor of higher education	Doctorate of Science Economics and ) (Enterprise Management)	Solh Samah
Lectures + directed work + framing notes	Professor of higher education	Doctorate of Science (Finance and Money)	Ashour Fella
Lectures + directed work + framing notes	Professor of higher	PhD in Science	Nasira Okba

	education	Development ) (Economics	
Lectures + directed work + framing notes	Professor of higher education	Doctorate of Science Economics and ) (Enterprise Management	Khairuddin Juma
Lectures + directed work + framing notes	Professor of higher education	Doctorate of Science (Finance and Money)	Bin Al-Deif Muhammad Adnan
Lectures + directed work + framing notes	Professor of higher education	Doctorate of Science Economics and ) (Enterprise Management	Nagwa pill
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Finance and Money)	Wasaf Ateeqa
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Finance and Money)	Bin Tabi Dalal
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Finance and Money)	Omar jerked
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science Economics and ) (Enterprise Management	Bouzaher Nisreen
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Finance and Money)	Elias said
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Finance and Money)	Fame lens
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Finance and Money)	Hamrit Rasheed

Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Money (and Finance	Namon Iman
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Money (and Finance	My coercion is fair
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Money (and Finance	A smart post
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science Economics and ) (Enterprise Management	Bin Farhat Abdel Moneim
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Industrial (Economics	Miah Adel
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Finance and Money)	Noureddine Dalal
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Finance and Money)	Dahina Magdalene
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Finance and Money)	Shawsh Brothers Siham
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Finance and Money)	Noy Fatima Al-Zahra
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Finance and Money)	Nice sabbatical
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Finance and Money)	Goodbye faith
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science International ) (Economics	Rahal Fatima

Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Finance and Money)	Judy Laila
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science Economics and Business ) (Administration	Taheri Taiba
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Finance and Money)	Belabidi Aida Abeer
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Finance and Money)	My age is Reema
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science International ) (Economics	Marwa's dignity
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Industrial (Economics	Anfal mallow is sharp
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Finance and Money)	Imran Karima
Lectures + directed work + framing notes	Lecturer Professor B	PhD in Science (Development (Economics	Unique game
Lectures + directed work + framing notes	Lecturer Professor B	Doctorate of Science (Finance and Money)	United Nasr
Lectures + directed work + framing notes	Lecturer Professor B	Doctorate of Science (Industrial (Economics	Ibtisam helped
Lectures + directed work + framing notes	”Professor Lecturer “A	Doctorate of Science (Finance and Money)	Miss Najat
Lectures + directed work + framing notes	Assistant Professor A	Master (Money and Finance)	Like Najwa
Lectures + directed work + framing notes	Assistant Professor A	Master (Money and Finance)	Aqoun Fateha

Lectures + directed work + framing notes	Assistant Professor A	Master's degree (Economics (and Enterprise Management	Buti Ezzedine
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**authentication Department authentication, college or institute**

#### D-The total sum of human resources devoted to training

the total	External number	Internal number	Rank
21	0	21	Professor of higher education
26	0	26	Professor Lecturer A
3	0	3	Professor Lecturer b
3	0	3	Assistant Professor A
0	0	0	Assistant Professor B
1	0	1	* Other
54	0	54	the total

Other: Support users and technicians\*

5-Available financial capabilities

#### A-Pedagogical laboratories and equipment

Laboratory Title 1: Economics an

d Management Sciences Laboratory

Absorption capabilities

Notes	the number	Equipment name	the number
Good	6	Computer	1
Good	6	printer	2
Good	4	Copy machine	3
Good	2	Display Screen	4
Good	20	Computer table	5
Good	30	Chairs	6



Good	(students 30) 1	Reading room	7
Good	(books 500) 1	library	8
Good	WIFI	Internet	9

## Laboratory Title 2 : Finance, banking and business administration laboratory

### Absorption capabilities

Notes	the number	Equipment name	the number
Good	4	Computer	1
Good	4	printer	2
Good	2	Copy machine	3
Good	2	Display Screen	4
Good	4	Computer table	5
Good	30	Chairs	6
Good	(students 30) 1	Reading room	7
Good	1	library	8
Good	WIFI	Internet	9

### 1. B:-Fields of training and training in institutions

Duration of stalking	Number of students	A lurking place
Month	60	Public banks
Month	20	Private banks (Algeria Gulf Bank...)
Month	50	Insurance institutions
Month	20	Public treasury
Month	20	Tax directorates
Month	20	Public economic institutions
Month	20	Private economic institutions



#### D-Research projects supporting the proposed training

Project end date	Project start date	Project code	Title of the research project
12/31/2025	01/01/2022	F02N01UN070120220007	The role of digital financial services in achieving economic recovery in Algeria in light of the Corona crisis
12/31/2025	01/01/2022	F02N01UN070120220003	The digital economy and the challenges of investment in the stock exchange - the case of - Algeria, reality and prospects
12/31/2025	01/01/2022	F01L02UN070120220003	Socioeconomic impacts of entrepreneurial university as a critical actor of triple helix: The case of sample of Algerian universities
12/31/2025	01/01/2022	F02N01UN070120220008	The effectiveness of the strategies used in Algeria to develop exports outside the hydrocarbon sector in light of current international developments
12/31/2025	01/01/2022	F02N01UN070120220006	Efficient use of resources as a strategic option under sustainable development controls
12/31/2025	01/01/2022	F02N01UN070120220005	The developmental capabilities of Islamic banking supporting Takaful insurance institutions in Algeria: A prospective, scrutinizing study into the foundations and .results of cooperation
12/31/2025	01/01/2022	F02N01UN070120220004	The impact of oil price fluctuations on financial stability in Algeria during 1992-2026
12/31/2025	01/01/2022	F01L02UN070120220001	The impact of modern Internet applications on the services sector
12/31/2025	01/01/2022	F01L01UN070120220001	marketing innovation of tourism adopting marketing innovation as a tool for improving the quality of services in the tourism sector
12/31/2024	01/01/2021	F01L02UN070120210001	The role of knowledge management technology in improving the performance of higher education institutions, an applied study in a group of Algerian universities - - Biskra,Batna, Alwadi
12/31/2024	01/01/2021	F02N01UN070120210002	The role of fiscal policy in treating the public budget deficit in Algeria: an econometric analytical study for the period 1992-2023
12/31/2023	01/01/2020	F01L02UN070120200003	Accompanying the entrepreneurial path from establishment to growth

**F-Documentation available at the university institution related to the proposed training offer (mandatory field)**

- has more Library of the Faculty of Economic Sciences, Commercial Management Sciences .than 50,000 titles in all specializations in Arabic and French
- .Central University Library contains more than 100,000 titles

**E-Personal business spaces and information and communication technologies available at the institute or college**

**E-The pillars of education**

**Select digital floors to publish lessons**

<b>Digital terrestrial link</b>	<b>Enterprise</b>	<b>Digital floor type (.....Model)</b>
<a href="http://elearning.univ-biskra.dz/moodle/">http://elearning.univ-biskra.dz/moodle/</a>	Mohamed Khidir University of Biskra	<b>Moodle</b>
<a href="https://univ-biskra.dz">https://univ-biskra.dz</a>	Mohamed Khidir University of Biskra	<b>Professional email</b>
<a href="https://fsecsg.univ-biskra.dz/index.php/ar/">https://fsecsg.univ-biskra.dz/index.php/ar/</a>	Mohamed Khidir University of Biskra	<b>College website</b>

Mention other platforms used \*

## **II Organization card for hexagons -**

**of July 7 , 2022 Annex to Resolution No795**

**Determines the education program to obtain a bachelor's degree**

**Field of "Economic Sciences, Management and Commercial Sciences", Division of "**

**" Economic Sciences ", specialization in " Monetary and Financial Economics**

**First hexagram:**

Evaluation type		Education style		*Other	The hourly size of a hexagon (weeks 15)	Weekly Courier Volume			Factories	Balances	Title of materials	Education units
Exam	Continuous monitoring	remote	presen			Practical works	Acts directed	Tutorials				
60%	40%		X	sa 30 82	sa 30 67	-	hour 30 1	3 sa00	3	6	Financial Accounting 1	<b>Basic teaching unit code: TS1. 1 Credits: 18 Factors: 9</b>
60%	40%		X	sa 30 82	sa 30 67	-	hour 30 1	3 sa00	3	6	Microeconomics 1	
60%	40%		X	sa 30 82	sa 30 67	-	hour 30 1	3 sa00	3	6	Introduction to economics	
60%	40%		X	hours 65 00	sa 30 67	-	hour 30 1	3 sa00	3	5	Statistics 1	<b>Systematic teaching unit code: WM 1. 1 Credits: 9 Labs: 5</b>
60%	40%		X	55h00	45h00	-	hour 30 1	hour 30 1	2	4	Mathematics 1	
100%	-		X	2h30	hours 2230	-	-	hour 30 1	1	1	Introduction to the sociology of organizations	<b>Exploratory learning unit code: TS1. 1 Credits: 2 Labs: 2</b>
100%	-		X	2h30	hours 2230	-	-	hour 30 1	1	1	Introduction to law	
-	100%	X	X	2h30	hours 2230	-	hour 30 1	-	1	1	Foreign language 1	<b>Horizontal teaching unit symbol: WTF1. 1 Credits: 1 Labs: 1</b>
				<b>375 hours00</b>	<b>sa 30 382</b>	<b>-</b>	<b>9am00</b>	<b>16h30</b>	<b>17</b>	<b>30</b>	<b>Sum of the first hexagon</b>	

**:The second hexagram**

Evaluation type		Education style		*Other	The hourly size of a hexagon (weeks 15)	Weekly Courier Volume			Factories	Balances	Title of materials	Education units
Exam	Continuou s monitoring	remote	My presence			Practical works	Acts directed	Tutorial s				
60%	40%		X	sa 30 82	sa 30 67	-	hour 30 1	3 sa00	3	6	Financial Accounting 2	<b>Basic Education Unit Code: WTS 2.1 Credits: 18 Labs: 9</b>
60%	40%		X	55h00	45h00	-	hour 30 1	hour 30 1	2	4	Microeconomics 2	
60%	40%		X	55h00	45h00	-	hour 30 1	hour 30 1	2	4	Enterprise economics	
60%	40%		X	55h00	45h00	-	hour 30 1	hour 30 1	2	4	History of economic thought	
60%	40%		X	65 hours 00	sa 30 67	-	hour 30 1	3 sa00	3	5	Statistics 2	<b>Methodology Education Unit Code: WM 2.1 Credits: 9 Labs: 5</b>
60%	40%		X	55h00	45h00	-	hour 30 1	hour 30 1	2	4	Mathematics 2	
-	100%		X	2h30	hours 2230	hour 30 1	-	-	1	1	Automated notification 1	<b>Exploratory Learning Unit Code: WTS 2.1 Credits: 2 Labs: 2</b>
100%	-		X	2h30	hours 2230	-	-	hour 30 1	1	1	Commercial law	
-	100%	X	X	2h30	hours 2230	-	hour 30 1	-	1	1	Foreign language 2	<b>Horizontal learning unit Symbol: WTF 2.1 Credits: 1 Coefficient: 1</b>
				375 hours00	sa 30 382	hour 30 1	10am30	13h30	17	30	<b>Sum of the second hexagon</b>	

**: Third hexagram**

Evaluation type		Education style		*Other	The hourly size of a hexagon (weeks 15)	Weekly Courier Volume			Factories	Balances	Title of materials	Education units
Exam	Continuous monitoring	remote	My presence			Practical works	Acts directed	Tutorials				
60%	40%		X	sa 30 82	sa 30 67	-	hour 30 1	3 sa00	3	6	Macroeconomic1	<b>Basic Education Unit Code: WTS 1.2 Credits: 18 Labs: 9</b>
60%	40%		X	55h00	45h00	-	hour 30 1	hour 30 1	2	4	Public finance	
60%	40%		X	55h00	45h00	-	hour 30 1	hour 30 1	2	4	Monetary economy	
60%	40%		X	55h00	45h00	-	hour 30 1	hour 30 1	2	4	History of economic facts	
60%	40%		X	55h00	45h00	-	hour 30 1	hour 30 1	2	4	Statistics 3	<b>Methodology Education Unit Code: WM 1.2 Credits: 9 Labs: 5</b>
60%	40%		X	55h00	45h00	-	hour 30 1	hour 30 1	2	4	Management accounting	
100%	-		X	10h00	hours 2230	-	-	hour 30 1	1	1	Introduction to business administration	<b>Exploratory Learning Unit Code: WTS 1.2 Credits: 2 Parameter: 2</b>
60%	40%		X	5h00	45h00	-	hour 30 1	hour 30 1	2	2	methodology	<b>Horizontal learning unit Symbol: WTF 1.2 Credits: 1 Coefficient: 1</b>
-	100%	X	X	2h30	hours 2230	hour 130	-	-	1	1	Automated notification 2	
				<b>375 hours00</b>	<b>sa 30 382</b>	<b>hour 30 1</b>	<b>10am30</b>	<b>13h30</b>	<b>17</b>	<b>30</b>	<b>Sum of the third hexagon</b>	



**:Fourth hexagram**

Evaluation type		Education style		*Other	The hourly size of a hexagon (weeks 15)	Weekly Courier Volume			Factories	Balances	Title of materials	Education units
Exam	Continuous monitoring	remote	My presence			Practical works	Acts directed	Tutorials				
60%	40%		X	sa 30 82	sa 30 67	-	hour 30 1	3 sa00	3	6	Macroeconomic2	<b>Basic education unit code WTS 2.2 : Credits: 18 Labs: 9</b>
60%	40%		X	55h00	45h00	-	hour 30 1	hour 30 1	2	4	International economics	
60%	40%		X	55h00	45h00	-	hour 30 1	hour 30 1	2	4	Algerian economy	
60%	40%		X	55h00	45h00	-	hour 30 1	hour 30 1	2	4	Management of the institution	
60%	40%		X	hours 00 65	sa 30 67	-	hour 30 1	3 sa00	3	5	Statistics 4	<b>Methodology Education Unit Code: WM 2.2 Credits: 9 Labs: 5</b>
60%	40%		X	55h00	45h00	-	hour 30 1	hour 30 1	2	4	Basics of operations research	
	100%		X	2h30	hours 2230	-	hour 30 1	-	1	1	leading businesses)( <i>Entreprenariat</i>	<b>Exploratory Learning Unit Code: WTS 2.2 Credits: 2 Parameter: 2</b>
100%	-		X	2h30	hours 2230	-	-	hour 30 1	1	1	Business ethics	
-	100%	X	X	2h30	hours 2230	-	hour 30 1	-	1	1	Foreign language 3	<b>Horizontal learning unit Symbol: WTF 2.2 Credits: 1 Coefficient: 1</b>
				hours00 375	sa 30 382	-	12h00	13h30	17	30	<b>Sum of the fourth hexagram</b>	

**:Fifth hexagram**

Evaluation type		Education style		Other	The hourly size of a hexagon (weeks 15)	Weekly Courier Volume			Factories	Balances	Title of materials	Education units
Exam	Continuous monitoring	remote	My presence			Practical works	Acts directed	Tutorials				
60%	40%		X	105h00	hours00 45	-	hour 30 1	hour 30 1	3	6	Banking economy	<b>Basic teaching unit code: TS1 . 3 Credits: 18 Factors: 9</b>
60%	40%		X	105h00	hours00 45	-	hour 30 1	hour 30 1	3	6	Monetary theories and policies	
60%	40%		X	105h00	hours00 45	-	hour 30 1	hour 30 1	3	6	Financial management	
60%	40%		X	sa 00 55	hours00 45	-	hour 30 1	hour 30 1	2	4	Banking and insurance accounting	<b>Systematic teaching unit code: WM 1 . 3 Credits: 9 Labs: 5</b>
60%	40%		X	sa 00 55	hours00 45	-	hour 30 1	hour 30 1	2	4	financial mathematics	
100%	-		X	am00 10	hours 2230	-	-	hour 30 1	1	1	Business Law	
60%	40%		X	sa 00 5	hours00 45	hour 30 1	-	hour 30 1	2	2	data analysis	<b>Exploratory learning unit code: WTS 1 . 3 Credits: 2 Labs: 2</b>
-	100%	X	X	2h30	hours 2230	-	hour 30 1	-	1	1	Specialized foreign language 1	<b>Horizontal teaching unit symbol: WTF1 . 3 Credits: 1Laboratory: 1</b>
				<b>442 sa30</b>	<b>315h 00</b>	<b>hour 30 1</b>	<b>9am 00</b>	<b>hours 10 30</b>	<b>17</b>	<b>30</b>	<b>Sum of the fifth hexagram</b>	

**:Sixth hexagram**

Evaluation type		Learning style		Other	The hourly size of a hexagon (weeks 15)	Weekly Courier Volume			Factories	Balances	Title of materials	Education units
Exam	Continuous monitoring	remote	My presence			Practical works	Acts directed	Tutorials				
60%	40%		X	sa 00 65	hours00 45	-	hour 1 30	hour 30 1	2	5	Banking techniques and operations	<b>Basic Education Unit Code: WTS 2.3 Credits: 18 :Labs8</b>
60%	40%		X	sa 00 65	hours00 45	-	hour 1 30	hour 30 1	2	5	Financial markets	
60%	40%		X	sa 00 55	hours00 45	-	hour 1 30	hour 30 1	2	4	Islamic banking	
60%	40%		X	sa 00 55	hours00 45	-	hour 1 30	hour 30 1	2	4	The Algerian financial and banking system	
60%	40%		X	sa 00 65	hours00 45	-	hour 1 30	hour 30 1	2	5	Econometrics	<b>Methodology Education Unit Code: WM 2.3 Credits: 9 Labs: 4</b>
-	100%	X	X	90 hours00	-	-	-	-	2	4	Bachelor's graduation project	
60%	40%		X	sa 00 5	hours00 45	-	hour 1 30	hour 30 1	2	2	Corporation collection	<b>Exploratory Learning Unit Code: WTS 2.3 Credits: 2 Labs: 2</b>
-	100%	X	X	2h30	hours 22 30	-	hour 1 30	-	1	1	Specialized foreign language 2	<b>Horizontal learning unit Symbol: WTF Credits: 1 2.3 Coefficient: 1</b>
				<b>402 sa30</b>	<b>292 sa30</b>		<b>10 hours 30</b>	<b>09am00</b>	<b>15</b>	<b>30</b>	<b>Sum of the sixth hexagram</b>	



- **Total sum of the composition** ( *the total hourly volume should be mentioned, distributed between lectures (and directed work, for all six hexagrams for all types of educational units*

<b>the total</b>	<b>Horizontal</b>	<b>exploratory</b>	<b>methodology</b>	<b>the basic</b>	<b>H S and T</b>
hours 1147 minutes 30	hours 00 00 D	hours 157 minutes 30	hours 360 D 00	sa 00 d 630	<b>a lecture</b>
hours 22 9 minutes 30	hours 112 minutes 30	sa 30 67	hours 247 minutes 30	sa 00 d 495	<b>Acts directed</b>
hours 30 67 minutes	hours 30 22 minutes	hours 00 45 minutes	hours 00 00 D	hours 00 00 D	<b>Practical works</b>
hours 00 00 D	hours 00 00 D	hours 00 00 D	hours 00 00 D	hours 00 00 D	<b>personal business</b>
hours 2345 D 00	hours 00 15 D	hours 00 30 D	hours 755 D 00	hours 1545 minutes 00	<b>Other work (specify)</b>
4482 h30 d	hours 150 D 00	hours 300 D 00	hours 1362 minutes 30	2670 sa 00 d	<b>the total</b>
<b>180</b>	6	12	54	108	<b>Balances</b>
%100	%3.33	%6.67	%30	%60	<b>credits per unit % of instruction</b>

### **III The detailed program for each subject in the fifth and sixth semesters -**

**exagram: the first**

**Education unit: basic**

**Subject: Financial Accounting 1**

**Balance: 6**

**Parameter: 3**

**Education style: Attendance**

### **Education objectives**

Enabling the student to acquire the basic basic knowledge of financial accounting that allows for  
.deepening its sciences at subsequent educational levels

The ability to understand the budget and the results table in a preliminary and general way, not in -  
.depth

.Acquiring knowledge related to the methodology of accounting work in its simple form -

.Distinguishing between an organization's property (assets) and its liabilities (liabilities) -

.Distinguish between burdens and products and classify them according to nature -

.The ability to record accounting for acquisitions and transfers of installations and inventories -

### **Prior knowledge required**

It is not required to master the knowledge of any prior educational subject

### **:Article content**

- A general introduction to accounting
- in financial accounting: flows, accounts, documents, accounting cycle, concepts  
.assumptions and accounting principles
- Accounting books and financial statements
- Accounting for the company's establishment process
- Study of first-class accounts: results for the year, transfers again, reserves
- Accounting for the value added fee

- acquisition, depreciation, relinquishment and : moral and tangible fixes Accounting for divestment
- .Inventory accounting: purchase, production, and sale

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

**References:** ( *Books, publications, websites, etc.*)

- .Badash Abdel Karim, Public Accounting 1, Blue Pages, Algeria, 2019
- Ayachi Nour El-Din, Financial Accounting According to the Financial Accounting System, .Dar Bahaa El-Din for Publishing and Distribution, Algeria, 2018
- Mohamed Boutin, Financial Accounting and International Accounting Standards, Blue .Pages, Algeria, 2015
- The Financial Accounting System: Accounting and its Application, Blue , Lakhdar Alawi .Pages, Algeria, 2014
- Abdel Rahman Attia, Public Accounting According to the Financial Accounting System .(New Accounting Scheme), Dar Jitali for Publishing and Distribution, Algeria, 2011
- Sahraoui Ali, financial assistant; Courses and procedures, Berti Edition, Algeria, 2011



**Hexagram: the first**

**Education unit: basic**

**Subject: Microeconomics 1**

**Balance: 6**

**Parameter: 3**

**Education style: Attendance**

### **Education objectives**

Mastery of basic economic concepts, as well as the theoretical framework of consumer and producer behavior, and the ability to use quantitative tools to measure rational consumer and ;producer behaviors and analyze them scientifically

The ability to make the right decisions, through the economic logic of every economic problem ;that falls within the framework of consumer and producer actions

The ability to understand individual consumption and production behaviors, as well as to link ;actual and theoretical behaviors

Learn a scientific economic culture and develop the rationality of their economic behavior, based .on how to optimally achieve individual goals

### **Prior knowledge required**

- ;Familiarity with some economic concepts and principles
- Familiarity with basic principles of mathematics, especially mathematical derivation

### **Article content**

- Introduction to microeconomics
- Consumer behavior analysis (quantitative utility)
- Consumer behavior analysis (ordinal utility)
- Demand, supply and market equilibrium

- Elasticities
- Government regulation of the market
- Product behavior analysis (production)
- Product behavior analysis (costs and revenues)

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

**:the reviewer**

Jawadi Ali (2020), Microeconomics, Theoretical and Applied Analysis, Part One, New Publishing .House, Algeria

Ammar Amari (2015), Microeconomics - Summary of Lessons and Solved Applications -, Dar Al-Jazairia, Algeria

Omar Sakhri (2019), Economics, Dar Bahaa El-Din for Publishing and Distribution, first edition, .Constantine, Algeria

Frederick Talon, translated by Wardiyya Washed (2008), Introduction to Microeconomics, Majd .University Foundation for Studies, Publishing and Distribution, first edition, Beirut, Lebanon

Kassab Ali (2013), Economic Theory, Partial Analysis, Fourth Edition, Diwan of University .Publications, Ben Aknoun, Algeria

Moaz Al-Sharafawi Al-Jazaerli (2020), Microeconomics, Syrian Virtual University Publications, .Syria

- ⊙ Armand Colin (2018), The microeconomic process in practice, DUNOD, France.
- ⊙ BIEN Franck and Meritet Sophie, (2019), Microeconomics: Comportement of agents and excellent concurrence, Pearson , France.
- ⊙ Christopher T. S. Ragan (2019), Ragan Microeconomics, Pearson, Canada.
- ⊙ Hal R. Varian(2006), Introduction to the microeconomics, translation of the 7<sup>th</sup> <sup>American</sup> edition by Bernard THIRY, 6<sup>th</sup> <sup>edition</sup> , De Boeck, Bruxelles, Belgique.
- ⊙ Martin Colmar; Magnus Hoffmann(2018), Workbook for Principles of Microeconomics,
- ⊙ Michael PARKIN, Robin BADE, Patrick GONZALES (2010), Introduction to the modern microeconomics, New Pedagogical Inc Edition, 4th edition.

- ◉ R Frank and E Cartwright (2016), Microeconomics and Behavior (2nd ed), McGraw-Hill, Springer Texts in Business and Economics, ISBN 978-3-319-62661-1.

VARIAN Hal, (2015), Introduction to Microeconomics, De Boeck, 8th<sup>edition</sup>, France.

**Hexagram: the first**

**Education unit: basic**

**Subject: Introduction to Economics**

**Balance: 6**

**Parameter: 3**

**Education style: Attendance**

**Education objectives**

Enabling the student to understand an introduction to economics and practice its basic topics and terminology of important economic issues

Getting to know economics, its topics, the terminology of economic issues, and its relationship to political economy and various other sciences

.Defining the concept of the economic problem and ways to address it -

.Identifying the elements of production and the most important economic activities -

.Getting to know the economic agents and the economic institution -

.Learn about the market and money -

Enabling the student to learn about the problem of inflation and unemployment and the economic policies to confront them

### **Prior knowledge required**

.The student needs rational thinking and deduction to understand this material

### **:Article content**

- .The nature of economics and its relationship to political economy and other sciences
- The economic problem: the concept of need, resources and means of satisfaction, how to treat the economic problem by capitalism, socialism and Islam
- .Factors of production: labor, nature, capital, organization
- .Economic agents or economic units that provide economic activity
- Economic activity and economic processes: production, investment, exchange, consumption, and saving
- .Economic institutions: their concepts, definitions, classifications and characteristics
- The market: its concept, those involved in it, its types, and how to determine prices in various types of markets
- Economic system and economic policies
- Money: A historical overview of the origin of money, the concept and types of money, traditional and modern functions of money, money in economic and financial activity

- Major economic problems: inflation (its causes and economic policies to confront it), unemployment (its types, causes, and economic policies to confront it)
- International economic institutions and regional economic blocs: International Monetary Fund, World Bank, World Trade Organization, European Union, NAFTA, ASEAN, Gulf Cooperation Council, Maghreb Union

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

**References:** (*Books, publications, websites, etc.*)

- Bassam Hajjar (2010), *Economics and Economic Analysis*, Dar Al-Manhal Al-Lubani, Beirut
- Al-Tayeb Daoudi (2010), *An Introduction to Economics in Capitalist-Socialist and Islamic Thought*, Arab Society Library for Publishing and Distribution, Jordan
- Hamdisri Ibrahim Dabas (1996), *Economic Resources , their nature, types, and economics*, Dar Al-Maaref, Alexandria, Egypt
- Moeen Amin Al-Sayyid (1999), *Introduction to Economics*, Dar Al-Masirah, Amman
- Zahir Fadel Al-Bayati (2009), *Introduction to Economics*, Wael Publishing House, Amman
- Dowidar Muhammad (2000), *Principles of Political Economy*, Dar Al-Hadithah, Beirut
- Dhia Majeed Al-Musawi (1990), *Economic Theory: Economic Analysis*, Office of University Publications, Algeria
- Tariq Abdel Fattah Al-Sharaie (2006), *Principles of Economics*, Horus International Publishing and Distribution Foundation, Alexandria
- Ahmed Mahmoud Mandour (2004), *Introduction to Economics*, Alexandria University.
- Jacques Généreux (2017), *Introduction to the economy, new edition, points of economy*, French edition.
- Stephen Dobson and Susan Palfreman (1999), *Introduction to economics*, Oxford University Publisher.

**Hexagram: the first**

**Education unit: methodology**

**Subject: Statistics 1**

**Balance: 5**

**Parameter: 3**

**Education style: Attendance**

### **Education objectives**

This measure aims to describe a set of data, organize it, classify it, summarize it, display it in a clear way in the form of tables or graphs, and calculate various statistical measures to describe a variable (or more) in a society.

### **Prior knowledge required**

The student only needs to know the most important mathematical operations and rules that were discussed in the middle and secondary education stages

### **:Article content**

- **Overview** : What is Statistics? Why do we study statistics? Applications of **Statistics** statistics in economics and business administration. Types of data, classification of variables, sources of data, concepts about samples and methods of obtaining them
- **Tabular display of data** : Tabular display of continuous quantitative variables - Tabular display of discrete quantitative variables. Tabular presentation of qualitative variables. Absolute repetition. Relative frequency. Ascending and descending grouped repetitions
- **Graphical display of data:** Graphical display of continuous quantitative variables - Graphical display of discrete quantitative variables. Graphical display of qualitative variables
- **Measures of central tendency:** arithmetic mean, geometric mean, harmonic mean, and square mean. Median and semi-median (percentiles, deciles and quartiles), mode. Comparison of measures of central tendency
- **Measures of dispersion:** Absolute measures of dispersion (overall range, interquartile range, mean deviation, variance and standard deviation). Measures of relative dispersion (coefficient of variation, normalized data)

- metrics Skewness (Pearson, Fisher, .....), kurtosis, calculation of moments : **Shape metrics** measures (Pearson, Fisher, .....)
- : **Measures of concentration** Lorenz Curve -Gini Index
- simple index numbers, combined index numbers, weighted index : Index numbers ,numbers
- **Correlation and regression** : Distributions Variables Bivariate (consistency tables, joint frequencies, marginal and conditional). Correlation between two qualitative variables (chi-square statistic and linear correlation coefficient). Association between two continuous variables (point cloud and linear correlation coefficient, simple linear regression)

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

**References:** ( Books, publications, websites, etc.)

- National Office of Publications, ,Abdel Razzaq Azouz (2010), Al-Kamil fi Statistics, Part One .Algeria
- National Office of Publications, ,Abdel-Razzaq Azouz (2011), Al-Kamil fi Statistics, Part Two .Algeria
- Dar Al-Kitab Al-Hadith, Algeria, 2009 ,Principles in Statistics , Tilot Samia
- Galato Djilali, Statistics with exercises and solved problems, Office of University .Publications, Algeria, 2001
- .Muhammad Ratul, Descriptive Statistics, University Press, second edition, Algeria, 2006
- *Goldfarb, B., & Pardoux, C. (2011). Introduction to the statistical method, 6<sup>o</sup> version. Dunod.*
- *Hamdani Hocine (2005), Statistical descriptive, OPU, Alger.*
- *Anderson, DR, Sweeney, DJ, Camm, JD, Williams, TA, & Cochran, JJ (2015). Statistics for economics and gestation. De Boeck Superior.*

**Hexagram: the first**

**Education unit: methodology**

**Subject: Mathematics 1**

**Balance: 4**

**Parameter: 2**

**Education style: Attendance**

### **Education objectives**

Enabling the student to master mathematics and employ it in various administrative, financial, .economic fields and other standards related to the specialization

### **Prior knowledge required**

Elementary concepts in algebra and analysis

### **:Article content**

- Compatibility analysis
- ConceptsGeneralaroundSequencesNumerical
- FunctionsAsianAnd functionsLogarithmic
- Derivatives
- FunctionsOriginalAnd calculationintegration

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**



**References:** ( *Books, publications, websites, etc.*)

- Masoud Hadiyya and Hanashi Farah (2021), *General Mathematics for Economists*, 1st ed. .Nouran Publishing and Distribution. Tebessa - Algeria
- Hassan Yassin Tohme (2010), *Mathematics for Economics, Administrative and Financial .Sciences*, 1st edition, Safaa Publishing and Distribution House, Amman, Jordan
- *Jacques Dixmier (2001), Courses of mathematics of the first cycle last<sup>year</sup> – With corrigible exercises, Deuxième édition, Dunod, Paris, France.*
- *Jacques Vélú (2020), Mathématiques Générales - Courses and exercices corrigés, Dunod, Paris, France.*

**Hexagram: the first**

**Education unit: exploratory**

**Subject: An introduction to the sociology of organizations**

**Balance: 1**

**Parameter: 1**

## **Education style: Attendance**

### **Education objectives**

Providing the student with knowledge from a comprehensive perspective and developing his thinking so that he can understand and analyze organizational phenomena, in addition to preparing the student to be ready to understand the new knowledge he will later receive in his .field of specialization

### **Prior knowledge required**

.Concepts acquired through general philosophy during secondary school

### **:Article content**

- Sociology origins and development
- Pioneers of Sociology / Ibn Khaldun, Auguste Comte
- the relationship of sociology to other sciences and The social phenomenon
- Sociology of organizations
- The sociological approach to the culture and identity of the organization
- Organization theories: classic theories
- Organization theories: behavioral theory
- Organization theories: modern theories
- Administrative leadership in work organizations
- Professional identity and work group dynamics

**Evaluation method:** Final exam

**References:** ( *Books, publications, websites, etc.*)

- Belkacem Sultania and Ismail Qira: The modern organization of the institution, perception .and concept, Dar Al-Fajr, Egypt 2008
- Shehata, Siam (2009), Social Theory from the Classical Stage to Postmodernism, 1st edition, .Misr Al Arabiya Publishing and Distribution, Cairo

- Hassan Abdel Hamid Ahmed Rashwan (2003), Sociology and its Fields, Modern University .Office, Alexandria
- Samir Ibrahim Hassan, Introduction to Sociology, DarThe marchFor publicationAnd .distribution, Jordan, 2012
- Nasser Qasimi,Sociology of Organizations, University Press, Algeria 2014

**Hexagram: the first**

**Education unit: exploratory**

**Subject: Introduction to law**

**Balance: 1**

**Parameter: 1**

## **Education style: Attendance**

### **Education objectives**

Providing the student with the necessary amount of clear legal knowledge through what law lessons provide. It makes him a better student through conscious practice

### **Prior knowledge required**

Making the student aware of the basic legal principles and concepts as primary principles represented in the set of terms used in the legal field that are related to all other sciences, especially economics, management and trade

### **:Article content**

- Concept of law
- The legal rule is defined by its elements, characteristics and divisions
- Divisions of law
- Sources of law
- Applying the arts in terms of people
- Enforcement of the law in terms of place and time
- The right and its types (non-financial rights, financial rights, mental rights)
- The persons of the right (the natural person and the legal person) and its place
- Means of proving the right and the reasons for its expiration
- Liability (criminal, civil and disciplinary)
- Judicial organization in Algeria

### **Evaluation method: Final exam**

### **References: (Books , publications, websites, etc.)**

- Al-Hussein bin Sheikh Athamlawiyah, Introduction to the Study of Law, Dar Houma, 2017
- Muhammad Saeed Jaafour, Introduction to Legal Sciences, Al-Wajeez in the Theory of Law, Part One, 20th Edition, 2014
- Muhammad Al-Saghir Baali, Introduction to Legal Sciences, Dar Al-Ulum 2006

- .Ali Ahmed Saleh, Introduction to the Study of Legal Sciences, Dar Balqis, first edition, 2016

**Hexagram: the first**

**Education unit: horizontal**

**Subject: Foreign language 1**

**Balance: 1**

**Parameter: 1**

**Education style: in-person and distance learning**

**Education objectives**

.Enriching the student's linguistic balance through linguistic terms and rules in particular

**:Prior knowledge required**

Mastery of the basics of the English language

**:Scale content**

- Socializing (Greetings, introductions and goodbyes)
- Numbers, time, and time expressions
- Forms of money
- Work and jobs
- Talking about leisure and hobbies at the workplace

**Evaluation method: Continuous evaluation**

**:the reviewer**

- Evan Frando & Sean Mahoney (2011). English for accounting, Oxford University Press.
- Ian Mackenzie (2002). Financial English. Christopher Wenger Publishing.
- Simon Sweeney (2002). Test your Professional English- Management. Pearson Education Limited. Second Edition.

**:Second hexagram**

**Education unit: basic**

**Subject: Financial Accounting 2**

**Balance: 6**

**Parameter: 3**

**Education style: Attendance**

### **Education objectives**

This standard aims to enable the student to record the accounting of most of the institution's ongoing operations and the most important work at the end of the accounting cycle in its simple form, provided that the latter is delved into in depth in the in-depth financial accounting standard

### **Prior knowledge required**

.The student is able to master the objectives of the financial accounting subject 1

### **:Article content**

- .Accounting for purchases and sales returns
- .Accounting for advances on inventories
- .Accounting for commercial and financial discounts
- .Envelope accounting
- .Commercial paper accounting
- .End-of-accounting cycle work

**Evaluation method: Continuous evaluation + final exam. The subject average is measured by the weighting of the lessons (60%) and the directed work (40%)**

### **References: (Books , publications, websites, etc.)**

- .Public Accounting 2, Blue Pages, Algeria : (2020) Baadash Abdel Karim
- Financial Accounting According to the Financial Accounting : (2018) Layachi Nour El-Din .System, Dar Bahaa El-Din for Publishing and Distribution, Algeria

- Financial Accounting and International Accounting Standards, Blue : (2015) Mohamed Boutin .Pages, Algeria
- Financial Accounting System: Accounts Conduct and Application 2, : (2014) Lakhdar Allaoui .Blue Pages, Algeria
- Public Accounting According to the Financial Accounting System : (2011) Abdel Rahman Attia .Dar Jitali for Publishing and Distribution, Algeria , (New Accounting Scheme)
- Sahraoui Ali ( 2011), "Financial Comptabilities; Courses and Corriged Exercices", Berti Edition, Alger .
- National Comptabilité Conseil (2014), Manuel of Comptabilité Financier: conformed to the loi 07-11 on November 25, 2007 Portant Comptable Financier System, ENAG Editions, Alger.

**:Second hexagram**

**Education unit: basic**

**Subject: Microeconomics 2**



**Balance: 6**

**Parameter: 3**

**Education style: Attendance**

### **Education objectives**

⊙ as well as the theoretical framework of product behavior , basic economic concepts Mastery of in various markets, and the ability to use quantitative tools to measure rational product behaviors ;and analyze them scientifically

⊙ The ability to make the right decisions, through the economic logic of every economic problem ;that falls within the framework of the producer's actions

⊙ The ability to understand individual productive behaviors as well as link actual and theoretical ;behaviors

based , Learn a scientific economic culture and develop the rationality of their economic behavior .on how to achieve optimization

### **Prior knowledge required**

- Familiarity with the basic principles of mathematics, especially mathematical derivation
- knowledge of microeconomics 1

### **:The scale contains the following axes**

- Analysis of product behavior in a perfectly competitive market situation
- Analysis of product behavior in a complete monopoly market
- Analysis of product behavior in a monopolistic competition market situation
- Analysis of product behavior in a duopoly market situation
- Analysis of product behavior in an oligopolistic market situation

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

## **:the reviewer**

- ◉ Ammar Amari (2015), **Microeconomics - Summary of Lessons and Solved Applications -**, .Dar Al-Jazairia, Algeria
- ◉ Omar Sakhri (2019), **Economics** , Dar Bahaa El-Din for Publishing and Distribution, first .edition, Constantine, Algeria
- ◉ Frederick Talon, translated by Wardiyya Washed (2008), **Introduction to Microeconomics** , Majd University Foundation for Studies, Publishing and Distribution, first edition, Beirut, .Lebanon
- ◉ Kassab Ali (2013), **Economic Theory, Micro Analysis** , Fourth Edition, Diwan of University .Publications, Ben Aknoun, Algeria
- ◉ Moaz Al-Sharafawi Al-Jazairi ( 2020), **Microeconomics** , Syrian Virtual University .Publications, Syria
- Armand Colin (2018), The microeconomic process in practice, DUNOD, France.
- BIEN Franck and Meritet Sophie, (2019), Microeconomics: Comportement of agents and excellent concurrence, Pearson , France.
- Christopher T. S. Ragan (2019), Ragan Microeconomics, Pearson, Canada.
- Hal R. Varian(2006), Introduction to the microeconomics, translation of the 7<sup>th</sup> <sup>American</sup> edition by Bernard THIRY, 6<sup>th</sup> <sup>edition</sup> , De Boeck, Bruxelles, Belgique.
- Martin Colmar; Magnus Hoffmann(2018), Workbook for Principles of Microeconomics.
- Michael PARKIN, Robin BADE, Patrick GONZALES (2010), Introduction to the modern microeconomics, Renault Pedagogique Inc. Edition, 4th edition.

## **:Second hexagram**

**Education unit: basic**

**Article: Enterprise economics**

**Balance: 4**

**Parameter: 2**

**Education style: Attendance**

### **Education objectives**

Enabling the student to understand the importance of economic management of the institution in a way that allows it to survive and grow, in addition to controlling the basic concepts of the identifying modern trends in the institution's economy, as well as the development of , institution .the institution in Algeria

The student needs rational thinking and deduction to understand this **:Required prior knowledge** subject, in addition to gains from the following subjects: Introduction to Economics, Introduction .to the Sociology of Organizations

### **:Article content**

- Enterprise concept
- The establishment and development of the institution
- The institution and the internal environment
- The institution and the external environment
- Institution classifications
- Structures and organization of the institution
- The organization's functions and resources
- .Enterprise economic analysis tools
- Enterprise life cycle and growth patterns
- .Corporate culture and ethics
- .Modern trends in enterprise economics

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

**References:** (Books , *publications, websites, etc.*)

- Economics and Management of the Institution, Office of : (2020) Abdel Razzaq Ben Habib .University Publications, Algeria
- Nasser Dadi Adoun (1998), The Economy of the Enterprise, 2nd edition, Public House of .Muhammadiyah, Algeria
- .Gul Farhat (2011), Al-Wajeez fi Economy of the Institution, Dar Al-Khaldouniya, Algeria
- .Samuel Abboud (1994), The Economy of the Corporation, Algerian University Press
- Khalifi Issa (2004), The Economy of the Enterprise, Dar Al-Mawaddah for Publishing and .Distribution
- Saleh Hamidat (2018), Lectures on Enterprise Economics, Faculty of Economic, Commercial .and Management Sciences, University of Jijel, Algeria
- M Darbelet (1996): Economy of Enterprise: BTS, superior enseignement, Foucher Editions. Paris.
- Rudolf Brennemann and Sabine Sépari (2001), Economie d'Entreprise, Editions Dunod, Paris.
- N. Mankiw, Mark Taylor and Andrew Ashwin (2019), Business Economics, 3rd <sup>Edition</sup> , Cengage Learning EMEA Publisher.

**:Second hexagram**

**Education unit: basic**

**Subject: History of economic thought**

**Balance: 4**

**Parameter: 2**

## **Education style: Attendance**

### **Education objectives**

Enabling students to become familiar with various schools of thought in terms of their theories and . intellectual orientations regarding the most important economic issues

### **Prior knowledge required**

The student needs rational thinking and deduction to understand this subject, in addition to gains from the following subjects: Introduction to Economics, Introduction to the Sociology of .Organizations

### **:Article content**

- .Economic thought in ancient Eastern civilizations
- .Economic thought in ancient Western societies and the Middle Ages in Europe
- .Mercantilist economic thought
- .Economic thought in the Islamic era
- .Natural economic thought
- .Classical economic thought
- .Liberal-capitalist economic thought and its stages
- .French socialist economic thought and Marxist thought
- .Economic thought of the historical school in Germany
- .Neoclassical marginal economic thought
- .Keynesian economic thought and contemporary economic theories (post-Keynes)

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

**References:** (Books , *publications*, *websites*, etc.)

- . Abd Ali Kadhim Al-Mamouri (2012), *History of Economic Ideas* , Dar Hamed, Amman

- .Medhat Al-Quraishi (2008), The Development of Economic Thought, Dar Wael, Amman
- .Ray Canterbury (2011), A Brief History of Economics, National Translation Centre, Cairo
- .Fathallah Walalou (1981), Political Economy, Part 1, Dar Al-Hudatha, Beirut, 1981
- John Kenneth Galbriat (2000), The History of Economic Thought: The Past is the Image of .the Present, The World of Knowledge, Kuwait
- .Rashid Al-Barwari (1985), The Socialist System, first edition, Dar Al-Nahda, Beirut
- Ahmed Farid Mustafa (2000), Suhair Muhammad Al-Sayyid Hassan, Development of .Thought and Economic Facts, University Youth Foundation, Egypt
- Ali (2011), The Development of Economic Thought, Thebes Foundation Ismail Muhammad for Publishing and Distribution, Cairo.
- Fouad Abdel-Ilah Al-Omar (2003), Introduction to the History and Development of the Islamic Economy, first edition, Islamic Development Bank, Islamic Research and Training .Institute
- Muhammad Samer Al-Qassar (2009), The Global Financial Crisis: Economic Evidence of the .Shining of the Islamic System Among the Ruins of Capitalism, Dar Al-Fikr, Damascus
- Alain Samuelson (1993), Les grand courants de la pensée économique, OPU, Alger.
- Lionel Robbins (2000), A history of economic thought: The LSE lectures, Princeton University Press.

**:Second hexagram**

**Education unit: methodology**

**Subject: Statistics 2**

**Balance: 5**

**Parameter: 3**

**Education style: Attendance**

### **Education objectives**

This scale aims to identify probability theory and its uses in the field of economics and management, and how to apply it to real data

### **Prior knowledge required**

basic concepts in probability and statistics, derivatives of functions and calculus, and the properties of logarithmic and exponential functions enable the student to gain knowledge in mathematics and statistics 1

### **:Article content**

- .definition of set, types of sets, operations on sets, laws of set theory : **Set theory**
- .blank sample, event , **Experiment and event** : random experiment

Harmonic analysis: ranking methods, permutation methods, combinatorial methods

### **- : Possibilities**

Probability Theory (the concept of probability and its method of calculation, : **First**  
(mathematical definition for possibility

.**Second** : Properties of probability

**Third** : Independent events and conditional probabilities (independent events, definition of conditional probability, multiplication law for conditional probabilities, total probability theory, .(probability of independent events, Bayes' theory

### **- :Discrete random variables and their distribution Probabilistic**

**First** : The random variable and its types (definition of the random variable, types of random variables

**Second** : The probability distribution of the discrete variable

**Third** : Conditions for the density function of the discrete variable

**Fourth** : Graphical representation of the discrete MZ probability density function

**Fifth** : The distribution function  $F(x)$  for the discrete random variable .

**Sixth** : Some Discrete probability distributions: (uniform distribution, Bernoulli distribution, binary (distribution, and a general idea of the rest of the distributions

- : **Continuous random variables and their probability distribution**

**First** : the probability distribution of the continuous variable

**Second** : Characteristics of the probability density function of a continuous random variable

**Third** : The distribution function  $F(x)$  for the continuous random variable

: **Fourth** Leibniz's rule

**Fifth** : Some Continuous probability distributions : (uniform distribution, a general idea about the .(normal distribution or arc Laplace distribution, a general idea about the rest of the distributions

- : **Mathematical Expectation and Variance**

**First** : Mathematical expectation: Definition of expectation, function prediction, characteristics of mathematical expectation

**Second** : Variance and standard deviation ( definition of variance, characteristics of variance, ( standard variables

- **Moments and the regenerative function of moments**

**First** : Intentions

**Second** : The regenerative function of the moments

- **Chebyshev's theorem and the theory of large numbers**

.**First** : inequality Chebyshev

.**Second** : The theory of large numbers

**Evaluation method: Continuous evaluation + final exam . The course average is measured by the weighting of lessons (60%) and directed work (40%)**

**References:** (Books , *publications, websites, etc.*)

- Jabbar Abdel Mudhi (2011), Introduction to Probability Theory, Dar Al Masirah for Publishing . and Distribution, Jordan



- .Anis Ismail Kanjo (2000), Statistics and Probability, first edition, Obeikan Library, Riyadh
- Al-Saadi Rijal (2008), Probability Theory, Principles of Probabilistic Calculation, Lessons and Exercises, Office of University Publications
- .Dar Al-Hadith Book , Lessons in Probability ,Beautiful Numbers (2000)
- Al-Arfawi Nour El-Din (2017), Probability Theory of One-Dimensional Discrete Real Random Variables, Solved Lessons and Exercises, Office of University Press, Algeria.
- Al-Ammari Ali Abdel Salam and Al-Ajili Ali Hussein (2000), Statistics and Probability: Theory ,and Practice **ELGA Publications** .Valletta ,
- Sheldon Ross ( 2019), “A first course in probability”, Boston, MA: Pearson.
- Hurlin Christophe (20 15), Statistics and Probabilities in Economy-gestion, Dunod .
- Anderson, D.R., Sweeney, D.J., Camm, J.D., Williams, T.A., & Cochran, J.J ( 2015), “Statistiques pour L'économie et la Gestion ”, De Boeck, Bruxelles .
- Lecoutre, J. P. (2002). Statistical and probabilities. Dunod.
- Posière Jean-Pierre (2005), Mathematical applications to the gestion, Gualino, Paris.
- Jean-François Delmas (2010), Introduction to probabilities and statistics, published by ENSTA presses, Paris.

**:Second hexagram**

**Education unit: methodology**

**Subject: Mathematics 2**

**Balance: 4**

**Parameter: 2**

**Education style: Attendance**

## Education objectives

Increasing knowledge and acquiring new skills in analysis and linear algebra, such as enabling the student to understand the concept of differential equation and partial derivatives for use in microeconomics, dealing with matrices in order to employ them in fields related to the specialization of economic sciences such as corporate mathematics, operations research, data analysis...etc., Employing basic concepts about matrices in solving sets of linear equations for later .use in decision-making theory

## Prior knowledge required

- .The student needs basic concepts in algebra and analysis
- .The student will have achievements in the subject: Mathematics 1

## :Article content

- .differential equations
- .Functions with two variables
- .General concepts about arrays and operations on them
- . Determinants and methods of calculating the inverse of a matrix
- .Solve a set of linear equations

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

## References: (Books , publications, websites, etc.)

- Hadia Masoudane and Hanachi Farah (2021), General Mathematics for Economists, 1st .Nouran Publishing and Distribution, Tebessa, Algeria , edition
- Mathematics for Economics, Administrative and Financial ,(2010) Hassan Yassin Tohme . Jordan , Sciences, 1st edition, Dar Safaa for Publishing and Distribution, Amman
- Denis Serre (2001), Les Matrices Theorie et pratique, *Dunod*, Paris, France.

- Skander Belhaj (2011), Mathématiques pour economics et la gestion, 1 year edition, Vuibert .

**:Second hexagram**

**Learning unit: exploratory**

**Article: MediaAlly 1**

**Balance: 1**

**Parameter: 1**

**Education style: Attendance**

**Education objectives**

The general goal of the Automated Information Standard 1 is to enable the student to deal with the Excel program and deepen his understanding of this program in a way that serves the field and enable him to create data tables, lists and graphs, as well as perform advanced calculations and analyze the results obtained in addition to the WORD and POWERPOINT programs.

### **Prior knowledge required**

- .Basic principles in dealing with computer equipment and operating it
- .First principles in mathematics and descriptive statistics

### **:Article content**

- .A general introduction to automated information, computers, and Excel
- .Creating new tables and how to run the program
- Mathematical formulas inExcel .
- Mathematical functions inExcel .
- Statistical functions inExcel .
- Text functions inExcel .
- Logical functions inExcel .
- .Search function
- Run theWord application .
- Powerpoint . operating system

**Evaluation method:** Continuous evaluation

**References:** (Books , *publications*, *websites*, etc.)

1. Stephane Hamard ( 2007), Financial Maths with VBA Excel, ENI edition.
2. Patrice Rey (20 21), Matrices and calculators with Excel 2016 and VBA, Books on demand GMBH edition.
3. Douglas Ford Cobb; Judy Mynhier (19 85), EXCEL in business, Illustration edition .

4. Veronica Waarion (20 10), WORD, EXCEL, POWER POINT, PEARSON .

**:Second hexagram**

**Education unit: exploratory**

**Subject: Commercial law**

**Balance: 1**

**Parameter: 1**

**Education style: Attendance**

**Education objectives**

Providing the student with the necessary amount of clear legal knowledge related to various legal terms related to trade and that are related to the economy, especially the completion of .projects by choosing the appropriate company form

### **Prior knowledge required**

Gain knowledge of the basic principles of commercial law and advance intellectual growth into .conscious practice

### **:Article content**

- .The concept of commercial law
- .Sources of commercial law
- .Distinguish between civil and commercial works
- .Classification of commercial businesses in Algerian legislation
- .Merchant
- The concept of commercial companies, the pillars of their establishment, and the penalty .resulting from breaching them
- .Reasons for the termination of companies and the effects of termination
- .People companies
- .Money companies
- .The commercial store
- .Classification of commercial papers in Algerian legislation
- .Types of commercial contracts

**.Evaluation method:** Final exam

### **References:** (Books , *publications*, *websites*, etc.)

- Abbas Helmy, "Commercial Law, Contracts, and Commercial Papers," Diwan of University Publications, second edition, 1997
- Ammar Ammoura, explaining the Algerian commercial law, Dar Al-Maarifa, year 2000, Algeria

- Belaissawi Muhammad Al-TaHER, General Theoretical Commercial Companies and Personal Companies, Part One, Dar Al-Ulum 2011
- Nadia Faudel, company provisions according to the Algerian commercial law, Dar Houma Algeria ,1999
- Ahmed Mahrez: Algerian Commercial Law, Part Three, Commercial Bonds, Dar Al-Nahda Al-Arabiya, without mentioning the date of publication
- Samiha Al-Qalioubi: Commercial Companies, Dar Al-Nahda, Beirut, Lebanon, 2001
- Zaraoui Salih Farha: The Complete Study of Algerian Commercial Law. Publishing house, distributed by Ibn Khaldoun, Oran. 2003
- Guide to establishing commercial companies in Algerian commercial law. Dar Houma 2014

## **Second hexagram**

**Education unit: horizontal**

**Subject: Foreign language 2**

**Balance: 1**

**Parameter: 1**

**Education style: in-person and distance learning**

## **Education objectives**

Enriching the student's linguistic balance through general terminology and linguistic rules in addition to specialized terminology

## **Prior knowledge required**

### **Acquisition and mastery of English language content 1**

**:The scale contains the following axes**

- Introduction to Economics (Debut du Semestre 2)
- Introduction to Commerce and Trade
- Introduction to Finance
- Introduction to Management
- Introduction to Accounting

Introduction to Marketing

**Evaluation method: Continuous evaluation**

**:the reviewer**

- Bill Mascull (2006). Business Vocabulary in Use - Elementary. Cambridge University Press.
- Business English pods
- Handouts with texts and exercises to do.

**Hexagram: the third**

**Education unit: basic**

**Subject: Macroeconomics 1**

**:Balance6**

**Factor: 3**

**Education style: Attendance**

**Education objectives**

The overall goal of the scale is to...It helps students understand the theoretical aspects of macroeconomic phenomena, and also enables the understanding of economic modeling of these



phenomena and economic behavior in a mathematical numerical structure. In addition to familiarity with an acceptable level of economic analysis of mathematical models that embody the theoretical framework and link it to reality, in light of the theses of the classical school and Keynesianism

:The skills that the student acquires through studying the content allow him to

- To know the calculations of macroeconomic aggregates and macroeconomic indicators and their measurement

- ;To distinguish between the various economic activities of economic agents at the macro level

To master the basic concepts of macroeconomic analysis through studying macroeconomic theory (classical and Keynesian theory).

**Required prior knowledge:** introduction to economics, microeconomics, history of economic thought, mathematics

**:Article content**

**The first axis:** Introduction to macroeconomic theory (concepts and terminology)

**The second axis:** measuring the level of economic activity

**The third axis:** data and models for measuring national and global macroeconomic indicators

**.Fourth axis:** The classical model of general economic equilibrium

**.The fifth axis:** The Keynesian model in general economic equilibrium

**Sixth axis:** consumption functions

**The seventh axis:** investment theory

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

Subject average = lecture point \* 0.6 + directed/applied work point \* 0.4

**:the reviewer**

- **:Recommended basic reference**

- Olivier Blanchard, 2017, Macroeconomics, Seventh Edition Boston: Pearson.

- Tommy Saleh, 2021, Principles of Macroeconomic Analysis, 1st edition, Dar Osama for .Printing, Publishing and Distribution, Algeria

- Saeed Brebesh, 2007, Macroeconomics: Theories, Models and Solved Exercises, Dar Al-Ulum .for Publishing and Distribution, Annaba, Algeria

- **:Additional support references**

- N. Gregory Mankiw(2019), brief principles of macroeconomics, ninth edition, Harvard University .
- David Romer (2012), advanced macroeconomics fourth edition, University of California, Berkeley.
- Macroeconomic Theory and Policy, translated by Muhammad ,2012 ,Michael Edgeman .Ibrahim Mansour, Dar Al-Marreikh, Riyadh
- Muhammad Zargoun, 2017, Amal Rahman, Macroeconomic Theory: Lectures and Exercises, .Office of University Press, Algeria
- Saeed Brebesh, 2007, Macroeconomics: Between Theory and Practice, Directed Works, Dar Al-.Ulum for Publishing and Distribution, Annaba, Algeria
- Bashir Moateb, 2008, Macroeconomics: Lessons and Exercises, 1st edition, Click Publishing, .Algeria
- Muhammad Al-Sharif Elman, 2003, Lectures on Macroeconomic Theory: Basic .Macroeconomic Functions, Real Sector, Part 2, University Press
- Paul Samuelson, William Nordhaus, 2006, Economics, translated by Hisham Abdullah, 2nd .edition, Dar Al-Ahlia for Publishing and Distribution, Amman, Jordan

**Hexagram: the third**

**Education unit: basic**

**Subject: Public Finance**

**:Balance4**

**Factor: 2**

**Education style: Attendance**

**Education objectives:** The general objective of the scale allows the student to provide the student with the necessary information necessary to understand and comprehend everything related to the various aspects of the field of public finance, especially what is related to the economic role of

the state in terms of allocation, government spending, etc.... through an in-depth study of the following elements

- Overhead expenses
- Public revenues
- The state's general budget

The skills that the student acquires through studying the content allow him to

The ability to analyze the components of public finance, including expenditures; Revenues -

The ability to analyze the elements of the general budget and the exceptions contained therein -

The ability to analyze and discuss realistic issues related to the field of public finance and provide solutions to them

Projecting what has been studied on the Algerian economy and trying to diagnose it -

**Required prior knowledge:** The student has acquired knowledge related to several subjects that qualify him to understand this subject. This is an introduction to economics subject, in addition to the institution's economics subject, and we believe that it is useful for understanding the content of this subject, which is also considered important in the professional life after the student's graduation

#### **:Article content**

**The first axis:** origins Public finance and its development in economic thought

**The second axis:** The conceptual framework of public expenditures

**The third axis:** The conceptual framework of public revenues

**Fourth axis:** The state's general budget and financial laws

**The fifth axis:** budget control/balance sheet

**Sixth axis:** General budget policies

**The seventh axis:** budget of local groups

**The eighth axis:** Public finance problems in Algeria: (rationalization of public spending, double (... ,taxation, tax evasion

**The ninth axis:** contemporary trends in the balance sheet

**The tenth axis:** Public finance in the Islamic perspective

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

Subject average = lecture point \* 0.6 + directed/applied work point \* 0.4

## **:the reviewer**

### **- :Recommended basic reference**

- Muhammad Abbas Mahrezi, 2005, The Economics of Public Finance, second edition, Office of .University Publications, Algeria

### **- :Additional support references**

- Suzi Adly Nashed, (2009), Basics of Public Finance (Public Expenditures, Public Revenues, .Public Budget), Al-Halabi Human Rights Publications
- Adel Falih Al-Ali, (2007), Public Finance and Tax Legislation, first edition, Dar Hamed for .Publishing and Distribution, Amman
- Amara Jamal, (2004), Methodology of the General State Budget in Algeria, Dar Al-Fajr for .Publishing and Distribution, Algeria
- Omar Yahyawi, (2005), Contribution to the Study of Public Finance - General Theory According .to Current Developments, Dar Houma for Printing, Publishing and Distribution, Algeria
- Hayat Bin Ismail, (2009), Developing General Budget Revenues, Etrak Printing, Publishing and .Distribution, first edition, Egypt
- Khababa Abdullah, (2009), Fundamentals of Public Finance Economics, Faculty of Economics, Commerce and Management, Mohamed Boudiaf University of M'sila, Algeria, publisher: .University Youth Foundation, Alexandria, Egypt
- Hussein Mustafa Hussein, (2016), Public Finance, 7th edition, Office of University Publications, .Algeria
- .Ali Zaghdoud, (2006), Public Finance, 02nd edition, Office of University Publications, Algeria
- Muhammad Abbas Mahrezi, (2003), The Economics of Public Finance, Office of University .Publications, Algeria
- .Suzi Adly Nashed (2009), Basics of Public Finance, Al-Halabi Legal Publications, Beirut
- David N. Hyman, Public Finance (2011): A Contemporary Application of Theory to Policy, Tenth Edition, South-Western Cengage Learning, USA .

**Hexagram: the third**

**Education unit: basic**

**Subject: Monetary Economics**

**:Balance4**

**Factor: 2**

**Education style: Attendance**

**Education objectives:** This standard is taught to all students of economic, commercial, and management sciences in the third semester of the bachelor's degree, through learning about the principles of monetary economics, starting with knowing the barter system and commodity money, to money in its current form, and learning about the role of money in the economy and addressing the monetary system, with Explaining how to classify the monetary mass and its counterparts, then addressing commercial banks as institutions that carry out the process of

creating money, and central banks based on the process of issuing cash, and finally addressing monetary policies, inflation, and the money market

The skills that the student acquires through studying the content allow him to know the nature of money and its role in the economy, as well as to identify the bodies responsible for creating and issuing money, and the various components of the money market

**Required prior knowledge:** The student must have simple knowledge about what the economy is and the economic problem through an introduction to economics scale, in addition to the student's knowledge of the theory of value through microeconomics

**:Article content**

**The first axis:** a conceptual introduction to money

**The second axis:** monetary complexes and their counterparts

**The third axis:** Monetary systems

**The fourth axis:** commercial banks and the central bank

**The fifth axis:** money creation and the monetary multiplier

**Sixth axis:** Inflation and monetary policy

**Axis: Seventh:** The money market

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

Subject average = lecture point \* 0.6 + directed/applied work point \* 0.4

**:the reviewer**

- **:Recommended basic reference**

- Al-Taher Latrash, 2010, Monetary and Banking Economics, Office of University Publications - Algeria

- **:Additional support references**

Abdel Samad Saudi (2018), Monetary Economics and Financial Markets, (first edition), Dar Al-Ebtikar, Jordan

C. Muhammad Kamal (2017), Monetary Economics, Safaa Publishing and Distribution House, - first edition, Amman

.Diya Majeed Al-Musawi (1993), Monetary Economics, Dar Al-Fikr, Algeria -

Abdel Muttalib Abdel Hamid (2007), The Economics of Money and Banks (Fundamentals and -  
.Innovations), University House, Alexandria

Osama Muhammad Al-Fouly (1999), Principles of Money and Banking, New University House, -  
.Alexandria

Paratat, Monnaie, financial institution and financial institution, Economica, Paris, 1982 .

- Marc Mantoussé, Economic money and finance, Leila Moussouni Edition, 2000 .

- Mongi Smaili, Economic Money Courses, Supreme Institute of Government of Tunisia, 2009 .

- Mounir Smida, The monthly economy, Virtuelle University of Tunis and its publishers in France,  
2007 .

- Naas Abdelkrim, The Algerian bank system for decolonization at the economic market, Maison  
Neuve & la Rose, Paris, France, 2003 .

**Hexagram: the third**

**Education unit: basic**

**Subject: History of economic facts**

**:Balance4**

**Factor: 2**

**Education style: Attendance**

**Education objectives:** The general objective of the subject is:Enabling the student to realize and  
comprehend economic facts in their historical context, from the economic crisis of 1929 to the  
.global financial crisis

The skills that the student acquires through studying the content allow him to achieve the  
:following goals

- .Introducing the student to economic facts and their importance -
- .The student's familiarity with the topic of the global economic crisis of 1929 -
- .The student's familiarity with the subject of the Industrial Revolution in Europe -
- The student's familiarity with the subject of economic realities in socialist countries and in -
- .capitalist countries after the World War
- ) Enabling the student to know the content of the system Brettonwoods -**BW** and the New World (
- .Economic Order
- Explaining to the student the reasons for the collapse of the socialist system (the collapse of the -
- .Soviet Union) and its consequences
- .The student's familiarity with the emerging Asian economies -
- .Enabling the student to know about economic globalization and international blocs -
- .Explaining to the student the causes and consequences of the 2008 global financial crisis -

**Required prior knowledge:** The student needs rational thinking and deduction to understand this subject, in addition to gains from the following subjects: Introduction to the Sociology of .Organizations, History of Economic Thought

**:Article content**

**The first axis:** the concept of economic facts and their importance.

**The second axis:** The global economic crisis of 1929.

**The third axis:** The industrial revolution in Europe.

**Fourth axis:** Economic realities in socialist countries after the World War.

**The fifth axis:** economic realities in capitalist countries after the World War.

**The sixth axis:** The Brettonwoods system(**BW**) and the new global economic order.

**The seventh axis:** The collapse of the socialist system (the collapse of the Soviet Union

**The eighth axis:** The emergence of Asian economies.

**The ninth axis:** economic globalization and international blocs.

**The tenth axis:** The 2008 global financial crisis

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

Subject average = lecture point \* 0.6 + directed/applied work point \* 0.4



## **:the reviewer**

### **- :Recommended basic reference**

- Boughara Rabeh, Khababa Abdullah, 2014, Economic facts from ancient history to the .beginning of the first century, New University House, Alexandria

### **- :Additional support references**

- Ahmed Farid Mustafa, Suhair Muhammad Al-Sayed Hassan (2000), The Development of Thought and Economic Facts, University Youth Foundation, Egypt.
- Khababa Abdullah (2009), Economic Realities: Economic Globalization - Sustainable Development, University Youth Foundation, Egypt.
- Michele Todaro (translated by Hamid Mahmoud) (2009), Economic Development, Dar Al-Mareikh, Saudi Arabia.
- Reda Abdel Salam (2010), International Economic Relations. Modern Library for Publishing and Distribution, Egypt.
- Medhat Al-Quraishi (2008), The Development of Economic Thought, Dar Wael for Publishing and Distribution, Jordan.
- Moheb Khalla Tawfiq (2011), Evolution and Resource Economics: A Special Study on the Development of Thought, Economic Facts, and Resource Economics of Factors of Production, University Thought House, Alexandria.
- Ahmed Farid Mustafa, Suhair Muhammad Al-Sayyid Hassan (200), Development of Thought and Economic Facts, University Youth Foundation, Egypt.
- Bin Taher Hussein (2010), Introduction to Economic Facts, Dar Bahaa El-Din for Publishing and Distribution, Algeria.
- Bougherra Rabah, Khababa Abdallah (2009), Economic Realities, Economic Globalization - Sustainable Development, Algeria Youth Foundation.
- Rashid Al-Barwari (1985), The Socialist System, first edition, Dar Al-Nahda, Beirut.
- Saeed Al-Najjar (1996), The Economic System on the Threshold of the 21st Century, Letters of the New Call, Cairo.
- Abdul Aziz Suleiman Nawar, Mahmoud Muhammad Jamal Al-Din (1999), Modern European History from the Renaissance to the First World War, Dar Al-Fikr Al-Arabi, Cairo.
- Abdel Muttalib Abdel Hamid (2013), Contemporary Development Models, University House, Alexandria.

- Abdel Muttalib Abdel Hamid (2006), Economic Globalization, University House, Alexandria .
- Abdel-Muttalib Abdel-Hamid (2003), The New Global Economic Order: The Arab Nile Group, Cairo.
- Kubba Ibrahim (1970), Economic Thought and Economic History, First Edition - Part One, Al-Irshad Press, Baghdad.
- Muhammad Samer Al-Qassar (2009), The Global Financial Crisis: Economic Evidence of the Shining of the Islamic System Among the Ruins of Capitalism, Dar Al-Fikr, Damascus.
- Jacques Brasseur (2022), A small history of economic facts: Their origins in our days, Collection U, Armand Colin .

**Hexagram: the third**

**Education unit: methodology**

**Subject: Statistics 3**

**:Balance4**

**Factor: 2**

**Education style: Attendance**

**Education objectives:** The primary objective is to introduce the application of theoretical .economic models and give them a mathematical formula

**:The skills that the student acquires through studying the content allow him to**

- Identify the most important laws of discrete and continuous probability distributions
- Providing the student with the ability to apply probability distributions to address and solve .economic, administrative and social problems
- Understanding discrete and continuous binary random variables and their most important .properties

- .Identify bivariate distributions

**Required prior knowledge:** mathematics, descriptive statistics and probability

**:Article content**

**The first axis:** the most important laws of discrete probability distributions

**The second axis:** The most important laws of continuous probability distributions

**The third axis:** convergence of some probability distributions

**The fourth axis:** binary random variables

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

**:the reviewer**

- **:Recommended basic reference**

- Probability Theory and Principles of Probabilistic Calculation: Lessons and ,Al-Saadi Rijal, 2005 .Exercises, Part One, 2nd edition, Office of University Press, Algeria
- Dominique Salvador, translated by Saadia Hafez Montaser, 1982, Schumm's Abstracts, Theories and Issues in Statistics and Econometrics, International House for Publishing and .Distribution, Arab Republic of Egypt
- Ali Abdul Salam Al-Amari, Ali Hussein Al-Ajili, 2000, Statistics and Probability: Theory and ,ApplicationELGA Publications .Malta ,
- Hurlin Christophe, 2015, Statistics and Probabilities in Economic Gestion, Dunod.

- **:Additional support references**

- Bouabdallah Saleh, 2006, Introduction to Probability and Mathematical Statistics, Lessons and ,Exercises
- Abdel Hamid Rabie Ghaitan, 2004, Probability Theory, Part Two, 1st Edition, Academic Book .House, Egypt
- Muhammad Kabbay and Maher Badawi, 2003, "Applied Statistics," University of Aleppo .Publications, Faculty of Economics

**Hexagram: the third**

**Education unit: methodology**

**Subject: Management Accounting**

**:Balance4**

**Factor: 2**

**Education style: Attendance**

to enable the student The general objective of the educational material is **:Educational objectives** to use accounting information as a management tool. This course introduces students to the basic elements of management accounting, shows them how to allocate costs to products or services, .and introduces them to analytical techniques

:As for the skills that the student can acquire through this educational material

.Calculating costs and determining analytical results using several methods -

.Choose the most effective method of cost calculation-

.Controlling various methods of cost pressure -

In order for the student to be able to study the content of the **:Required prior knowledge** management accounting course, he must be familiar with Financial Accounting 1 and Financial

.Accounting 2

## **:Article content**

**The first axis:** Introduction to management accounting

**Second axis:** Introduction to inventories and inventory evaluation methods(CMUP, FIFO)

**The third axis:** the total cost method according to homogeneous departments

**Fourth axis:** variable costs method

**:Fifth axis**ABC activity-based costing method

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

## **:the reviewer**

### **- :Recommended basic reference**

- Ray H. Garrison, Theresa Libby, Alan Webb, 2016, Fundamental Comptabilité de Gestion, Chenelière, Canada.
- Louis Dubrulle, Didier Jourdain, Roger Servan, 2013, Comptabilité analysis de gestion, 6th<sup>edition</sup>, Dunod, France.
- Francis Grandguillot, Béatrice Grandguillot, 2021, Latest version, 22nd<sup>anniversary</sup>, Gualino Eds.

## **Hexagram: the third**

**Education unit: methodology**

**Subject: Introduction to Business Administration**

**Balance:1**

**Factor: 1**

**Education style: Attendance**

**Education objectives:** The general objective of the educational material is to enable the student to understand the importance of business administration for organizations and institutions in the applied and practical aspects after he touched on it in a theoretical introduction in the introduction .to the sociology of organizations course

The skills to be acquired from this educational subject are to teach the student basic knowledge in business administration on the one hand, and to prepare him for subsequent standards and subjects in the bachelor's program in the field of economic, commercial, and management :sciences. In particular, it will enable the student to learn about

- Enabling the student to realize the importance of business administration as a scientific curriculum for managing every organization, regardless of its size
- .Teach the student basic knowledge of business administration
- Introducing the student to the importance of the systems approach in our current time and .considering the organization as a system
- .Accompanying the student to learn about modern trends in business administration

**Required prior knowledge:** The student needs to think and rationally deduce to understand this subject, in addition to gains from the following subjects: Introduction to the Sociology of . Organizations, Economics of the Corporation

**:Article content**

**The first axis:** General concepts about business management - focusing on the environmental context of business management-

**The second axis:** the classical school of management

**The third axis:** School of Human Relations

**Fourth axis:** Modern schools of management

**The fifth axis:** Situational Theory de la contingence

**Sixth axis:** Modern trends in management: change management and quality management

**The seventh axis:** Modern trends in management: business ethics

**The eighth axis:** Modern trends in management: governance and social responsibility

**The ninth axis:** Modern trends in management: knowledge management

**The tenth axis:** Modern trends in management: managing creativity and innovation

**The eleventh axis:** Basics of international business management

**.Evaluation method:** Written exam at the end of the semester

- **:Recommended basic reference**

- Richard L. Daft (2021), Management , Cengage Learning.

- **:Additional support references**

- Peter Drucker (2004), The Art of Management, translated by Abdul Hadi Al-Maidani, 1st .edition, Obeikan Bookstore, Riyadh

- Fatima Saadi (2019), Business Management Principles and Organization Theories E-Kutub , .London
- Benowitz, E. A. (2021). Principles of Management (Cliffs Quick Review).
- Daft, R. L., & Daft, R. L. (2009). Principles of management. South-Western, Cengage Learning India Pvt. Limited.
- Daft, R. L., & Marcic, D. (2022). Understanding management. Cengage Learning.
- Hill, C. W., & McShane, S. L. (2008). Principles of management (pp. 404-20). New York: McGraw-Hill/Irwin . .

### **Hexagram: the third**

**Education unit: exploratory**

**Article: Methodology**

**Balance:2**

**Factor: 2**

**Education style: Attendance**

**Education objectives:** The general objective of this course is to provide the student with a general overview of scientific research methodology, with the aim of identifying how to use different sources of information, and choosing the appropriate ones. Also, knowing the scientific method used to solve a problem, in addition to learning the techniques of editing and organizing .memorandums

The skills to be achieved from this educational material are to train the student on how to apply scientific research methods in following up and analyzing the problems of economics and management, using appropriate scientific research techniques through preparing and .implementing inductions, analyzing and translating data, and preparing final reports

**Prior knowledge required:** controlling the use of the computer and booking and processing ) programs **Office package** basics of data analysis, use of search engines, bibliographic ,( .management programs, knowledge of preparing card reading

**:Article content**

**The first axis:** basic concepts about scientific research

**The second axis:** the ethics of scientific research and scientific theft

**The third axis:** scientific research methods

**Fourth axis:** Stages of preparing scientific research..., Zotero, Producteev

**The fifth axis:** the research problem and formulation of hypotheses

**Sixth axis:** sampling, samples, and measurement methods

**The seventh axis:** Quotation, marginalization, and use of references., Paperrater APA, MLA, Mendeley

**The eighth axis:** data collection tools (questionnaire, interview, observation... (

**The ninth axis:** statistical methods for analyzing data and testing hypotheses

**The tenth axis:** Modern methods of editing scientific researchIMRAD

**:Axis Eleven** Reading card, its types and how to edit it

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

**:the reviewer**

**- :Recommended basic reference**

- Ibrahim Bakhti, 1998-2015, Methodological Guide for Preparing Scientific Research (Memorandum, Thesis, Report, Article), according to the IMRAD Method, University of .Ouargla

**- :Additional support references**

- Munther Al-Damen, 2007, Basics of Scientific Research, Dar Al-Masirah for Printing and Publishing, Jordan.
- Ammar Bouhoush, 2016, Scientific Research Methods and Methods of Preparing Research, .Office of University Publications
- Ihsan Muhammad Al-Hassan, 2005, Social Research Methods, Wael Publishing House, .Amman, Jordan
- Abdel Rahman Badawi, 2002, "Scientific Research Methods," Dar Al Nahda Al Arabiya, Cairo.



- Abdullah Muhammad Al-Sharif, 2006, "Scientific Research Methods: A Student's Guide to Writing Scientific Research and Theses," University Press.
- Muhammad Obaidat, Muhammad Abu Nassar & Uqla Mubaidin, 2006, second edition, Wael House for Printing and Publishing, Amman.
- Maurice Ingres, 2006, "Methodology of Scientific Research in the Human Sciences: Scientific Exercises, Translation Supervision by Mustafa Madi, second edition, published by .Dar Al-Kasbah, Algeria

**Hexagram: the third**

**Education unit: horizontal**

**Subject: Automated Information 2**

**Balance:1**

**Factor: 1**

**.Education style: in-person and distance learning**

to deepen the **Educational objectives:** The general objective of the educational material is student's understanding of the **Access program** and enable him to deal with it and use it for what .it serves

**:The skills to be achieved through this educational material are as follows**

- Create databases
- Run theAccess program
- Managing and dealing with databases
- Programming usingVBA

**:Prior knowledge required**

- Principles of dealing with computers
- Principles of mathematics and statistics

- Automated notification 1

**:Article content**

**The first axis:** a historical overview of the development of information systems and methods of designing them

**The second axis:** Generalities about the Access program

**Third axis:** Creating tables in the database

**Fourth axis:** creating models

**The fifth axis:** creating queries

**The sixth axis:** creating cases états

**The seventh axis:** Creating a list of applications

**Eighth axis:** Programming using VBA

**.Evaluation method:** Continuous evaluation

**:the reviewer**

- **:Recommended basic reference**
- Michele Amelot, 2001, VBA ACCESS 2002 PROGRAMMER SOUS ACCESS , *ENI edition*
- Florence Fessy, 2010, I used to use ACCESS 2007 using the program, iOS version.
- Greg M. Perry, 1994, ACCESS 2 programming by example, QUE edition.

**Hexagram: the fourth**

**Education unit: basic**

**Subject: Macroeconomics 2**

**Balance:6**

**Factor: 3**

**Education style: Attendance**

is for the student to **Education objectives:** The general objective of the educational material .acquire the skill of macroeconomic analysis

The skills to be achieved through this educational material are for the student to be able to do the :following

- The student understands and analyzes the general economic equilibrium in a closed and .open economy
- .To distinguish between financial policy tools and monetary policy tools
- To understand the mechanisms of economic policies and their impact on the national economy (financial and monetary)
- To analyze the impact of foreign transactions with the rest of the world on the balance of .the national economy and its overall indicators

introduction to economics, microeconomics, history of economic **:Required prior knowledge** thought, macroeconomics 1, mathematics

**:Article content**

**The first axis: the IS-LM model**

**The second axis: analysis of financial and monetary policies**

**:The third axis IS - LM - BP model**

**Fourth axis: Analysis of the effects of financial, monetary, and trade policies in light of exchange systems**

**The fifth axis: economic cycles**

**Sixth axis: economic growth, unemployment and inflation**

**Seventh axis: Phillips curve and Okun's law**

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

Subject average = lecture point \* 0.6 + directed/applied work point \* 0.4

**:the reviewer**

- **:Recommended basic reference**

- Olivier Blanchard, 2017, *Macroeconomics, Seventh Edition*. Boston: Pearson.
- *Principles of Macroeconomic Analysis*, 1st edition, Dar Osama for ,Tommy Saleh, 2021 .Printing, Publishing and Distribution, Algeria
- Saeed Brebesh, 2007, *Macroeconomics: Theories, Models and Solved Exercises*, Dar Al-Ulum .for Publishing and Distribution, Annaba, Algeria

- **:Additional support references**

- N. Gregory Mankiw (2019), *Brief Principles of Macroeconomics*, ninth edition, Harvard University.
- David Romer (2012), *Advanced Macroeconomics* fourth edition, University of California, Berkeley.
  - Michael Edgeman, 2012, *Macroeconomic Theory and Policy*, translated by Muhammad Ibrahim Mansour, Dar Al-Marreikh, Riyadh.
  - Muhammad Zargoun, Amal Rahman, 2017, *Macroeconomic Theory: Lectures and Exercises*, Office of University Press, Algeria.
  - Saeed Brebesh, 2007, *Macroeconomics: Between Theory and Practice, Directed Works*, Dar Al-Ulum for Publishing and Distribution, Annaba, Algeria.
  - Bashir Moateb, 2008, *Macroeconomics: Lessons and Exercises*, 1st edition, Click Publishing, Algeria.
  - Muhammad Al-Sharif Elman, 2008, *Lectures on Macroeconomic Theory: Basic Macroeconomic Functions, Real Sector, Part 2*, University Press.
  - Paul Samuelson, William Nordhaus, 2006, *Economics*, translated by Hisham Abdullah, 2nd edition, Dar Al-Ahlia for Publishing and Distribution, Amman, Jordan.
  - Paul Krugman, 2007, *Analysis of Economic Theories*, 1st edition, International House for .Cultural Investments, Cairo

**Hexagram: the fourth**

**Education unit: basic**

**Subject: International Economics**

**Balance:4**

**Factor: 2**

**Education style: Attendance**

is to enable the student **Education objectives:** The general objective of this educational material to understand the content of international economics, economic relations between countries and between countries and various international organizations and bodies, and their effects on the national economy

controlling the analysis of economic The skills to be achieved from this educational material are relations and benefits between countries, understanding their content, being able to decipher and understand the impact of their variables on the variables of the national economy, and arriving at how to benefit from comparative advantages and economic institutions, monetary and financial, for the benefit of the national economy

The student needs rational thinking and deduction to **:Required prior knowledge** understand this subject, in addition to gains from the following subjects: Introduction to Economics, History of Economic Thought, History of Economic Facts

**:Article content**

**The first axis:** the international economy, its concept, topics and development

**The second axis:** theories explaining international exchange

**The third axis:** the balance of international payments

**Fourth axis:** Foreign exchange and its basics

**The fifth axis:** international monetary and financial institutions

**Sixth axis:** European monetary system

**The seventh axis:** trade policies and their tools

**The eighth axis:** the global trading system

**The ninth axis:** Euro-Mediterranean Partnership

**The tenth axis:** international economic blocs

**The eleventh axis:** multinational companies

**The twelfth axis:** external debt

**Evaluation method:** Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)

**:the reviewer**

- **:Recommended basic reference**

- Muhammad Ratul, International Economics - Keys to International Economic Relations, .University Press

- **:Additional support references**

- International Economics, theory and policy by Paul R. Krugman and Maurice Obstfeld, 8th edition.

- International Economics by Robert Carbaugh, 12th edition.

- International Economics, Thomas A. Pugel. (2009) .

- International Economics by Dominick Salvatore .

**Hexagram: the fourth**

**Education unit: basic**

**Article: The Algerian economy**

**Balance:4**

**Factor: 2**

**Education style: Attendance**

**Educational objectives:** The general objective of this educational material is to enable the student to realize and comprehend the economic system on which the Algerian economy was built, its most important aspects, and the extent of its impact on global changes according to each historical stage up to the contemporary time

The skills to be achieved from this educational material can be summarized in the following points

- The student learns about the situation of the Algerian economy during different historical periods from the Ottoman era, the French occupation, and reforms after independence.
- The student is introduced to the components of the Algerian economy during the period of the socialist regime.
- The student learns about the circumstances and reasons for the beginning of the transition of the Algerian economy towards a market economy.
- Analyzing the role of public investments and their results in economic growth and development programs in Algeria.
- Know the impact of economic reforms on the national economy

The student needs rational, rational thinking and deduction to **:Required prior knowledge** understand this subject, in addition to gains from the following subjects: Introduction to Economics, History of Economic Thought, History of Economic Facts

**:Article content**

**The first axis:** The Algerian economy during the period of Ottoman rule

**The second axis:** The Algerian economy during the French colonial period

**The third axis:** the economic development planning stage (1962-1979)

**The fourth axis:** The phase of voluntary transformation of reforms (1980-1986)

**The fifth axis:** the stage of economic reforms (1986-1993)

**Sixth axis:** The phase of implementing the structural adjustment policy 1994-1998

**Seventh Axis:** Economic recovery and growth support programs (2000-2020)

**The eighth axis:** The relationship of the Algerian economy with international organizations and bodies and international agreements (economic and commercial)

**The ninth axis:** Algeria's relationship with OPEP

**The tenth axis:** the reality and prospects of the Algerian economy

**Evaluation method:** Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)

**:the reviewer**

- **:Recommended basic reference**

- .Abdelaziz Charabi, 2003, The Algerian Economy, Constantine University Press Publications

- **:Additional support references**

- Amara Bouhouche, 1997, The Political History of Algeria from the Beginning to 1962, first edition, Dar Al-Gharb Al-Islami, Beirut - Lebanon

- Hanifi Halayli, 2008, Papers on the History of Algeria in the Ottoman Era, first edition, Dar .Al-Huda, Ain Melilla - Algeria

- Abdelmadjid Bouzidi, 1999, The Nineties of the Algerian Economy, translated by Umm Al-.Hassan Jerbib, Mouf for Publishing and Distribution, Algeria

- Khalil Abdelkader, 2008, An attempt to evaluate the economic reforms in Algeria 1990-.doctoral thesis, University of Algiers 3 ,2006

- Abdel Latif Ben Achhou, The Algerian Experience in Development and Planning between .Office of University Publications ,1980-1962

- Abdel-Rahman Toumi, 2011, Economic reforms in Algeria, reality and prospects, Dar Al-.Khaldounia, Algeria

- Madani Ben Shahra, 2009, Economic Reform and Employment Policy (The Algerian .Experience), 1st edition, Dar Hamed for Publishing and Distribution, Amman, Jordan

- Hocine Benissad, 2004, Algérie de la planification socialiste à l'économie marché, ENAG editions, Alger, Algérie .

**Hexagram: the fourth**

**Education unit: basic**

**Article: Management of the institution**



**Balance:4**

**Factor: 2**

**Education style: Attendance**

**Educational objectives:** The general objective of this educational material is to enable the student to understand the importance of managing the institution, approaches and methods of .management in the institution

The skills to be acquired from this educational subject are to teach the student basic knowledge in the management of the institution on the one hand, and to prepare him for later standards and subjects in the bachelor's program. In particular, it will enable the student to learn about:

- Introducing the student to the basic functions in the economic institution.
- Developing the student's professional behavior by clarifying the practical practices of the management process in the institution
- Exploring the concepts associated with the organization's management scale.
- .Exploring the process of managing the organization's functions

The student needs rational thinking and deduction to understand this **:Required prior knowledge** material, in addition to gains from the following subjects: Introduction to the Sociology of .Organizations, Enterprise Economics, and Introduction to Business Administration

**:Article content**

**The first axis:** a general introduction to the management of the institution

**The second axis:** The challenges of the manager and his roles in the organization

**The third axis:** planning and decision-making in the organization

**The fourth axis:** organizing and designing organizational structures in the institution

**The fifth axis:** the guidance function in the organization

**The sixth axis:** the oversight function in the institution

**Seventh axis:** strategic management of the institution

**The eighth axis:** the financial and accounting management of the institution

**The ninth axis:** supply managementLogistics in the organization

**The tenth axis:** managing production and quality in the organization

**The eleventh axis:** commercial management in the institution

**The twelfth axis:** managing human resources in the organization

**The thirteenth axis:** Managing the organization's operations (value chains)

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

**:the reviewer**

- **:Recommended basic reference**

- Michel Barabel & Olivier Meier, 2010, **Manager**, Dunod, Paris.

- **:Additional support references**

- Jamal Jaeel (2018), Management of Institutions, Zuhdi Publishing and Distribution House, Algeria.

- Abdul Razzaq bin Habib. (2002). Economics and enterprise management. Office of University Publications. Algeria.

- Samson, D., Daft, R. L., & Donnet, T. (2017). Fundamentals of Management with Online Study Tools 12 Months. Cengage AU.

- Chantal Bussenault, Martine Pretet. (2006). Economie and enterprise plan. Vuibert.

- Lehmann, P. J., Constant, A., & Pottier, F. (2020). To the enterprise's management: calculations, finance, management of the operation. De Boeck Superior.

- Patricia Charpentier . (1997). Organization and organization of the enterprise. Nathan.

- Philippe Guillermic. (2015). The enterprise's location also comes. Vuibert.

- Soparnot, R. (2012). Organization and participation of the enterprise-2e edition. Dunod .

**Hexagram: the fourth**

**Education unit: methodology**

**Subject: Statistics 4**

**Balance:5**

**Factor: 3**

## Education style: Attendance

**:Educational objectives:** The general objective of this educational material is the following points

- Recognizing the various basic concepts of the scale, and the ability to employ appropriate statistical methods for statistical inference.
- Enabling the student to understand the mechanism of transition from the sample to the population, starting from the point estimate, then the field estimate, all the way to hypothesis testing. This measure is very important due to its connection to exploratory and .survey studies

**:While the skills to be achieved through this educational material are as follows**

- Understanding mathematical and statistical concepts related to the sample, population, and .the most important characteristics
- Understanding the most important probability and mathematical theories of sampling and sequences of random variables, which are considered a pillar and base upon which .students rely in understanding the content of Statistics 04
- .Understand the estimates extracted from the sample and their various characteristics
- Providing the student with the ability to apply statistical tests and make decisions for various phenomena.
- .Developing the ability to use some of the statistical programs used in this field

probability mathematics, descriptive statistics and **:Required prior knowledge**

**:Article content**

**The first axis:** sampling theory and its distributions

**The second axis:** appreciation theory

**The third axis:** testing statistical hypotheses

**Evaluation method:** Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)

**:the reviewer**

- **:Recommended basic reference**

- Abdel Hafeez Muhammad Fawzi Mustafa, 2000, Estimation Theory, Statistical Inference, .published by the Arab Nile Group, Cairo

- Dominick Salvatore , 1982, Schaum’s Abstracts Series, Theories and Issues in Statistics and .Econometrics, Office of University Press, Algeria
- Neil A Weiss, 2017, Introductory Statistics, Pearson Education.
- Hurlin Christophe, 2015, Statistics and Probabilities in Economy, Dunod.
- **:Additional support references**
  - Bouabdallah Saleh, Introduction to Probability and Mathematical Statistics, Lessons and Exercises, 2006.
  - Sheldon M. Ross, “Introduction to Probabilistic Models,” translated by Dr. Fadel Mohsen Al-Rubaie, third edition, Al-Mustansiriya University, 1991.
  - Muhammad Kabbay and Maher Badawi, “Applied Statistics,” University of Aleppo .Publications, Faculty of Economics, 2003

**Hexagram: the fourth**

**Education unit: methodology**

**Subject: Basics of Operations Research**

**Balance:4**

**Factor: 2**

**Education style: Attendance**

**Education objectives:** The general objective of this educational material is to provide the student with some guiding techniques used by operations research (linear programming) to solve . problems in the organization

The skills to be achieved through this educational material are to be able to achieve the organization's goals using various linear programming models

**Prior knowledge required:** Mastery of mathematics, especially linear algebra and matrices

**:Article content**

**The first axis:** a general introduction to operations research

**The second axis:** Linear programming: the standard formula

**The third axis:** Linear programming: the graphical method

**Fourth axis:** Linear programming: the simplex method

**Fifth axis:** Linear programming: binary or duality

**Sixth Axis:** Integer Programming: Cutting Method

**The seventh axis:** Integer programming: transportation problems

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

**:the reviewer**

- **:Recommended basic reference**

- Michel Nakhla, Jean-Claude Moisdon, 2017, Operating method: Optimization methods, PRESSES DE L'ECOLE DES MINES .

- **:Additional support references**

- Richard Bronson (2004), Operations Research, translated by Hassan Hosni Al-Ghobari, .Schaum Abstracts Series, International House for Cultural Investments, Egypt
- Mohamed Ratoul (2006), Operations Research, Office of University Publications, Ben .Aknoun, Algeria
- Hillier F., Lieberman G (2001), Introduction to operations research, McGraw-Hill series in industrial engineering and management science, MGH .
- A. Ravi Ravindran (2009), Operations research applications, CRC Press .
- P. Mariappan(2013), Operations Research - An Introduction, Pearson Education .
- Frederick S. Hillier, Gerald J. Lieberman (2014), Introduction to Operations Research, McGraw-Hill .

**Hexagram: the fourth**

**Education unit: exploratory**

**Subject: Entrepreneurship**

**Balance:1**

**Factor: 1**

**Education style: Attendance**

**Education objectives:** The general objective of this educational material is to develop the culture of entrepreneurship and entrepreneurship, by providing the student with knowledge related to entrepreneurship and its forms. Knowledge regarding trends, characteristics and skills needed to create projects; The social and economic environment that contributes to spreading entrepreneurial culture. Previous knowledge makes the student able to build a future vision and .realize his professional personality and practical capabilities to create his own project

:The skills to be achieved through this educational material are as follows

- .Controlling concepts related to entrepreneurship
- .Realizing the importance of entrepreneurial culture in society and the economy
- .Knowing the entrepreneurial problems that a student can enter into
- .Understanding and knowing the social and economic environment of entrepreneurship
- .Controlling the process of creating a contracting project
- Identifying the bodies that support entrepreneurship in the university community (and everything related to the implementation of Resolution 1275: university degree/start-up (institution - university degree/patent

**Required prior knowledge:** Prior knowledge about the concept of the institution and its classifications

The need for students to engage in the business incubator of their university institution and benefit from various training courses, seminars, lectures and workshops related to the mechanism of incubating and accompanying students and their project ideas starting from the first year of .university

**:Article content**

**The first axis:** Defining entrepreneurship and the contractor (the concept and origins, with a focus ) on the definitions provided by the Global Entrepreneurship Observatory(GEM) historical , development, dimensions of entrepreneurship: creativity and innovation, clarifying the difference between them, and mentioning other dimensions such as initiative and risk, characteristics of entrepreneurship, characteristics and characteristics of entrepreneurs, the role of ( entrepreneurship. At the economic, social, and environmental levels

**The second axis:** forms of entrepreneurship (creating a new enterprise, purchasing an existing (enterprise, internal entrepreneurship

**The third axis:** The stages of establishing the entrepreneurial project: finding the idea (stages, (sources, methods

**Fourth axis: Stages of establishing a business project: formulation of the plan and ) possibility of embodiment**BMC business model , businessplan ) .(embodiment process ,

**The fifth axis:** The social and economic environment: corporate accompaniment and support structures in Algeria (definition, tasks, importance, stages of accompaniment and support, etc.).

**The sixth axis:** The social and economic environment: bodies financing entrepreneurial projects in Algeria

**The seventh axis:** emerging institutions in Algeria (the concept and context of emergence, characteristics, what distinguishes the emerging institution from the typical institution, the requirements for its success and its obstacles, presenting national and international experiences of (emerging institutions

**The eighth axis:** Developing the entrepreneurial orientation in the university community entrepreneurship education, entrepreneurial support structures within the university: House of ) Entrepreneurship, Business Incubator, Center for Technological Support and InnovationCATI , Center for Linkage between the University and the InstitutionBLUE University Certificate/Nash , (Foundation - University Certificate/Patent

**:Ninth axis** projectpitching

**The tenth axis:** Label as a patent, Label as an emerging institution, theASF Start-up Fund, Algeria Venture .Accelerator

**:Axis Eleven** . A reading of the self-contractor law

**.Evaluation method:** Continuous evaluation

**:the reviewer**

- **Recommended primary reference:** none

- **Additional support references:** none

**Hexagram: the fourth**

**Education unit: exploratory**

**Subject: Business ethics**



**Balance:1**

**Factor: 1**

**Education style: Attendance**

**Education objectives:** The general objective of this educational material is to describe the concept of business ethics required in the job and highlight its sources and ways to establish it in human resources, with a focus on highlighting the difference between **The ethics , The morality ,** and **Businessethics or code of conducts**. We will address the concept of functional discipline on the one hand and the social responsibility of business organizations on the other hand.

The statement of the code and rules of conduct, unethical employee behavior, and administrative corruption within business ethics also reveals to us the values, principles, ethical standards, scientific knowledge, methods, and technical skills that govern the profession's operations and .determine its controls

:While the skills to be acquired from this educational material are the following points

- The student acquires work ethics and understands its positive role in reducing the phenomenon of corruption
- The student's ability to know the secrets of the phenomenon of corruption, its harms, and ways .to combat it
- Identify the values of the individual and the organization and their impact on the performance .of individuals and organizations
- Providing the student with the concept of the necessity of discipline and job commitment and .the factors in work ethics in terms of responsibility and public interest
- .Managing patterns and elements of social responsibility
- Definition of the Code of Conduct and the general principles and legal materials that govern .employee conduct
- Determine the consequences of unethical business activities on community development

**Required prior knowledge:** organization management, sociology of organizations

**:Article content**

**The first axis:** An introduction to business ethics

**The second axis:** Sources of business ethics and means of developing them

**The third axis:** professional ethics and the ethical code

**The fourth axis:** business ethics and the functions of the institution

**The fifth axis:** business ethics and administrative functions

**The sixth axis:** An introduction to administrative corruption.

**The seventh axis:** Dimensions of administrative corruption and ways to combat it

**The eighth axis:** corruption and governance indicators

**The ninth axis:** business ethics, governance, and social responsibility.

**The tenth axis:** organizational culture and business ethics.

**:Axis Eleven** .International efforts to combat corruption

**.Evaluation method:** Written exam at the end of the semester

**:the reviewer**

- **:Recommended basic reference**

- Ferrell OC, Fraedrich John, Ferrell Linda, 2010, Business Ethics: Ethical Making and Cases, South-Western Cengage Learning.

- Taher Mohsen, 2010, Social Responsibility and Business Ethics, 3rd edition, Wael Publishing .and Distribution

- **:Additional support references**

- Abdul Haq Ahmed Hamish, 2003, Combating Corruption from an Islamic Perspective, International Arab Anti-Corruption Conference, Center for Studies and Research, Kingdom of Saudi Arabia

- Frank Sunberg, 1998, Managing with Conscience, translated by House of Ideas International, America.

- Kenneth Blanchard, Michael O. Connor, 2000, Modern Ethics of Management (Management .by Values), translated by Adnan Suleiman, 1st edition, Dar Al-Rida Publishing, Amman, Jordan

- Ahmed Daoud Al-Mazjaji Al-Ashari, 2013, Al-Wajeez fi Work Ethics, 2nd edition, Al-Khawarizm .Al-Ilmiyya for Publishing and Distribution, Jeddah

**Hexagram: Fhe fourth**

**Education unit: horizontal**

**Subject: Foreign language 3**

**Balance:1**

**Factor: 1****.Education style: in-person and distance learning****:Education objectives**

Only the central theme of the course is suggested, the teacher is free to choose the content of the texts to be given to students. Texts should be between 200 and 400 words long. Hence, each unit needs to be dealt with over 2 sessions with 45 minutes devoted to content and 45 minutes to language and grammar structures. It is worth noting that teachers should choose content that adds real value for the students so that they connect previously acquired concepts in Arabic. Most of the selected unit topics have been taken from the bibliography shared at the end of the document.

The course is designed for students of the Faculty of Economics, Commerce and Management Sciences. This course is an introductory course that aims to acquaint students with the business world and vocabulary. During the course, students will be taught the correct vocabulary and grammar structures for specific tasks. The course contains activities that simulate real life situations that students will be facing in the future. The course intends to develop students' confidence and fluency in using English in specific contexts. The course is made up of 1 semester with 12 seminars, each seminar is 1h30 .

**:Prior knowledge required**

All the lessons of 1st and 2nd year are introductory lessons that acquaint students with Business English vocabulary. It is important that students develop understanding of the basic concepts related to their fields of expertise, namely, Economics, Trade, Accounting, Management, and Finance. For further achievements, extensive readings will be given as assignments at the end of each unit .

**:Article content**

**:The first axis**Introduction to Microeconomics

**:The second axis**Introduction to Macroeconomics

**:The third axis**Company structure

**:Fourth axis**Describing charts, diagrams, and tables

**:Fifth axis**Main economic theories

**:Sixth axis**Business Ethics

**.Evaluation method: Continuous evaluation**

**:the reviewer**

- **:Recommended primary reference**
- Ian Mackenzie, (2010), **English for business studies, a course for business studies and economics student's Book**, Cambridge university press, third edition.
- **:Additional support references**
- Evan Frando & Sean Mahoney (2011). *English for accounting*, Oxford University Press.
- Ian Mackenzie (2002). *Financial English*. Christopher Wenger Publishing.
- Simon Sweeney (2002). *Test your Professional English- Management*. Pearson Education Limited. Second Edition.
- Bill Mascull (2006). *Business Vocabulary in Use - Elementary*. Cambridge University Press.
- Business English pods
- Handouts with texts and exercises to do.

**Hexagram: fifth**

**Education unit: basic**

**Subject: Banking Economics**

**Balance: 06**

**Parameter: 03**

**Education style: Attendance**

Acquiring extensive knowledge of commercial banks, their most important **: Education objectives** functions, and what is the relationship between them with central banks, as well as familiarity with

the most important types of banks in addition to studying the budget of commercial banks and how to evaluate their performance.

**prior knowledge** of general economics, monetary economics and capital markets

**Article content:**

- General concepts about banks and banking activity
- Commercial bank jobs
- The commercial bank's budget and its relationship with the central bank
- Evaluating the performance of commercial banks
- Recent trends in banking activity and types of banks

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

**the reviewer:**

- .Bouatrous Abdel Haq: Al-Wajeez in Commercial Banks, Diwan of University Press 2002
- Al-Janabiqi Mounir Muhammad: Banking Business, Dar Al-Fikr Al-Jami'i 2000, Alexandria-
- Al-Taher Latrash: Banking techniques, a study on the use of money by banks, Office of ,University Press2003 Algeria ,.
- Hanafi Al-Ghaffar and Abu Qahf: Organization and Management of Banks, Al-Maktab Al-Hadith, Alexandria-
- Hammad Tariq Abdel-Al: Evaluating the performance of commercial banks, Commercial Banks Series, Contemporary Issues, Part Two, University House for Printing and Publishing Alexandria ,2001.
- Ibrahim Muhammad Nabil: Practical aspects of commercial banking policies, Alexandria International Press. - Munir Ibrahim Hindi: Commercial Bank Management, Introduction to ,Decision Making, third edition, Al-Alfiya Publishing House1996 .
- Shaker Al-Qazwini: Lectures on Banking, Diwan of University Publications, Central Square, ,Algiers1992 Edition.

**Hexagram: fifth**

**Education unit: basic**

**Subject: Monetary theories and policies**

**Balance: 06**

**Parameter: 03**

**Education style: Attendance**

This course aims to introduce the student to monetary theories and : **Educational objectives** policies and thus to identify the assumptions and principles upon which each theory is based, as well as the factors of demand for money in each theory separately, and to identify the mechanisms and conditions of money market equilibrium according to each theory, in addition to interpreting

monetary and economic phenomena in Every theory (inflation, interest rate, etc.), and learning about monetary policy and the tools necessary to cope with any economic situation that the economy is going through.

This course also aims to introduce the student to monetary theories and policies, and thus to identify the assumptions and principles upon which each theory is based, as well as the factors of demand for money in each theory separately, and to identify the mechanisms and conditions of money market equilibrium according to each theory, in addition to interpreting the monetary and economic phenomena in each theory. (Inflation, interest rates, etc.), and learning about monetary policy and the tools necessary to cope with any economic situation that the economy is going through.

**Required prior knowledge:** At this stage, the student will have studied monetary economics in the third semester, and thus he will have learned about money, its forms, functions, and stages of development. He will also have discussed the supply of money, the indicators for measuring it, the authority authorized to control the supply of the monetary mass, and the policies and tools necessary to control the quantity of money in circulation.

**Article content:**

- A conceptual introduction to monetary policy
- Critical analysis in classical and neoclassical perspectives
- Monetary analysis and monetary policy from the Keynesian perspective
- Monetary analysis and monetary policy in monetary perspective
- Monetary analysis and monetary policy in neoclassical theory (rational expectations)
- Monetary analysis and monetary policy in the Islamic perspective
- The course of monetary policy in Algeria and its challenges
- The course of monetary policy in Algeria and its challenges

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

**the reviewer:**

- Belazouz Ben Ali, Lectures on Monetary Theories and Policies, Diwan of University Press .2017
- Sami Khalil (1982), Monetary and Financial Theories and Policies, Kazma Publishing, .Translation and Distribution, Kuwait
- Khaled Muhammad Al-Sawai (2020), Monetary Economics Theories and Policies, Modern .World of Books, Jordan
- Abdel Samad Saudi (2018), Monetary Economics and Financial Markets, (first edition), Dar .Al-Ebtikar, Jordan
- C. Muhammad Kamal (2017), Monetary Economics, Safaa Publishing and Distribution .House, first edition, Amman
- .Diaa Al-Majid Al-Musawi (1993), Monetary Economics, Dar Al-Fikr, Algeria
- J.P. Paratat, Monnaie, financial institution and financial institution, Economica, Paris, 1982 .
- Marc Mantoussé, Economic money and finance, Leila Moussouni Edition, 2000 .
- Mongi Smaili, Economic Money Course, Superintendent of Education of Tunisia, 2009 .
- Mounir Smida, The monthly economy, Virtuelle University of Tunis and published courses in France, 2007 .
- Naas Abdelkrim, The Algerian bank system for decolonization at the economic market, Maison Neuve & la Rose, Paris, France, 2003 .



**Hexagram: fifth**

**Education unit: basic**

**Subject: Financial management**

**Balance: 6**

**Parameter: 3**

**Education style: Attendance**

**:Education objectives**

The financial management scale aims to provide students with and enable them to understand the basic concepts related to the financial position of the institution and train them on methods and methods of financial analysis. This is by providing the student with the most important tools and techniques that allow preparing, summarizing and reading the financial statements of the institution and judging its financial balance in the short and long terms, while proposing solutions that It allows supporting or correcting the financial position of the institution. As well as introducing them to methods for making financial decisions and creating competencies .to analyze and evaluate the financial performance of the institution

**:Prior knowledge required**

General accounting, financial mathematics, mathematics, analytical accounting, enterprise .management, statistics

**:Article content**

1. Introduction to financial management
2. Financial statement analysis (budget study, results accounts study by nature and function, (cash flow table, own funds changes table
3. Study balances using financial indicators and ratios
4. Financial planning through the return threshold and its uses
5. Financial Leverage (Financial Leverage and Operating Leverage)
6. Managing current assets (inventory and credit)
7. ;Fiscal policy and financing decision-making mechanisms
8. ;financing scheme

9. ;Financial structure theories
10. Investment decision-making mechanisms

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

- Continuous monitoring 40%
- 60% exam

**:the reviewer**

1. Elias bin Sassi, Youssef Quraishi, Dhahabia bin Abdul Rahman, Financial Management - Financial Management - (Part One: Lessons and Applications), 4th Edition, Dar Wael for Publishing and Distribution, Amman, Jordan, 2022.
2. Elias bin Sassi, Youssef Quraishi, Dhahabia bin Abdul Rahman, Financial Management - ,Financial Management - (Part Two: Answers and Solutions) 4th Edition, Dar Wael for Publishing and Distribution, Amman, Jordan, 2022.
3. Malika Zogheib, Mouloud Boushanqir, Financial Management According to the New Official Program, 3rd edition, Office of University Press, Algeria, 2017.
4. Abdel Ghaffar Hanafi, Rasmiya Qaryaks, A Contemporary Introduction to Financial .Management, Faculty of Commerce, Alexandria University, Egypt, 2000
5. Adnan Tayeh Al-Nuaimi, Yassin Kaseb Al-Kharsha, Basics in Financial Management, Dar Al-.Masirah for Publishing and Distribution, Amman, Jordan, 2007
6. Muhammad Al-Amiri, Advanced Financial Management, Ithra Publishing and Distribution .House, Amman, Jordan, 2010
7. Mufleh Muhammad Aql, Introduction to Financial Management and Financial Analysis, Dar Al-.Mustaqbal for Publishing and Distribution, Amman, Jordan, 2000
8. Suleiman Balour, Financial Management - Lectures and Applications -, (first edition), Dar .Majdalawi for Publishing and Distribution, Amman, Jordan, 2016
9. Hammoud Rabhi, Financial and Accounting Management: Lessons and Exercises, (first edition), .Numidia Publishing and Distribution, Algeria, 2012
10. Duraid Kamel Al Shabib, Introduction to Contemporary Financial Management, Dar Al .Masirah, (first edition), Amman, Jordan, 2007
11. Khaled Al-Rawi and Youssef Saadeh, Financial Analysis of Financial Statements and .Accounting Disclosure, (second edition), Dar Al-Masirah for Printing and Publishing, Jordan, 2000

12. Abdel Halim Karaja et al., Financial Management and Analysis - Foundations, Concepts, Applications - (second edition), Dar Al Safaa for Publishing and Distribution, Amman, 2006
13. Safi Falouh, Ismail Ismail et al., Financial Statement Analysis, Publications of the Faculty of Economics, University of Damascus, Syria, 2009
14. Ahmed Bouras, Financing Economic Establishments, (first edition), Dar Al-Ulum, Algeria, 2008
15. Bougherra Rabah, (2007): Lectures on Decision Theory, (first edition), Muhammadiyah Publishing House, Algeria, 2007
16. Hamza Mahmoud Al-Zubaidi, Financial Analysis for the Purposes of Performance Evaluation and Prediction of Failure, (second edition), Al-Warraaq Publishing and Distribution Foundation, Amman, 2011
17. Raed Muhammad Abd Rabbo, The Theory of Organization and Institutions, Al-Janadriyah Publishing and Distribution, Amman, Jordan, 2013
18. Rachid Wadh, The Foundation in Algerian Legislation, (fifth edition), Houma Publishing House, Algeria, 2002
19. Richard A. Brealey and Mal, Principle of Financier of Société. Mc Graw Hill, Canada, 2001.
20. Pierre Conso, Farouk Homici, the enterprise's financial statement, 10th edition, Dunod edition, Paris, France, 2002.
21. Jean BARREAU and Jacqueline DELAHAYE, Financial documents: manual and applications, Dunod edition, France, 2001
22. Cloud Annie Duplat, analyzes and maintains the financial situation of the enterprise, collection guide, France, 2004.

**Hexagram: fifth**

**Education unit : methodology**

**Subject:** Banking and insurance accounting

Balance: 04

Parameter: 02

**Education style: Attendance**

**Education objectives :** This standard aims to identify the accounting principles of banks through knowledge of the Algerian banking accounting system, as well as knowing how to account for all the bank's interests. Prior knowledge required: The necessity of prior knowledge of the financial analysis scale and financial accounting principles.

**Article content**

- A general introduction to financial accounting
- Sources (liabilities) and uses (assets) of banks.
- Algerian banking accounting system
- Accounts in banks. And insurance companies
- Financial statements of banks and insurance companies according to the financial accounting system
- - Accounting for the Treasury Department and the Current Accounts Department
- - accounting. Deposits and Savings Department, Bills of Exchange Department
- accounting. Loan and Credit Department and Documentary Credits Department.
- - accounting. Clearing and Foreign Banking Operations Department
- - Accounting for the bank's final accounts.

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

**the reviewer:**

- Hennie Gan Groening, International Financial Reporting Standards Implementation Guide, translated by Tariq Hammad, International House for Cultural Investments LLC, Egypt, 2006.
- Dada Dalila, Accounting Disclosure in the Financial Statements of Banks According to the Financial Accounting System, Study of the Algerian Popular Credit - 2010, - A memorandum to

complete the requirements for obtaining a Master's degree in Commercial Sciences, Kasdi Merbah Ouargla University, academic year: 2012/2013.

- Official Gazette of the Republic of Algeria, Law No.: 90-10 relating to cash and credit, dated April No. 16, dated: April 18, 1990 ,1990 ,14

- Algerian Official Gazette, Law No.: 07-11 relating to the financial accounting system, No. 74, dated: .November 25 , 2007

- Official Gazette of the Republic of Algeria, Regulation No.: 09-04 of July 23, 2009, containing the chart of bank accounts and accounting rules for banks and financial institutions, Issue No. 76, dated: December 29, 2009

. 6- Antoine Sardi, Audit and inspection bancaires - the internal audit editions, September 2002.

7- Antoine Sardi, Practiques de la comptabilité bancaire, Editions Afges, 1999.

**Hexagram: fifth**

**Education unit: methodology**

**Subject: Financial Mathematics**

**Balance: 4**

**Parameter: 2**

**Education style: Attendance**

**Education objectives :** Enabling the student to control the use of financial mathematics methods and methods, as well as knowing the mechanisms approved in commercial banks and some financial institutions related to loans, deposits, and loan repayments, which are considered basic quantitative tools for managers to make decisions, in addition to learning about interest of its various types, methods of calculating it, calculating discounts, and repaying them. Split and unsplit .loans, various types of payments, and the standards adopted in evaluating investment projects

**.Prior knowledge required :** basic mathematics, foundation mathematics

**:Article content**

Simple interest and discount -1

Compound interest and payments -2

Parity of rates and capital -3

Criteria for selecting investments -4

Loans and their amortization -5

Stock market techniques: evaluating bonds and stocks -6

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

**References:** (*Books, publications, websites, etc.*)

- 1- .Adnan Karim Najm Al-Din, Financial Mathematics, Dar Al-Academies, 2009
- 2- Shaqiri Musa Nouri and others, Financial Mathematics, first edition, Dar Ahl al-Ma'rifa, Algeria, 2016
- 3- Mansour bin Auf Abdul Karim (2016), Introduction to Financial Mathematics, Office of .University Publications, Algeria
- 4- Al-Shuqairi Nouri Musa (2009), Financial Mathematics, Dar Al-Masirah for Publishing and .Distribution, Amman

- 5- Ali Muhammad Okasha, Financial Mathematics, Dar Al Reda for Publishing and Distribution, .Cairo, Egypt, 2009
- 6- Munadil Al-Jawari, Introduction to Financial Mathematics, Al-Yazouri Scientific Publishing and .Distribution House, 2018
- 7- Nasser Dada Adun, Financial Mathematics, Public House of Muhammadiyah, Part One, .Algeria, 2001
- 8- Pierre Devolder, Mathématiques financières, Pearson, 2012
- 9- F.Chabriol: Mathématiques applications – Mathématiques financières. The new editions. Paris
- 10-Olivier Le Dantec and [Olivia Lenormand](#) , [Mathématiques financières, édition Nathan, Paris, 2013.](#)
- 11-BENJAMIN Legros, Mini manuel de la mathématiques financière, Dunod, Paris, 2011.
- 12-DIOURI Mohamed, ELMARHOUM Adil, Financing Mathematical Studies, Courses & Exercices Corrigés, Center for Recherche in the IGA Gestion, les Editions TOUBKAL, 2008.
- 13-BOISSONNADE M., FREDON D. (2007), Mathématiques financières, 3e édition, Dunods.
- 14-GINGLINGER E., HASQUENOPH JM. (2006), Mathematics finances, Gestion poche, 2e édition, Economica .
- 15-Hamini Allal (2006), Financing Mathematical Sciences, Tome 1, Publications Office, Algeria.
- 16-Hamini Allal, (2006), Financing Mathematical Sciences, Tome 2, University Publications Office, Algeria, Publications Edition.

**Hexagram: fifth**

**Education unit: methodology**

**Subject: Business Law**

**Balance: 1**

**Parameter: 1**

## Education style: Attendance

### Education objectives

- Familiarity with the precise concept of business law, its distinction from commercial law, and the field of its monetary and financial application, including relevant laws such as ;competition law, consumer protection, and the resulting financial and business crimes
- Study of all types of commercial companies and their provisions; That is, how it is established, its general and specific objective elements, its invalidity, expiration, and the effects of expiration. Then, in some detail, we discuss the types of commercial companies in .Algerian law
- Enabling students to develop their mental and applied skills, develop their ability to learn, ;and qualify them to study business law
- Providing students with basic and advanced knowledge of the Algerian business law ;system and its various principles, concepts and sources
- Preparing qualified students to receive professional legal training and enabling them to perform legal work and services according to the requirements of the labor market.

introduction to law, commercial law :**Required prior knowledge**

### :Article content

1. The concept of business law and its distinction from similar laws : The first axis .(commercial, investment, financial, services, etc)
2. The second axis: Business activities related to cash and money activity (banking, insurance (.activity, stock market speculation...etc
3. The third axis: People of the commercial environment (merchants, commercial companies, (banks, insurance companies, and financial intermediation activity
4. .Fourth axis: Commercial companies: their formation, types, and management
5. .The fifth axis: The emerging enterprise in the form of a simple joint stock company
6. Sixth axis: Regulatory authorities in the field of finance and business (the Accounting .(Council, the Competition Council, and the Stock Exchange Regulatory Authority



**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

(.Books, publications, websites, etc ) :**References**

- 1- Fawzi Fatat, Legal Controls for Fulfilling and Disposing of Quotas in Commercial Companies .in Algerian Law, National Office of University Press, 2008
- Nadia Faudel, Corporate Provisions according to Algerian Law (Personnel Companies), Dar -2 .Houma, 2004
- .Provisions of companies according to Algerian law (money companies), Dar Houma, 2004 -3
- .Farha Zerroui, Al-Kamil fi Algerian Commercial Law, Office of University Publications, 1995 -4
- Samiha Al-Qalioubi, Encyclopedia of Commercial Companies , Dar Al-Nahda Al-Arabiya, -5 .2008
- .Sami Abdel Baqi, Business Law ( Commercial Companies ), Dar Al Nahda Al Arabiya, 2012 -6
- .Hani Salah Sari El-Din, Lectures on Commercial Companies , Dar Al-Nahda Al-Arabiya, 2012 -7

**Hexagram: fifth**

**Learning unit: exploratory**

**Subject: Data analysis**

**Balance: 2**

**Parameter: 2**

**Education style: Attendance**

**:Education objectives**

Enabling the student to learn the tools of multidimensional statistical analysis, which allow him to -  
know the characteristics or features of economic phenomena and the extent to which they overlap  
.or are independent from each other in many ways

Learn many statistical analysis tools, their uses and controls -

.Learn the methodology of logical analysis of research and memos -

**:Prior knowledge required**

The student will be able to master linear algebra and descriptive statistics -

**Content of the educational material**

**The first axis:** operations on matrix algebra

**The second axis:** linear applications and eigenvalues

**The third axis:** analysis with basic compounds(ACP) .

**The fourth axis:** factor analysis byAFC

**The fifth axis:** factor analysis with multiple matching(MAFC).

**:Sixth axis**CA cluster analysis

**The seventh axis:** discriminant analysisAFD

**Evaluation method: Continuous evaluation + final exam. The course average is measured by  
the weighting of lessons (60%) and directed work (40%)**

**the reviewer**

- 1- Sawalili Sadr al-Din (2021), Data Analysis, Dar Houma, Algeria
- 2- Gamal Chaaouan, Introduction to the Study and Analysis of Statistical Data, Applications on  
theSPSS Program ,Creative Commons License, 2014 ,<http://chaaouan.blogspot.com>
- 3- ESCOPIER. B&PAGES. J. ( 2008), "Analyses of simple factors and multiple objects, methods  
and interprétation", 4th edition, Dunod, Paris -France.
- 4- CROUTESHE. JJ (2000),"Practice of analysis of donations and marketing", Aska, Paris -France.
- 5- MIREILLE Bardos (2001), Analyze discrimination : Application au risk and scoring financier,  
editions Dunod, Paris -France.
- 6- MICHEL Jambu (1999), Methods for the basis of donation analysis, 1st edition, Eyrolles  
editions, Paris -France.

- 7- CHARLES M. Judd et autres (2010), Analysis of donations: An approche for comparison of models, 1 year edition, editions DeBoeck, Paris -France.
- 8- MICHAEL Huberman (2003), MATTHEW B. Miles, Analyze qualitative research, 2nd edition, DeBoeck editions, Paris -France .

**Hexagram: fifth**

**Education unit: horizontal**

**Subject: Specialized foreign language 1**

**Balance: 1**

**Parameter: 1**

**Education style: in-person/distance**

To enable the student to use the English language in the field of business : **Education objectives**  
.to improve composition and expand the field of knowledge

Familiarity with the basic rules of the English language :**Required prior knowledge**

**:Article content**

Unite01: ECONOMICS AS A SCIENCE

- 1.1. ECONOMICS AND ECONOMIC METHODS
- 1.2. ECONOMIC SYSTEMS

Unite02: THE MACROECONOMY

- 2.1. GROSS DOMESTIC PRODUCT
- 2.2. INFLATION
- 2.3. ECONOMIC BUSINESS CYCLES AND UNEMPLOYMENT
- 2.4. BANKING
- 2.5. MONEY AND MONETARY POLICY
- 2.6. FISCAL POLICY

Unite03: THE MICROECONOMY

- 3.1. SUPPLY AND DEMAND
- 3.2. MARKET STRUCTURE

Unite04: THE GLOBAL ECONOMY

- 4.1. INTERNATIONAL TRADE
- 4.2. GLOBAL MARKET AND DEVELOPING NATIONS

**Evaluation method: ( Type of evaluation and weighting):** 100% continuous evaluation

**References:** ( *Books, publications, websites, etc.*)

Paul Krugman, Robins Well, Kathryn Grady (2010), Essentials of Economics (Worth Publishers) 13.  
Partha Dasgupta "ECONOMICS: A Very Short Introduction", Oxford University Press Inc., ISBN 978-0-19-285345-5, New York 2007 14. A. Witztum "Introduction to economics", University of London, 2011, 15. Paul Dudenhefer," A Guide to Writing in Economics", EcoTeach Center and Department of Economics, Duke University 2009, 16. Peter Earl &Tim Wakeley "Business Economics A Contemporary Approach", ISBN 0-07- 7103920, Published by McGraw-Hill Education, 2005, 17. Simon C. Parker "The Economics of Entrepreneurship", CAMBRIDGE UNIVERSITY PRESS, 2009. 18. English for Economic Students, Tamil Nadu Textbook Corporation

2007. 19. Eleandor Doyle (2005), The Economic System (John Wiley & Sons) 20. Kevin Boakes (2009), Reading and understanding Economics (Pearson Education Limited) 21. Morgan Witzel (2004), Management: the basics (Routledge) 22. N. Gregory Mankiew (2008), Essentials of Economics (South Western Cengage Learning)

**Hexagram: the sixth**

**Education unit: basic**

**Article: Banking techniques and operations**

**Balance: 05**

**Parameter: 02**

**Education style: Attendance**

**Educational objectives:** This course aims to deepen bachelor's students' knowledge of banking techniques and develop their awareness of the banking system and its working mechanisms.

**Prior knowledge :** general economics, monetary economics and capital markets, banking economics.

### **Article content**

- :General concepts
- Basic concepts in banking operations
- Loan granting policies and procedures
- Loans directed to finance the exploitation cycle
- Loans directed to finance the investment cycle
- Foreign trade financing techniques

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

### **the reviewer:**

- Mohsen Ahmed Al-Khudairi, Bank Credit: An Integrated Approach to Credit Analysis and Research (Cairo: .(Anglo-Egyptian Library, 1987

Nabil Al-Roubi, Inflation in Different Economies, (Alexandria: University Culture Foundation, 1971.

Ali Abdel Moneim Al-Sayyid, *The Role of Monetary Policy in Economic Development* (Cairo: Nafi' Printing House, 1975. - Ali Abdel Moneim Al-Sayyid, *The Economics of Money and Banking* (Iraq: Mosul University Press, 1984)

Abdullah Abdul Rahim Al-Ayadi, *the position of Sharia on contemporary Islamic banks*, first edition 1402 AH-. 1982

.Mohieddin Al-Gharib, *The Economics of Money and Banks*, Al-Hana Printing House, 1979

Muhammad Zaki Al-Masir, *Introduction to International Economics and the Economics of Money* (Cairo: Dar Al-Nahda Al-Arabiya)1993.

Saeed Al-Najjar, *Arab financial policies and financial markets*, Arab Monetary Fund 1994

Farid Ragheb Al-Najjar, *Credit Management and Troubled Bank Loans - Bank Risks in the Twenty-First Century* - (University Youth Foundation - 2000)- Shaker Al-Qazwini, *Lectures on Banking Economics*, Office of University Press, Algeria 1992-

Karim Nashashibi, *Algeria and achieving stability and transition to a market economy*, International Monetary Fund, Washington. 1998 - Sayed Al-Hawari, *Banking Administration*, Cairo: Ain Shams Library, 1983

**Hexagram: the sixth**

**Education unit: basic**

**Subject: Financial markets**

**Balance: 5**

**Parameter: 2**

**Education style: Attendance**

**Education objectives :** Mastering financial market techniques, and the most important contracts .and transactions subject to financial markets

**:Prior knowledge required**

**:Article content**

- 1- Financial markets (concept, functions and types)
- 2- Traded financial instruments
  - Financial instruments in the capital market-
  - Financial instruments in the money market -
- 3- Transaction contracts in financial markets
  - Instant transactions
  - Forward transactions-
  - Futures and futures contracts-
  - Option contracts
- 4- Stock exchange operations
- 5- Islamic financial markets

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

**References: ( Books, publications, websites, etc.)**

Mohamed Sweilem, Bank Management and Stock Exchanges, first edition, 1992-

Shimon Shimon, The Stock Exchange, Atlas Publishing, first edition, 1993

,Abdul Basit Wafa Muhammad Hassan, Stock Exchange, Arab Renaissance House, 1996-

Hassan Khader, Analysis of Financial Markets, Arab Planning Institute in Kuwait, Third Year, Issue 2003 ,27

Jalal Ibrahim Al-Abd, Analysis and Evaluation of Securities, University House, Scandinavia



**Hexagram: the sixth**

**Education unit: basic**

**banking Article: Islamic**

**Balance: 0 4**

**Parameter: 02**

**Education objectives :** Introducing the student to the nature and concept of the Islamic economic and banking system and learning about Islamic financing formulas and tools, sources of funds, .criteria for attracting them and their uses in Islamic banks

Introducing the student to:

- The concept and concept of the Islamic economic and banking system
- Criteria for attracting funds and their uses in Islamic banks
- Islamic financing formulas and tools
- The most important obstacles to the work of the Islamic bank

**.Required prior knowledge :** monetary economics, introduction to Islamic economics

**:Article content**

**The first axis:** The concept and emergence of Islamic banks

**The second axis:** Characteristics and objectives of Islamic banks

**The third axis:** resources and uses of Islamic banks

**Fourth axis:** Risks facing Islamic banking

**Fifth axis:** Forms of subsidies and solidarity (Qard Hassan, Zakat, Endowment, Solidarity (Insurance

**Axis Six:** Formulas for participation in investment return

**Axis Seven:** Sales formulas (debt-based formulas)

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

**:the reviewer**

1. Mahmoud Hussein Al-Wadi, Hussein Muhammad Samhan, Islamic Banks: Theoretical Foundations and Practical Applications, Dar Al-Masirah, Amman, 2013
2. Muhammad Mahmoud Al-Ajlouni, Islamic Banks: Their Provisions - Principles - Banking Applications, Dar Al-Masirah for Publishing and Distribution, Amman, Jordan, 2010
3. Ahmed Safar, "Traditional and Islamic Banks and Financial Markets in Arab Countries," Modern Book Foundation, Tripoli 2006 .
4. . Ahmed Suleiman Khasawneh, "Islamic banks, decisions of the Basel Committee - the challenges of globalization - a strategy for confronting them," 1st edition, Modern Science of the Book for Publishing and Distribution, Irbid, Jordan, 2008.
5. Al-Gharib Nasser, "The Principles of Islamic Banking and Operational Issues," Apollo Printing, Publishing and Distribution House, Cairo, 1996.
6. Amira Abdel Latif Mashour, "Investment in the Islamic Economy", Madbouly Library, Cairo, 1991.
7. Litjani Abdel Qader Ahmed, "Salam is a Sharia Alternative to Contemporary Bank Financing - A Financial and Investment View," first edition, Dar Al-Sadad, Khartoum, 2006.
8. Jamal Al-Amarah, "Islamic Banks", 1st edition, Dar Al-Nabaa - Algeria, 1946.
9. Jamal al-Din Attiya, "Islamic Banks", 2nd edition, University Foundation for Studies, Publishing and Distribution, Beirut, 1993.
10. Hassan Al-Amin, "Sharia speculation and its modern applications", 3rd edition, Islamic Research and Training Institute, Jeddah, Kingdom of Saudi Arabia, 2000.
11. Hassan Al-Amin, "Zakat on Shares in Companies", 2nd edition, Islamic Research and Training Institute, Jeddah, Kingdom of Saudi Arabia 2001.
12. Hassan bin Mansour, "Islamic banks between theory and practice", 1st edition, Qarfi Press, Batna, Algeria, 1992.

**Hexagram: the sixth**

**Education unit: basic**

**Article: The Algerian financial and banking system**

**Balance:4**

**Coefficient:2**

**Education style: Attendance**

**Education objectives:** The objective of the subject of the monetary system; Algerian Finance is to enable the student to know the components of both the monetary and financial system in Algeria, and to study the impact of globalization on each of them, in addition to knowing the development .of the data of both monetary and financial policy in Algeria

**Required prior knowledge:** monetary and financial policies, in-depth monetary economics, .banking economics

**:Article content**

1. .The nature and components of the Algerian financial and banking system
2. .The Algerian financial system
3. .Algerian banking system
4. .The impact of economic globalization on the Algerian financial and banking system
5. .The development of the course of financial policies in Algeria

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

**:the reviewer**

1. .Amara Jamal, Methodology of the General State Budget in Algeria
2. .Ahmed Gamea, Economics, Dar Al-Nahda Al-Arabiya, Cairo, 1985
3. Ahmed Zuhair Shamiya, Introduction to the Economics of Money and Banking, University .of Aleppo, Syria, 2008
4. Nazim Muhammad Nouri Al-Shammari, Money and Banking, Zahran Printing and .Publishing House, Jordan, 2007
5. .Taher Latrash, Monetary and Banking Economy, Office of University Press, Algeria, 2013
6. Muhammad Reda Al-Adl, Public Finance in Theory and Financial Planning, Al-Istiqlal Al-.Kubra Press, 1976
7. .Abdullah Al-Saidi, Science of Public Finance, Dar Al-Nahda Al-Arabiya, Cairo 2007
8. .Taher Latrash, Banking Technologies, Office of University Press, Algeria, 2004

**Hexagram: the sixth**

**Education unit: methodology**

**Subject: Econometrics**

**:Balance05**

**Parameter: 02**

**Education style: Attendance**

**Learning objectives (skills to be achieved)**

:Get to know different

Concepts related to econometrics, and the most important methods of estimation and analysis of -  
.econometric models

Standard problems that the model may suffer from, and how to deal with them to come up with -  
.an acceptable standard model that can be relied upon in analysis and prediction

:Acquire skills that allow him to -

Standard modeling according to the simple regression model (the effect of one independent -  
variable on a dependent variable)

Standard modeling according to the multiple linear regression model (the effect of several -  
independent variables on a dependent variable)

Identify the most important methods for estimating standard models (especially ordinary -  
least squares and maximum plausibility)

Studying the validity of a standard model (testing the existence of the standard problem -  
.and its treatment)

Ability to perform standard modeling according to a system of equations (simultaneous -  
.equations)

**Prior knowledge required**

Mastery of mathematics, especially linear algebra and matrices, micro and macro economics;

Statistics in all its branches

## Content of the educational material

**The first axis:** Introduction to econometrics

**The second axis:** simple linear regression and the ordinary least squares method

**The third axis:** multiple linear regression and the ordinary least squares method

**Fourth axis:** Expansion of the multiple linear regression model (structural transformation, (restricted models, dummy variables

**The fifth axis:** partial correlation, multicollinearity, and methods for selecting explanatory variables

**Sixth axis:** The problem of autocorrelation . of errors

**The seventh axis:** The problem of heteroscedasticity .

) **The eighth axis:** The problem of abnormal distribution of errors Normality (

) **The ninth axis:** Model description errors Miss Specification (

**The tenth axis:** measurement errors

**The eleventh axis:** data problems

**The twelfth axis:** simultaneous equations

**Evaluation method:** Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)

### References: (Books, publications, websites, etc.)

Ghazal Abdel Aziz Amer, Econometrics and Time Series Analysis (Theory, Methods, -1 Applications), Police Press, Egypt 2015

Gujarat, D. (2015), translated by Hind Abdel Ghaffar Odeh and Afaf Ali Hussein Al-Dash, -2 .Econometrics", Part One, Al-Marikh Publishing House, Riyadh, Kingdom of Saudi Arabia"

Muhammad Abdel Qader Attia, Modern Econometrics between Theory and Practice, University -3 .Press and Publishing House, 2004

..Muhammad Faroukhi Jamal: "Econometric Theory", Office of University Press, 1992 -4

5- Jack Johnston, John Dinardo (1996), «Econometric methods», 4th Edition, McGraw-Hill, US.

6- William H. Greene (2012), «Econometric analysis», 7th Edition, Pearson, New York, US.

**Hexagram: the sixth**

**methodology :Education unit**

**Bachelor's graduation project :Subject**

**Balance:4**

**Parameter: 2**

**Education style: in-person + distance**

**: Education objectives**

Training students to conduct field training and collect, analyse, organize and present applied information

**.Required prior knowledge** : scientific research methodology

**:Article content**

A feasibility study of a project prepared by the student under the supervision of a professor, and .1 developing a business plan to embody the idea of the project. It is accompanied by the .Entrepreneurship House or business incubators and is subject to evaluation by experts

Organizing, participating and attending students for days and workshops open to the university .2 and the surrounding by inviting a representative from each economic and social sector to organize each workshop or seminar for third-year students, for example, the banking sector, accounting experts, Directorate of Commerce, Directorate of Industry, insurance sector, telecommunications ;( .....companies / productive institutions, industrial institutions

A seminar in the specialty or training workshops that include several different topics and may .3 include creating statistical databases, monitoring and analyzing stock market indicators, translating ;,specialized foreign articles, etc

Conduct field training and prepare a practical report under the supervision of a professor and .4 .supervisor at the institution

Study an economic situation or economic phenomenon and analyze it according to auxiliary .5  
;statistical programs

Designing and implementing applied programs that help students in some educational subjects .6

Design a virtual project for advertising campaigns or virtual banks for the business process .7

Conducting survey field studies on problems raised in the field of economics, management, and .8  
.commercial sciences

### **: Important note**

Given the specificity of each region and economic environment of each university, the scope for 01  
adopting one of the above-suggested alternatives in preparing the graduation project is left to the  
discretion of the pedagogical committee for the specialization, the scientific and administrative  
.bodies, and the training field teams of the college or institute

In accordance with Executive Decree No. 13-306 of August 31, 2013, which includes the 02  
organization of field training and in the professional environment for the benefit of students,  
especially Article 06 of the appendix related to training, which explicitly stipulates that training  
should be conducted twice a week - and based on Article 23 related to programming training for  
bachelor's degree students . MD and Master from the ministerial decision dated January 21, 2015  
specifying the nature of field training and in the professional environment for the benefit of  
.students and how to evaluate, monitor and program them

:In order to

The capacity of student reception institutions is limited .

Ensure financial coverage of the dues resulting from conducting these internships .

The training period specified for students in the field of economic sciences, management and  
commercial sciences, by agreement of the members of the National Pedagogical Committee in the  
field of economic sciences, which approves training offers, is estimated at two days each week for a  
.maximum of four weeks (one month)

**Evaluation method:** 100% continuous evaluation

**References:** (Books , *publications, websites, etc.*)

References vary from one research project to another, but in general the following references can  
be used for guidance:

- ;Books on scientific research methodology
- ;Study cases of economic institutions



- ;Specialized websites
- Reference sources (books, articles, forums) in the specialty

**Hexagram: the sixth**

**Education unit: exploratory**

**Article: Collection of the institution**

**Balance: 2**

**Parameter: 2**

**Education style: Attendance**

This measure aims to develop the student's knowledge to identify the : **Education objectives** various taxes imposed on the institution, and to attempt to control the techniques and mechanisms of their application. This requires exposure to the nature of the tax system. B, what is tax, before examining the organization's taxes. In this regard, it should be noted that the updated Algerian tax laws have been adopted to study and present the scientific material for this standard and its application techniques, with the aim of enabling the student to obtain practical examples and Illustrative report, with the aim of controlling how taxes and fees are applied to natural and .legal persons subject to it in practice

The student must be familiar with some mathematical techniques, : **Required prior knowledge** .public and financial accounting, and tax law

**:Article content**

1. Entrance to collection
2. Fiscal obligations (declaratory obligations, financing obligations)
3. The tax framework for the value-added tax
4. The tax framework for drawing on professional activity
5. The tax framework for tax on corporate profits
6. The tax framework for the tax on gross income
7. .The fiscal framework for the single lump sum tax

**Evaluation method: Continuous evaluation + final exam. The course average is measured by the weighting of lessons (60%) and directed work (40%)**

**References:** ( *Books, publications, websites, etc.*)

.Mansour Ahmed Al-Badawi, in tax accounting, University House, Alexandria, Egypt

Hamid Bouzaida, taxonomic techniques with solved exercises, Office of University Publications, Algeria 2007

Finance laws of the People's Democratic Republic of Algeria for the years 2001 to 2010

Ministry of Finance, General Directorate of Taxes, Practical Guide for Taxpayers, Algeria Press, 2004

●Annie Valée, The Systems Fiscaux, French Edition, Paris, France, 2000

●M, Cozian, fiscal operations of enterprises, library techniques, France,

●Sansri Ibrahim, "Impôt on social benefices," led by Chihab, 1996

**Hexagram: the sixth**

**Education unit: horizontal**

**Subject: Specialized foreign language 2**

**Balance: 1**

**Parameter: 1**

**Education style: in-person/distance**

To enable the student to use the English language in the field of business : **Education objectives** to improve formation and expand the field of knowledge, as well as to enable the student to .understand, express, and analyze some economic phenomena in the English language

Familiarity with the basic rules of the English language :**Required prior knowledge**

**:Article content**

1. Forms of Banks and Financial Institutions
2. Money
3. Bank operations
4. Tax and fiscal policy
5. Algerian financial and banking system
6. Financial crisis

**Evaluation method: ( type of evaluation and weighting)** continuous 100%

**References: ( Books, publications, websites, etc.)**

1. Paul Krugman, Robins Well, Kathryn Grady (2010), Essentials of Economics (Worth Publishers)
2. Partha Dasgupta "ECONOMICS: A Very Short Introduction", Oxford University Press Inc., ISBN 978-0-19-285345-5 , New York 2007
3. A. Witztum "Introduction to economics", University of London, 2011,
4. Paul Dudenhefer," A Guide to Writing in Economics", EcoTeach Center and Department of Economics, Duke University 2009,
5. Peter Earl &Tim Wakeley "Business Economics A Contemporary Approach", ISBN 0-07-7103920, Published by McGraw-Hill Education, 2005,
6. English for Economic Students, Tamil Nadu Textbook Corporation 2007.

7. Eleanor Doyle (2005), *The Economic System* (John Wiley & Sons)
8. Kevin Boakes (2009), *Reading and understanding Economics* (Pearson Education Limited)
10. N. Gregory Mankiew (2008), *Essentials of Economics* (Southwestern Cengage Learning)

## **IV Contracts/Agreements -**

(required field)

It must be logical and related to the training and its field, and must be committed to receiving students

## **V brief biography -**

**For each person from the pedagogical team concerned with training in the  
specialty**

**(internal and external framing)**

**( According to the attached form)**

### **Short form of CV**

**Soleh Samah :Name**

**Date and place of birth: November 3, 1982, Biskra**

**Emailsamah.souleh@univ-biskra.dz :and phone0774.50.78.70**

**Professor of Higher Education :Rank**

**Faculty of Economic, Commercial and Management Sciences at the University of Biskra**

**Certificates: (graduation, post-graduation, date of obtaining them, specialization, etc.)**

- **Bachelor of Management Sciences, specializing in Business Administration, 2004**
- **Master's degree in Economics and Corporate Management 2008**
- **Doctorate in Economic Sciences 2014**

**:Professional pedagogical competencies (school subjects...etc.)**

1. An introduction to economics
2. A measure of an organization's finances
3. Statistical measure (probability)
4. An international economic measure
5. An applied financial decision scale
6. Institution's collection scale
7. Human resources strategy scale
8. Situational strategic management measure
9. An organization's strategic diagnostic scale
10. Enterprise management standard
11. Enterprise economics measure
12. Competency management scale
13. Formation geometry scale
14. Business English scale

**Short form of CV**

**Name:** Iman Naamoun

**May 8, 1984 in Shalghoum El Eid, Mila Province :Date and place of birth**

**:Email and phone** imane.namoune@univ-biskra.dz

**Professor Lecturer A :Rank**

**Faculty of Economic, Commercial and Management Sciences at the University of Biskra :Original institution**

**Certificates: (graduation, post-graduation, date of obtaining them, specialization, etc.)**

- **Bachelor of Economic Sciences, specializing in Finance, Money and Banking, 2005, University of Constantine**
- **Master's degree in Industrial Economics, 2011, University of Biskra**
- **Doctorate in Economic Sciences 2018 at the University of Biskra**

**:Professional pedagogical competencies (school subjects...etc.)**

**Stock market and capital markets techniques -1**

**2- History of economic facts**

**3- Microeconomics 1 + 2**

**4- International marketing**

**5- Industrial economy**

**6- Enterprise economics**

### **Short form of CV**

**Name:** Farid Abbah

**February 1, 1977 in Biskra :Date and place of birth**



**:Email and phone**farid.abba@univ-biskra.dz

**Professor Lecturer b:Rank**

**Faculty of Economic, Commercial and Management Sciences at the Uni :Original institution**  
**versity of Biskra**

**Certificates: (graduation, post-graduation, date of obtaining them, specialization, etc.)**

**2- Bachelor's degree in Economic Sciences, specializing in Finance, 1999**

**3- Master's degree in economic sciences, specializing in development  
economics, 2005**

**4- Doctor of Science degree in economic sciences, specializing in development  
economics 2022**

**:Professional pedagogical competencies (school subjects...etc.)**

- Monetary economy**
- Seminar on finance, money and banking**
- Financial management**
- Algerian economy and globalization**
- Market and financial instruments**
- Algerian economy**
- Monetary and financial market instruments**

## A short form for a CV

**:Name and surname..... Elias Ghagal.....**

**Date and place of birth: 07/31/1982 Biskra..... .**

**:Email and phoneilyes.ghoggal@univ-biskra.dz**

**:Rank..... Professor Lecturer A.....**

**Original institution: Mohamed Kheidar University of Biskra**

**Certificates: (graduation, post-graduation, date of obtaining, specialization, etc.)**

Specialization	Date obtained	Certificate
Finance Money and banks	2006	Bachelor's degree
Money and finance	2009	Master's
Money and finance	2017	Ph.D. of Science

**:Professional pedagogical competencies (school subjects, etc.)**

college year	Type	Specialization	the level	the scale
Professor at Mohamed Kheidar University in Biskra				
2009/2008	a lecture	Common trunk technology	First year common trunkLMD	Enterprise economics
2009/2008	Acts directed	Common trunk Social sciences	First year common trunkLMD	Introduction to economic analysis
-Permanent professor at Mohamed Sharif Masaada University - Souk Ahras				
2010/2009	a lecture	Management sciences	Second year of	Monetary and banking economy

		LMD	bachelor's degree	
2011/2009	Lecture/directed work	Finance classic	Fourth year	Bank management
2011/2009	Lecture/directed work	international trade	third year	Multinational companies
2010/2008	Lecture/directed work	international trade	third year	Economic geography
At Mohamed Kheidar University in Biskra				
2012/2011	Acts directed	Economic sciences LMD	Second Year Bachelor's degree	Management of the institution
2017/ 2011	Directed work/lecture	Economic Sciences LMD	Second Year Bachelor's degree	Enterprise economics
2015/2012	Directed work/lecture	financial and banks	third year	Banking economy
2015/2013	Acts directed	financial and banks	third year	Banking law
2018/2015	Acts directed	Cash and bank	third year	Banking economy
2018/2015	a lecture	Cash and bank	third year	Banking law
2015/2014	a lecture	financial and banks	Second year master's degree	International capital movement
2018/2017	Directed work/lecture	Cash and bank	Second year master's degree	Money and loan law

2020/2019	I work as a mentor	Financial and accounting sciences	Second year of bachelor's degree	Monetary economics and capital markets
2021/2020	I work as a mentor	Financial and accounting sciences	Second year of bachelor's degree	Monetary economics and capital markets
2022/2021	I work as a mentor	Financial and accounting sciences	Second year of bachelor's degree	Monetary economics and capital markets
2021/2020	a lecture	Commercial Sciences	Third year	Economic geography
2022/2021	a lecture	Commercial Sciences	Third year	Economic geography
2021/2020	Acts directed	Cash and bank	third year	Algerian financial and banking system
2022/2021	Acts directed	Cash and bank	third year	Algerian financial and banking system

**A short form of CV**

Muhammad Adnan bin Al-Dhaif :**Name Title**

December 6, 1979, Bou Saada, M'Sila Province:**date and place of birth**

:**Email and phone** a.benddif @univ-biskra.dz06.61.71.33.43

Professor of higher education:**Rank**

**Faculty of Economic, Commercial and Management Sciences, Universit** :**Original institution**  
**y of Biskra**

**Certificates: (graduation, post-graduation, date of obtaining them, specialization, etc.)**

- Bachelor's degree in Economics, specializing in Finance, Money and Banking, from the University of Mohamed Kheidar - **Biskra** - Faculty of Economics and Management on July .2005 ,12
- Master's degree in economic sciences, specializing in money and finance, from the Faculty of Economic, Commercial and Management Sciences - Department of Economics - Mohamed Khidir University, **Biskra** - on June 17, 2008
- Doctorate degree in economic sciences

**:Professional pedagogical competencies (school subjects...etc.)**

- **Monetary theories and policies**
- **Financing sustainable development**
- **Globalization of capital markets**
- **Financial mathematics**
- **:Stock financing techniques**
- **History of economic thought**
- **International finance**
- **financial markets**
- **Algerian financial and banking system**
- **Evaluate and select investments**
- **Quantitative financial economics**

### **Short form of CV**

**Name: Mayah Adel**

**.January 24, 1983, Biskra - Algeria:date and place of birth**

**Email and phone**adel.mayah@univ-biskra.dz , Tel: 32/81/93/0771

**Professor Lecturer A:Rank**

**Faculty of Economic, Commercial and Management Sciences at the Uni :Original institution**  
**versity of Biskra**

**Certificates: (graduation, post-graduation, date of obtaining them, specialization, etc.)**

1. Obtained a Master's degree [2010] in **economic sciences** , specialization: **industrial economics**
2. He holds a Bachelor's degree [2005] in **Management Sciences** , specializing in: **Business Administration(Management)**
3. Obtained a Doctor of Science degree [2019] in **economic sciences** , specialization: **industrial economics**

**:Professional pedagogical competencies (school subjects...etc.)**

.Financial mathematics, industrial economics, financial management

### **Short form of CV**

**Name: Qasuri Ensaf**

**Biskra Province ,Date and place of birth: 01-19-1981**

**:Email and phone**

- **Phone: 06.57.01.33.01**
- **:Email [insaf\\_gue@yahoo.com](mailto:insaf_gue@yahoo.com)**

**[insaf.guessouri@univ-biskra.dz](mailto:insaf.guessouri@univ-biskra.dz)**

**Rank :Professor Lecturer, Department (A)**

Department, Faculty of Economic, Commercial and Management Sciences :Original institution  
Department of Economic Sciences

Mohamed Kheidar University, Biskra, Algeria

Certificates: (graduation, post-graduation, date of obtaining them, specialization, etc.)

- ❖ Bachelor of Economic Sciences, specializing in Finance, Money and Banking, Faculty of Economics and Management, Mohamed Khidir University, Biskra Province  
June 22, 2003 Under the supervision of Professor Dr. Tayeb Daoudi
- ❖ Master of Economic Sciences, specializing in Money and Finance, Faculty of Economics and Management, Mohamed Kheidar University, Biskra Province 26  
April 2006 under the title: "The Euro and the Euro-Mediterranean Partnership Agreement" under the supervision of Dr. Ben Aichi Bachir
- ❖ Doctorate in Economic Sciences, specializing in Money and Finance, Faculty of Economics and Management, Mohamed Kheidar University, Biskra Province, under the title  
"The role of Arab-European banks in financing the Euro-Mediterranean Partnership for the period 2008/2015" July 2, 2017 under the supervision of Prof. Dr. Ben Aichi Bashir

Professional pedagogical competencies (school subjects...etc.)

- Bank Accounting Standard Third Year Fifth Semester Specialization: 2020/2019 Monetary and Banking Economics (Directed Work) Department of Economic Sciences
- Competency Management Standard Second Year Master's Third Semester Specialization: Economics and Institutional Management (Directed Work) Department of Economic Sciences
- Third Year Sixth Semester Specialization: Monetary Budget Management Standard and Banking Economics (Directed Work) Department of Economic Sciences



- **Bank Accounting Standard, Third Year, Fifth Semester, Specialization: 2021/2020 (Directed Work), Department of Economic Monetary and Banking Economics Sciences**
- **Algerian Economics Standard, second year, Bachelor's Degree, third semester, (Directed Work), Department of specialization: Common Core, Economic Sciences Economic Sciences**
- **Islamic Banking Standard Third Year Sixth Semester Specialization: Monetary and (Directed Work) Department of Economic Sciences Banking Economics**
- **For doctoral students, third year, Economic Sciences measure Money market Division**
- **Bank Accounting Standard Third Year Fifth Semester Specialization: 2022/2021 (Directed Work) Department of Economic Monetary and Banking Economics Sciences**
- **Globalization and International Organizations Scale Second Year Master's Third Semester Specialization: Finance and International Trade (Lectures+ Directed Work Department of Commercial Sciences (**
- **International Finance Standard, Third Year, Sixth Semester Bachelor's Degree, Specialization: International Trade (Lectures), Department of Commercial Sciences**
- **Islamic Banking Standard Third Year Sixth Semester Specialization: Monetary and (Directed Work) Department of Economic Sciences Banking Economics**
- **Islamic Banking Standard Third Year Sixth Semester Specialization: 2023/2022 (Directed Work) Department of Economic Monetary and Banking Economics Sciences**

## Short form of CV

**nickname:**Hani Nawal

**Date and place of birth:** 09-10-1985

**:Email**nawal.hani@univ-biskra.dz

**And phone:** 0664467720

**Rank:** Professor Lecturer A

**Faculty of Economic, Commercial and Management Sciences :Original institution**

**:Certificates obtained**

- Certificate Bachelor's degree in Sciences Management Specialization :2008: Business Administration from university Mohammed Khaidir Biskra.
- Certificate Masters in the :2011 sciences economic, specialty Economy industrial from university Mohammed Khaidir Biskra.
- certificate Ph.D Sciences in the sciences Economic Specialization:2019: .Economics industrial from university Muhammad Kheidar Biskra
- Done My inauguration As a professor Assistant :2014/20/11- B- Collethe sciences Economic And commercial And science Management, to dividethe sciences economic, from university Mohammed Khaidir Biskra.
- 2016/19/07: Done My inauguration As a professor Assistant- A- at a collethe sciences Economic And commercial And science Management, to dividethe sciences Economic from university Mohammed Khaidir Biskra.
- 2019 It was completed My inauguration As a professor Lecturer /10/01- B- at a collethe sciences Economic And commercial And science Management, to dividethe sciences Economic from university Mohammed Khaidir Biskra.

➤ In 2021, I was appointed as a lecturer- A- in a college the sciences Economic And commercial A  
.nd science Management, to divide the sciences Economic from university Mohammed Khaidir Biskra

**:Professional pedagogical competencies (school subjects)**

➤ In-depth international trade for second-year master's students (in the Department of Business Sciences) during the first semester, specializing in international trade (lecture + directed work)  
.during the 2014/2015 academic season

➤ LMD Department (directed work), during the first semester from the 2015/2016 academic  
.season to the present day

**Short form of CV**

**Hamrit Rasheed: nickname**

**1962/28/08 : Date and place of birth**

**: Email and phone**

[rachid.hamrit@univ-biskra.dz](mailto:rachid.hamrit@univ-biskra.dz)

07-90-88-67-02

**-Professor Lecturer -A: Rank**

**.Faculty of Economic, Commercial and Management Sciences : Original institution**

**: Certificates**

- **Bachelor of Science in Finance and Accounting at the Higher School of Commerce in  
.Algiers, June 1989**
- **Bachelor's degree in Translation, Faculty of Arts and Languages, Mohamed Kheidar  
.University, Biskra, 07/06/2008**
- **Master's degree in economic sciences, specializing in economic analysis, University of  
.Algiers, Al-Kharouba Annex, 2002**
- **.Doctorate degree in Economic Sciences, Mohamed Khaidr University, Biskra, May 2014**

**:Professional pedagogical competencies (school subjects...etc.)**

- **Collection techniques (accounting and taxes) in 2002-2007**
- **Collection of the institution (economics and management of the institution) for the year 2002-2007**
- **Political economy (political science) in 2007-2008**
- **Public Finance (Political Sciences) 2007-2008**
- **Financial legislation (rights) for the year 2007-2008**
- **Seminar in Accounting (Finance and Accounting Department) in 2007-2008**
- **Accounting audit (Finance and Accounting Department) in 2007-2008**
- **Forum on Financial and Monetary Institutions (Political Sciences) 2008-2009**
- **Economic Reforms Forum (Political Sciences) 2008-2009**
- **Descriptive statistics (political science) for the year 2010-2011**
- **Operations research (quantitative studies in political science) in 2010-2011**
- **Public Finance (Political Science) 2011-2012**
- **Project evaluation and program monitoring (political science) 2012-2013**
- **Quantitative methods (political science) 2013-2014**
- **Statistics and its applications (political science) 2014-2015**
- **Political Economy (Political Science) 2014-2015**
- **Communication and administrative editing. (Banking Marketing) 2016-2017**
- **Institution's collection scale (accounting) 2017-2023**
- **Tax management standard (accounting) 2017-2023**
- **Banking transaction collection scale (monetary and banking economy) 2018-2019**
- **Standard for conducting fiscal audits in institutions (economics and management of institutions) 2019-2023**

### Short form of CV

**nickname:Taiba Taheri**

**Biskra 1981/04/04 :Date and place of birth**

**:Email and phone**[tiba.tahri@univ-biskra.dz](mailto:tiba.tahri@univ-biskra.dz) 0668314953

**Professor Lecturer A:Rank**

**Faculty of Economic, Commercial and Management Sciences in Biskra :Original institution**

**Certificates: Bachelor's degree in Economic Sciences, Finance, Money and Banking in 2004**

**Master's degree in economic sciences, specializing in finance, money and banking, in 2008**

**Doctorate degree in economic sciences in 2019**

**University qualification certificate majoring in economic sciences in 2021**

**:Professional pedagogical competencies (school subjects...etc.)**

**Banking economy\_**

**Monetary economy\_**

Economics of an institution\_

Public finance\_

Introduction to business administration\_

History of economic facts\_

History of economic thought\_

### Short form of CV

**Name:** Abdul RazzaqAbderrezzak

**Title :** BenzaouiBenzaoui

**Date and place of birth :** January 3, 1978 in Touggourt, Ouargla Province. Algeria

**0555127576:Email and phone**abderezzak.benzaoui@univ-biskra.dz

**Mr:Rank**

**Faculty of Economic, Commercial and Management Sciences :Original institution**

**Certificates: (graduation, post-graduation, date of obtaining them, specialization, etc.)**

**Professor of Higher Education: University of Biskra - Algeria.Ministry of Education and** ■

**.Scientific Research June 2017**

**University qualification** as a lecturer. December, majoring in economics at the University of Biskra2012

**.Doctorate of Science** in Economic Sciences from the University of Algiers in 2010■

.**Master's degree** in Economic Sciences, Mentouri University of Constantine, 2003 ■

**Certificate of State Engineer in Statistics** , National Institute of Planning and Statistics, ■

.Algeria, 2000

.**Baccalaureate degree** : Exact sciences branch, June 1995 session ■

**:Professional pedagogical competencies (school subjects...etc.)**

**Statistics 1** for the first year, common stem for MD, (first hexagram) for the years 2012/2013.

. 2014/2013

- **Census 2** for the first year, common stem for MD, (second hexagram), for the years 2012/2013.

. 2014/2013

- **Census 3** for the second year of AD, (first semester), for the years 2014/2015 and 2015/2016

**Modeling** for the first year of the Master's in Finance, Economics, International, Finance and -

.Corporate Governance, (first semester) for the years 2014/2015 and 2015/2016

**Financial macroeconomic modeling** for the second year of the master's degree (second -

semester) in finance, economics, international, and finance for the years 2014/2015, 2015/2016,

. and 2016/2017

**A seminar in the specialty** for doctoral students specializing in applied financial economics for -

.the years 2015/2016, 2016/2017

**Applied statistics** for doctoral students specializing in applied financial economics for the years -

.2015/2016, 2016/2017

## Short form of CV

**Najwa Kasay:nickname**

**Biskra ,1979/15/06 :Date and place of birth**

**:Email and phone**[nadjoua.kessai@univ-biskra.dz](mailto:nadjoua.kessai@univ-biskra.dz) 05.51.64.84.80

**Assistant Professor A:Rank**

**Faculty of Economic, Commercial and Management Sciences :Original institution**

Certificates: Master's degree in economics, specializing in economics and corporate management, 2009

:Professional pedagogical competencies (school subjects...etc.)

- Introduction to business administration
- History of economic facts
- Enterprise economics

### Short form of CV

Lahcen Dardouri :Name

May 23, 1981 Thaniyat al-Abed, Batna :Date and place of birth

:Email and phonenumber.derdouri@univ-biskra.dz 0661666700

.Mr:Rank

Faculty of Economic, Commercial and Management Sciences :Original institution

Certificates: (graduation, post-graduation, date of obtaining them, specialization, etc.)

- University qualification certificate\_Economic Sciences\_dated December 17, 2015
- Doctorate of Science degree in economic sciences\_dated July 2, 2014
- Master's degree in money and finance dated March 23, 2006
- Bachelor's degree in Finance, Money and Banking dated June 22, 2003

:Professional pedagogical competencies (school subjects...etc.)

✓ :Teaching in the first stage, progression, and post-graduation (L.M.D. system) 1\_

Nizam L. M. Dr	Years of teaching	Specialization	the scale	the level
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	2017 -2016	First year international trade University of continuing education	Introduction to economics	
	2017 - 2016	Third year, Business Law, University of Continuing Training	Market entry strategy techniques	
	2017 - 2016	Third year, Business Law, University of Continuing Training	Banking business	
	2018 -2017	First year international trade University of continuing education	The management of human resources	
	2019 -2018	First year general management University of continuing education	The management of human resources	
	2019 -2018	Second year general management University of continuing education	Public management	
	2019 -2018	First year general management University of continuing education	Public finance	
	2020 -2019	Second year general management University of continuing education	Public management	
	2020 -2019	Third year accounting University of continuing	Case Study	

		education		
<b>Teaching in Bachelor's degree</b>				
X	2017-2016 2018 -2017 2019 -2018 2020 -2019 2021_2020 2022_2021 2023_2022	Second year, common core, economic sciences	Monetary economics and financial markets Lecture and guided work	Common trunk
<b>Teaching in the master's degree</b>				
X	2016-2015	First year Master in Finance and International Economics/Finance and Corporate Governance	Financial diagnosis Lecture and directed work	Master
x	2016 -2015	The first year, money and finance	Central Bank and Monetary Control: Lecture and guided work	
X	2017-2016	First year Master in Banking and Monetary Economics	International finance Acts directed	
X	2017 -2016 2018_2017 2019_2018 2020_2019 2021_2021 2022_2021 2023_2022	First year Master in Banking and Monetary Economics	Banking operations and corporate finance	
<b>Teaching in Ph.D</b>				

X	2016 -2015	The first year is a PhD, specializing in finance, banking and insurance	Insurance and risk management	Ph.D
X	2018-2017	The first year is a PhD, specializing in finance, banking and insurance	Insurance and risk management	
X	2019 -2018	First year PhD, specializing in monetary and banking economics	Insurance and risk management	
x	2019 -2018	First year PhD, specializing in international economics	International Economics Symposium	
X	2020 - 2019	First year PhD, specializing in monetary and banking economics	A special workshop on banking techniques	
X	2020 - 2019	First year PhD, specializing in monetary and banking economics	A workshop on risk management techniques in banks	

### Short form of CV

**Name: Surname: Musa Rahmani**

**Date and place of birth: 11/18/1965, Bitam, Batna**

**//Email and phone:0775147075m.rahmani@univ-biskra.dz**

**.Rank:Mr**

**Original institution: Faculty of Economic, Commercial and Management  
Sciences/Mohamed Kheidar University of Biskra**

**Certificates: (graduation, post-graduation, date of obtaining them, specialization, etc.)**

**.Baccalaureate degree: Barika Mixed Secondary School, Algeria, 1985 \***

**Bachelor's Degree in Economic Sciences: Mentouri University of Constantine, Algeria, June \***  
**.grade very good ,1989**

**Master's degree in Economic Sciences: University of Algiers in June 1992, very honorable \***  
**.grade**

**State Doctorate in Economic Sciences: University of Algiers in 2001/2002, very honorable \***  
**.grade**

**:Professional pedagogical competencies (school subjects...etc.)**

**Macroeconomic measure -**

**.A measure of monetary theories and policies -**

**.Descriptive statistics scale -**

**Finance scale in the application -**

**A measure of analysis of the economic activity of the institution -**

**In-depth macroeconomic measure -**

**Measure of mergers and multinational companies-**

**International macroeconomic measure -**

## Feline and economical scale modeling -

### Short form of CV

**Juma Khairaldin:nickname**

**Date and place of birth: 01/30/1982 - Biskra**

**Email and phone: 06.98.13.73.51 and maildjemaa.kheireddine@univ-biskra.dz**

**Rank: Professor Doctor**

**Faculty of Economic, Commercial and Management Sciences - Universi :Original institution  
ty of Biskra**

**Certificates : (graduation, post-graduation, date of obtaining them, specialization, etc.)**

- .December 05, 2021: Promotion to professorship in economic sciences
- May 18 , 2017 : University qualification certificate in economic sciences, Mohamed Kheidar .University, Biskra
- May 25 , 2015 : Doctor of Science degree in economic sciences, specializing in economics -and institution management - University of Biskra
- June 13 , 2009 : Master's degree in economic sciences, specializing in economics and -institution management - University of Biskra
- Bachelor's degree in Management, specializing in Finance - Hajj Lakhdar University - : 2004 - Batna
- .Baccalaureate degree, Department of Natural and Life Sciences : 2000

**Professional pedagogical competencies (school subjects...etc.)**

- Teaching **the descriptive statistics scale to** first-yearLMD Sciences and Techniques of ) .Physical and Sports Activities) students for the university year 2009/2010 - first semester

- Teaching **the descriptive statistics scale** to first-yearLMD students (humanities and )  
.social sciences) for the academic year 2009/2010 - second semester
- Teaching **the Institutional Management Scale to third-yearLMD** students (civil  
.engineering and irrigation) for the academic year 2009/2010 - second semester
- Teaching **the applied statistics scale** to third-year classical students (management  
.sciences - accounting major) for the academic year 2010/2011
- Teaching **General Accounting Standard 1**, to first-yearLMD students (common core )  
economics, commercial sciences, and management sciences) for the academic year  
.first semester, and for the academic year 2015/2016 ,2012/2011
- Teaching **the corporate culture scale** to students of the second year of the Master of  
Management Sciences (specializing in human resources management) for the academic year  
.the first semester - 2017/2016
- Teaching **the quality and standardization systems standard** for first-year students of the  
Master of Economic Sciences (specializing in economics and enterprise management) for the  
.academic year 2016/2017 -Until the present day - the second hexagram
- Teaching **the Total Quality Management Scale** to students of the second year of the  
Master of Science in Management (Specialization in Entrepreneurship) for the academic year  
.Until the present day - the first hexagram- 2018/2017
- Teaching **an institution management standard** to second-year Bachelor of Business  
.Science students for the academic year 2018/2019 - first semester
- Teaching **the knowledge management scale**, to first-year students of the Master of  
Science in Management (specialization in human resources management) for the academic  
.year 2020/2021 -Until the present day - the first hexagram

### Short form of CV

**Name Surname: Thin Dababish**

**July 21, 1978, Biskra :Date and place of birth**

**Email and phone: 0698710974**

**Rafiaa.debabeche@univ-biskra.dz**

**Rank:Lecturer Professor B**

**Faculty of Economic, Commercial and Management Sciences, Mohame :Original institution  
d Kheidar University, Biskra**

**Certificates: (graduation, post-graduation, date of obtaining them, specialization, etc.)**

the university	the year	Specialization	Certificate	number
-Mohamed Khidir University - Biskra	2019	Economic sciences	Ph.D	01
- Mohamed Khidir University - Biskra	2005	Money and financing	Master's	02
-Mohamed Khidir University - Biskra	2000	Financial sciences	Bachelor's degree	03

**:Professional pedagogical competencies (school subjects...etc.)**

the level	the year	The decision
Second year of the Classical Bachelor's degree	2007/2006	Introduction to Economics - Bordj - Bou Arreridj University Center
A third year for a Bachelor of Economics and a third year for a Bachelor of Management Sciences. cla	2007/2006	Financial Mathematics Scale - Bordj Bou Arreridj University Center

ssic		
First year accounting and collection And first yearLMD	2008/2007	Descriptive statistics scale
First year accounting and collection	2008/2007	Public accounting standard
Third year Business Administration	2022/2021	Organization theory scale
First yearLMD	un 2008/2007 til 2022/2023	Descriptive statistics scale
First yearLMD	un 2009/2008 til 2022/2023	Mathematical statistics scale



## Short form of CV

Name: Saleh

Title: Muftah

Date and place of birth: 06/01/1965 in Fayd (Biskra)

Address: Building 15, No. 484, District 500, Alalia Residence, Biskra

:Phone033/745359 mobile: 074358016 ,

:Emailameftah2004@yahoo.com

Rank: Professor of Higher Education

### :Certificates obtained

.Baccalaureate degree: Larbi Ben M'hidi High School, Biskra, Algeria, 1984 -

Bachelor's degree in economic sciences, specialization: financial sciences, Farhat Abbas -

.University of Setif, Algeria, in 1989

Master's degree in Economic Sciences, specialization: Money and Finance, University of -

.Algiers in 1994, with a very honorable grade

State Doctorate in Economic Sciences, specialization: Money and Finance, University of -

.Algiers in 2004 with a very honorable grade

Current position: Professor of Higher Education since December 2009

### :Pedagogical tasks

Teaching several standards at the bachelor's, master's, and doctoral levels, including

.....,international finance, financial markets, financial management

## Short form of CV

**Zahra Ben Barika :Name: Surname**

**in Biskra 1978/01/04 :Date and place of birth**

**:Email and phonez.benbraika@univ-biskra.dz, 0664074928**

**Higher education professor:Rank**

**Faculty of Economic, Commercial and Management Sciences :Original institution**

**Certificates: (graduation, post-graduation, date of obtaining them, specialization, etc.)**

- Certificate of Scientific Qualification, University of Mohamed Khidr, Biskra, May 2016
- Doctor of Science degree in economic sciences, specializing in applied economics, Mohamed Kheidar University of Biskra, April 2014, with a very honorable grade
- Master's degree in economic sciences, specializing in applied economics, Mohamed Kheidar University of Biskra, June 2008
- Bachelor's degree in Economic Sciences, specializing in Finance, Money and Banking, Mohamed Kheidar University of Biskra, June 2005

**:Professional pedagogical competencies (school subjects...etc.)**

- Statistical tools for data analysis: Sixth semester unit for the third year specializing in institution finance (directed work) during 2021-2022 and 2022-2023

- Financial and Monetary Theory is a six-semester unit for the first year of a master's degree specializing in monetary and banking economics (lecture and directed work) during 2021-2022 and 2022-2023
- International classification standards, a six-semester unit for the third semester of the second year of the Master's degree in international economics (lecture and directed work) during 2022-2021
- Scientific research methodology, a six-semester unit for the third semester of the second year of the master's degree in accounting and specialization in accounting and auditing (lecture) during 2020-2021
- ) Macroeconomics 1: A second-year six-year module specializing in economic sciences LMD (directed work) during 2022-2023 (
- Macroeconomics 2: A six-year module for the second year of LMD (lecture and directed work) from 2008 to 2013 and from 2014 to 2021
- Macroeconomics 1: Six-year module for the first year LMD (lecture and directed work) for the years 2011-2012 and 2013-2014
- ,Macroeconomics 1: a six-year module for the second year LMD Management Sciences , Track, lecture, from 2014 to 2021
- In-depth macroeconomics: a six-year module for the first year of the master's degree, specializing in finance and international economics (lecture and directed work), 2008-2009 and 2014/2013
- Modeling in international financial macroeconomics: a six-year unit for the second year of the Master's degree, specialization: international finance and economics (lecture and directed work) since 2012-2013 and 2013-2014
- Modeling:: A six-year module for the first year of the Master's degree, specializing in: Finance and International Economics (lecture and directed work), 2008-2009 and 2012-2013
- Macroeconomic: annual measure (Lectures and directed work) for a second year of administration from 2008 to 2011

- International Economy: Annual Scale (Business Oriented), Second Year, Economy  
.2009/2008

### Short form of CV

nickname:A helpful obstacle

Biskra ,1976/26/10 :Date and place of birth

:Email and phone [okba.necira@univ-biskra.dz](mailto:okba.necira@univ-biskra.dz) 0556477527

Rank: Professor

Faculty of Economic, Commercial and Management Sciences :Original institution

.Certificates: (graduation, post-graduation, date of obtaining them, specialization, etc.)

Where to get it	the year	Specialization	Certificate	the number
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Ibn Khaldoun High School, Biskra	June 1995	Nature and life sciences	<b>Baccalaureate</b>	01
Mohamed Khidir University, Biskra	July 1999	Economic sciences, specialization. Finance	<b>Bachelor's degree</b>	02
Hajj Lakhdar University, Batna	June 2003	Development economics	<b>Masters</b>	03
Mohamed Khidir University, Biskra	May 2015	Economic Sciences, Specialization: Monetary and Banking Economics	<b>Ph.D</b>	04
Mohamed Khidir University of Biskra	January 2017	Economy and management	<b>University qualification</b>	05

**:Professional pedagogical competencies (school subjects...etc.)**

- **Third year Bachelor: Macedonian Economics and Banking Standard: Budget Management**
- **Third year of Bachelor's degree: Finance and Accounting, financial evaluation measure for institutions**
- **First year Master's in Economics and Enterprise Management, Standard: Corporate .Finance**
- **First year PhD: Monetary and Banking Economics, Scale: Workshop in Banking Techniques**
- **First year PhD: International Trade, Scale: Evaluation of investment portfolio and .financial risks**

**Two pedagogical publications: On the Temple of the Institution and the Financial Evaluation of Institutions**

**Pedagogical supervision of master's and doctoral students, specialization: economic sciences**

**Short form of CV**

**.Najwa Habbeh : Name**

.Al-Mughayir, Al-Mughair State ,1981/19/04 : Date and place of birth

: Email and phonenadjoua.haba@univ-biskra.dz 0779001362 /

.Higher education professor: Rank

Faculty of Economic, Commercial and Management Sciences : Original institution

Certificates: (graduation, post-graduation, date of obtaining them, specialization...etc.)

Bachelor's degree from the Department of Economic Sciences, specializing in economics -  
.and corporate management, in 2003

Master's degree in Economic Sciences, specializing in economics and corporate -  
.management, in 2008

Doctorate of Science, Department of Economic Sciences, specializing in economics and -  
.corporate management, in 2015

.University qualification, 2018 -

.Professorship, year 2022 -

:Professional pedagogical competencies (school subjects...etc.)

.Entrepreneurship ( entrepreneurship) -

.Strategic management of human resources ( strategic management of human resources) -

.Economics of an institution-

.Analysis of the strategic environment -

.Tax management and auditing -

.Industrial economy -

.Managing an institution (management of institutions) -

.Strategy and value chain -

.Strategic diagnosis of the institution -

.An introduction to marketing -

.The strategic path -

.Management and strategy of the institution -

.Management with comprehensive quality -

**.Information system -**

**Short form of CV**

**Name: Ghalem Abdullah**

**Biskra 1976/06/01 :Date and place of birth**

**:Email and phoneabdallah.ghalem@univ-biskra.dz**

**Professor of higher education:Rank**

**Faculty of Economic, Commercial and Management Sciences at the Uni :Original institution  
versity of Biskra**

**Certificates: (graduation, post-graduation, date of obtaining them, specialization, etc.)**

- **Master's degree, 2003, University of Biskra**
- **Doctorate degree 2009, University of Biskra**
- **University qualification 2011, University of Biskra**
- **Professor of higher education since 2016**

**:Professional pedagogical competencies (school subjects...etc.)**

**Banking economics, monetary economics, public finance, history of economic thought,  
.....macroeconomics, financial engineering**

## Short form of CV

**.Name: Nickname: Meshmish Najat**

**.Date and place of birth: 9/17/1980**

**:Email and phone nadjet.messemeche@univ-biskra.dz 0698166028\**

**.\_Rank:..Professor Lecturer \_A**

**Faculty of Economic, Commercial and Management Sciences :Original institution**

**Certificates: (graduation, post-graduation, date of obtaining them, specialization, etc.)**

- **s degree in Economic Sciences , Branch: Money and Banking' Bachelor -Finance , date :obtained 07/08/2002 Department of Economics, Faculty of Economic, Commercial and Management Sciences, Mohamed Khidir University - Biskra. The title of the memorandum is "The effects of ".changing the value of money on the national economy**

**Master's degree in economic sciences, specializing in money and finance, Department of Economics, Faculty of Economic, Commercial and Management Sciences, Mohamed Kheidar University, Biskra. Title of the memorandum: The effectiveness of monetary and ."financial policy in addressing inflation, a case study of Algeria "1986-2004**

**Doctor of Science degree in economic sciences, specializing in money and finance - (02/21/2019) Department of Economics, Faculty of Economic and Commercial Sciences , ,and Management Sciences, Mohamed Kheidar UniversityBiskra Thesis title: "The parallel ."economy and economic stability, a case study of Algeria 1980-2014**

**:Professional pedagogical competencies (school subjects...etc.)**

**Monetary economics and capital markets -**

**Macroeconomic -**

**Deep economics -**

**The institution's finances -**



**Central Bank and monetary control -**  
**Dynamic management of the financial portfolio -**  
**Finance theory -**  
**Monetary and financial market instruments -**  
**Financial engineering -**  
**The economy of the institution -**  
**History of economic thought -**  
**Introduction to international economics -**  
**International commercial arbitration -**  
**Customs law -**

## Short form of CV

**Name: Surname: Souad Houhou**

**Date and place of birth: 03/19/1978 Biskra**

**:Email and phonesouad.houhou@univ-biskra.dz**

**"Professor Lecturer "A:Rank**

**Faculty of Economic, Commercial and Management Sciences :Original institution**

**:Certificates**

- **Bachelor's degree in Economic Sciences**
- **Master's degree in Finance, Money and Banking**
- **Doctorate degree specializing in money and banking**

**:School subjects**

- **History of economic facts**
- **History of economic thought**
- **Introduction to business administration**
- **Analytical Accounting**
- **International insurance**

## Short form of CV

Dr.. **Flower weaningNoy**

“Professor Lecturer “A

Date and place of birth: **07/30/1985 - Biskra**

:Emailfatima\_zohra.noui@univ-biskra.dz

Phone: 00213664344312

### **:Academic training**

<b>Place</b>	<b>the year</b>	<b>Specialization</b>	<b>Type of certificate</b>
Mohamed Bijaoui High School, Biskra	<b>2003</b>	Nature and life sciences	- <b>Bachelor</b>
Mohamed Khidir University of Biskra	<b>2007</b>	Specialization: Finance, Money and Banking	- <b>Bachelor of Economic Sciences</b>
Yarmouk University, Jordan	<b>2010</b>	Banking and Financial Sciences	- <b>Master's</b>
Mohamed Khidir University of Biskra	<b>2017</b>		- <b>Ph.D</b>

School standards: financial intermediation theory, : **Professional pedagogical competencies** financial markets, financial intermediation, monetary economics and capital markets, banking techniques, modern communication techniques in the institution, financial mathematics, international economic classification indicators and organizations, public finance, introduction to .business administration

## Short form of CV

**Shanaker Warda : Name**

**Date and place of birth: 09-19-1981**

**:Email and phone warda.chenaker@univ-biskra.dz (06.55-16-45-13)**

**Rank: Professor Lecturer A**

**Faculty of Economic, Commercial and Management Sciences, Mohame :Original institution  
-d Khidir University - Biskra**

**Certificates : Bachelor's Degree, Specialization: Finance, Money and Banking, June 2004,**

**Master's Degree: Money and Finance 2009 - Doctorate 2018, Specialization: Money and  
Finance**

**Professional pedagogical competencies : general finance, introduction to business administ  
ration, financial accounting, history of economic facts, history of economic thought, econo  
.mics of the institution, management of the institution, introduction to economics**

## Short form of CV

**Hadana Asmaa :Name Title**

**: Emailasma.haddana@univ-biskra.dz**

**0662570897:the phone**

**Rank:Professor Lecturer A**

**Faculty of Economic, Commercial and Management Sciences :Original institution**

**:Certificates**

- **Bachelor's degree: Economic Sciences, specializing in economics and corporate .management, June 2003**
- **.Master: Economics, specializing in money and finance, March 2007**
- **.Doctorate: Economics, specializing in money and finance. December 2018**

**: Professional pedagogical competencies**

- **Monetary economy**
- **Mathematical statistics**
- **financial markets**

- Evaluation and selection of projects
- Algerian banking system
- International finance
- Macroeconomic
- Law of money and supply

## **VI Opinion and visa of administrative and scientific bodies -**

**Bachelor's degree title: Monetary and financial economics**

<b>Head of the department + head of the formation field band</b>
<b>History and Authentication History and Authentication</b>
<b>Dean of the College (or Director of the Institute)</b>
<b>:Date and authentication</b>

**Director of the university institution**

**:Date and authentication**

## **VII Opinion and visa of the regional seminar -**

(The visa is only valid for the final copy of the training offer transmitted to the Ministry)

## **VIII Opinion and approval of the National Pedagogical - Committee for the field**

(The visa is only valid for the final copy of the training offer transmitted to the Ministry)





**Semester: 3**

**Educational unit: Fundamental**

**Module: Marketing Basics 1**

**Credit: 4**

**Coefficient :2**

**Learning style: Class Attendance**

**Educational objectives:**

The course aims to provide the student with the following:

- Knowing the basic concepts of marketing and the stages of its development
- Knowing the elements marketing-mix and its importance in the organization' success.
- Knowing the role of marketing in the organization's competitive environment.
- Knowing marketing information and its relationship with marketing research
- Knowing consumer behavior and the factors affecting his purchasing decision after understanding the concept of market segmentation
- Knowing of the most important areas of applying marketing practices.

**Prerequisite knowledge:**

After studying the module: "Enterprise Economics" in the second semester of the first year, students should be knowledgeable about with the following basic concepts: What is an enterprise. The nature of the organization's environment. Knowledge of the organization's functions. Management functions in the organization.

**contents:**

- Introduction to marketing
- Marketing function within the organization
- Marketing environment
- Marketing information system and marketing research
- Market segmentation, targeting and positioning
- Consumer markets and purchasing behavior
- Industrial markets and industrial buyer behavior
- Customer satisfaction, loyalty and building customer relationships
- Product and service decisions
- New product development strategies and its life cycle

**Evaluation method:** Continuous evaluation + final exam.

The course average is measured by the weighting of exam mark, lectures (60%) and tutorial mark (%40)

**References:**

- Philip Kotler& Kevin Lane Keller& Bernard Dubois& Delphine Manceau, Marketing Management: 12emeédition , Pearson Education Paris, France, 2006.

- أساسيات التسويق-، تعريب م.سرور علي إبراهيم ، الكتاب الأول، فيليب كوتلر، دار الفكر المريح للنشر الجامعي، الرياض، 2007.
- زكريا عزام وآخرون، مبادئ التسويق الحديث بين النظرية والتطبيق، دار المسيرة للطباعة والنشر، 2011.
- خالد الراوي، حمود السند (2000) "مبادئ التسويق الحديث"، دار المسيرة للنشر و التوزيع و الطباعة، محمد صالح المؤذن (2002) "مبادئ التسويق"، الطبعة الأولى، عمان- الأردن.
- إياد عبد الفتاح النسور ( 2013 ) "إدارة التسويق"، الطبعة الأولى دار صفاء للنشر والتوزيع، عمان- الأردن.
- Philip Kotler, Gary Armstrong: (2016) Principles of Marketing 16th Edition..Pearson Education Paris, France.
- Jean-Jacques Lambin, Chantal de Moerloose (2008) «marketing stratégiqueet opérationnel» : du marketing à l'orientation-marché: 7edition, Dunod, Paris,France.

**Semester: 3**

**Educational unit: Fundamental**

**Module: Introduction to business administration**

**Credit: 4**

**Coefficient :2**

**Learning style: Class Attendance**

The first topic	General concepts about business management
The second topic	Classical Management theory
The third topic	Human Relations or Neo-Classical Theory
The fourth topic	modern Management theory
Topic five	The contingency school
Topic six	Modern trends in management (Quality and change management)
The seventh topic	Modern trends in management (Business ethics and social responsibility)
Topic Eight	Modern trends in management (Administrative governance)
Topic nine	Modern trends in management (knowledge management)
Topic ten	Modern trends in management (creativity and innovation)
Topic eleven	Fundamentals of international business management

**Semester: 3**

**Educational unit: Fundamental**

**Module: Management Accounting**

**Credit: 4**

**Coefficient :2**

**Learning style: Class Attendance**

- Axis 1 Introduction to Management Accounting
- 2Axis Introduction to Inventories and Inventory Valuation Methods (CMUP, FIFO)
- 3Axis Total Cost Method by Homogeneous Departments
- Axis 4 Variable Cost Method
- Axis 5 Rational Loading Method for Fixed Costs
- Axis 6 Standard Costing and Predetermined Costing
- Axis 7 Marginal Cost Method
- Axis 8 Activity-Based Costing (ABC) Method
- Axis 9 Target Costing Method
- Axis 10 Hidden Cost Method

**Semester: 3**

**Educational unit:**

**Module: *financial mathematics***

**Credit: 4**

**Coefficient :2**

**Learning style: Class Attendance**

- Week 1*
- *Concepts about interest and simple interest*
  - *Calculation of interest*
- Week 2*
- *Calculation of the collected sentence*
  - *The average rate of several employments*
  - *Advance interest and effective rate*
- Week 3*
- *The concept of commercial papers and their types.*
  - *Commercial discount*
  - *Commercial current value*
  - *Comparison of commercial current value and rational current value.*
  - *The relationship between the nominal value and the commercial and rational discount*
- Week 4*
- The current value and the real rate of the Agio discount (AGIO)*
- Week 5*
- *Equivalence of commercial papers:*
  - *The equivalence of two commercial papers*
  - *Equivalence of a commercial paper with a set of commercial papers*
  - *Common accrual and average accrual*
  - *Entrance to the compound interest*
- Week 6*
- *Basic Law of compound interest*
  - *Discount and equivalence with compound interest*
  - *Equivalent rates and proportional rates*
  - *Basic concepts about payments*
- Week 7*
- *Fixed end-of-term payments :*
  - *The value obtained for a series of fixed payments at the end of the*

*term*

- *Find the current value of a series of fixed payments at the end of the term*
- *Average due date.*

- *Fixed payments at the beginning of the term:*

- *The value of a series of fixed payments at the beginning of the term.*

*Week 8*

- *Find the current value of a series of fixed payments at the beginning of the term*
- *Variable payments.*

*Week 9*

- *The concept of undivided loans ‘*
- *Amortization of loans ‘*
- *Preparation of the loan depreciation schedule.*

*Week 10*

- *Amortization of undivided loans*

*Week 11*

- *A reminder of the basic concepts about stocks and bonds ‘*
- Methods of amortization of bond loans:*
  - *Equal edition*
  - *Uneven version*

*Week 12*

*Choosing investments 01*

*Week 13*

*Choosing investments 02*

*Week 14*

*Practical applications*

*Week 15*

*Practical applications*

**Semester: 5**

**Educational unit: Fundamental**

**Module: Customer Behavior**

**Credit:6**

**Coefficient :3**

**Learning style: Class Attendance**

**Educational objectives:**

This module aims to introduce the student to the basic concepts of consumer behavior, as it focuses on studying the factors affecting it, such as the consumer's motivations, methods of learning, and characteristics of his perception, in addition to shedding light on the consumer's personality and Attitude, the role of reference groups and the family, cultural and social factors, the situational circumstances surrounding him, and how he makes decisions in purchasing.

Thus, at the end of this course, students will be able to:

1. understand and analyze an individual's consumer behavior.
2. Link theoretical knowledge of consumer behavior to reality.
3. know the environmental and personal (psychological) influencing factors on the consumer.
4. Identify marketing tools to deal with consumer behavior.
4. Follow up some contemporary issues in consumer behavior

**Prerequisite knowledge:**

Marketing basics 1 + 2

**Contents:**

Chapter 1: introduction to consumer behavior

Chapter 2: Approaches and models explaining consumer behavior

Chapter 3: Subjective factors affecting consumer behavior

Chapter 4: Social and cultural factors affecting consumer behavior

Chapter 5: Cultural factors affecting consumer behavior

Chapter 6: Consumer decision making process

Chapter 7: Adopting new products

Chapter 8: Special issues in consumer behavior

**Evaluation method:**

Continuous evaluation + final exam.

The course average is measured by the weighting of exam mark, lectures (60%) and tutorial mark (%40)

**References:**

- a. Michael R. Solomon, Consumer Behavior: Buying, Having, and Being, Pearson Education Limited, 10th edition , Global Edition , (2013)
- b. Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters, Consumer Behavior, South-Western College Publishing; 6e édition (2012)
- c. Marc filser, le comportement du consommateur, éditions Dalloz, Paris, 1993.

.d عنابي عيسى، سلوك المستهلك، ج 1 و ج 2، ديوان المطبوعات الجامعية، الجزائر 2003.

.e محمد ابراهيم عبيدات، سوک المستهلك "مدخل استراتيجي"، در وائل لنشر والتوزيع، عمان، الاردن، الطلعة الرابعة، 2004.

.f احمد علي سليمان (2000)، سلوك المستهلك بين النظرية والتطبيق، دار معهد الادارة العامة - مركز البحوث، الرياض، السعودية.

**Semester: 5**

**Educational unit: Fundamental**

**Module: Market Research 1**

**Credit:4**

**Coefficient :2**

**Learning style: Class Attendance**

**Educational objectives:**

- Adopting a scientific methodology to collect marketing data directed at solving a marketing problem in order to facilitate decision-making for the marketer
- Defining the features of the marketing problem and distinguishing between the problem of marketing research and the problem of marketing decision.
- Identifying data sources and appropriate methods for collecting data.
- Identifying the stages of completing marketing research.

**Prerequisite knowledge:**

Marketing Basics 1+2

**Contents:**

**Chapter1:** General concepts about marketing research

**Chapter2:** Marketing information system

**Chapter3:** Types of marketing research

**Chapter4:** Marketing research steps

**Chapter5:** Marketing research information sources

**Evaluation method:**

Continuous evaluation + final exam.

The course average is measured by the weighting of exam mark, lectures (60%) and tutorial mark (%40)

**References:**



**Semester: 5**

**Educational unit: Fundamental**

**Module: Integrated Marketing Communication**

**Credit:4**

**Coefficient :2**

**Learning style: Class Attendance**

**Educational objectives:**

The aim of the course is to introduce students to the concepts and techniques related to marketing communication and the marketing communication mix, as one of the important elements in the marketing mix. In addition, it aims to enable students to plan and implement marketing communications within an integrated view and approach, aiming to create harmony between all forms of marketing communication within the framework of one integrated plan.

After studying this course, the student will:

- Understand well the integrated marketing communication, its importance and mix;
- Understand all methods and forms of marketing communications and the advantages of each form;
- Be able to participate in planning integrated marketing communication campaigns and measuring its results.

**Prerequisite knowledge:**

Marketing Basics 1+2

**Contents:**

Chapter 1: Introduction to communication and corporate communication (concept, models, forms of corporate communication, etc.)

Chapter 2: Integrated marketing communications (concept, importance, advantages, requirements, mix, etc.)

Chapter 3: Advertising (concept, tools, mass media, advertising agencies, advertising campaign planning)

Chapter 4: Sales activation (concept, objectives, techniques)

Chapter 5: Personal selling (concept, methods, selling skills, sales force management)

Chapter 6: Public relations (concept, objectives, areas, planning for public relations)

Chapter 7: Direct marketing

Chapter 8: Electronic marketing communications

Chapter 9: Planning for integrated marketing communications (objectives, message, budget, channels, communication mix, implementation, measuring impact and effectiveness)

**Evaluation method:**

Continuous evaluation + final exam.

The course average is measured by the weighting of exam mark, lectures (60%) and tutorial mark (%40)

**References:**

1. علي فلاح الزعبي ، الاتصالات التسويقية : مدخل منهجي تطبيقي، دار المسيرة للنشر والتوزيع، 2010
2. مولود عبد العزيز حواس، هدى حناني حفصي، الاتصالات التسويقية المتكاملة، نهج استراتيجي سلوكي، دار الاكاديميون للنشر والتوزيع، 2020.
3. عبد الرحيم شنيبي، الاتصالات التسويقية المتكاملة، من بناء العلامة التجارية إلى قياس العائد الاستثماري، النشر الجامعي الجديد، 2020
4. -حميد الطائي، أحمد العسكري، الاتصالات التسويقية المتكاملة، مدخل استراتيجي، عمان، دار اليازوري، 2009

5. Paul Russell Smith & Jonathan Taylor, Marketing Communications: An Integrated Approach, 4 th edition, London: Kogan Page Publishers, 2004.

**Semester: 5**

**Educational unit: Fundamental**

**Module: Marketing of services**

**Credit:4**

**Coefficient :2**

**Learning style: Class Attendance**

**Educational objectives:**

After studying this subject, the student will:

- Understand the characteristics of services
- Understand the differences between marketing services and marketing of tangible products.
- Understanding the peculiarities of the marketing mix for services
- Understanding consumer behavior in services
- Develop the ability to:
  - ✓ Analyze the marketing mix for a service organization.
  - ✓ Design a service that adapts to customer expectations and behaviors
  - ✓ Improving the quality of service
  - ✓ Ensuring customer loyalty and satisfaction

**Prerequisite knowledge:**

Marketing Basics 1 + 2

**Contents:**

- Chapter 1: introduction to marketing services
- Chapter 2: service consumer behavior
- Chapter 3: division of the services market, targeting and positioning
- Chapter 4: the marketing mix for services
- Chapter 5: managing service quality
- Chapter 6: service customer relationship management and building loyalty
- Chapter 7: services marketing applications

**Evaluation method:**

Continuous evaluation + final exam.

The course average is measured by the weighting of exam mark, lectures (60%) and tutorial mark (%40)

**References:**

1. Christopher LOVELOCK , Jochen WIRTZ , Essentials of Services Marketing , 3<sup>rd</sup> Edition, PEARSON, 2018.
2. Christopher LOVELOCK , Jochen WIRTZ , Denis LAPERT , MARKETING DES SERVICES , PEARSON, 2014
3. حميد الطائي، بشير العلاق، تسويق الخدمات (مدخل استراتيجي، وظيفي، تطبيقي)، دار البازوري العلمية للنشر و التوزيع، 2009.
4. زكي المساعد، تسويق الخدمات وتطبيقاته ، دار المناهج للنشر والتوزيع ، 2016

**Semester: 5**

**Educational unit: Methodological**

**Module: Digital Marketing**

**Credit:5**

**Coefficient :2**

**Learning style: Class Attendance**

**Educational objectives:**

After studying this course, the student should get to know precisely the advantages of digital marketing, as well as the various sub-activities practiced in this field. Furthermore, students will distinguish between various marketing terminology related to digital marketing.

**Prerequisite knowledge:**

Marketing Basics 1+2

**Contents:**

Chapter 1: Introduction to information technology (concept, ICT infrastructure)

Chapter 2: Introduction to digital marketing (concept, characteristics, digital marketing and multi-channel marketing)

Chapter 3: Digital marketing strategy

Chapter 4: Online marketing information system and online market research

Chapter 5: Digital consumer behavior

Chapter 6: The impact of digital and technological media on the marketing mix (product, price, distribution, promotion, people, processes, physical evidence)

Chapter 7: The impact of digital and technological media on the marketing mix (the rest of the elements of the electronic marketing mix)

Chapter 8: Marketing communications through digital media channels (SEO, affiliate marketing, interactive advertising, E-Mailing, social media marketing, viral marketing)

Chapter 9: Digital channel performance Evaluation and enhancement.

**Evaluation method:**

Continuous evaluation + final exam.

The course average is measured by the weighting of exam mark, lectures (60%) and tutorial mark (%40)

**References:**

1. Charlesworth Alan, Absolute Essentials of Digital Marketing (Absolute Essentials of Business and Economics) 1st Edition, Routledge, 2020
2. Claire Gallic et Rémy Marrone (2020), Le Grand Livre du Marketing Digital, Dunod, Paris.
3. Kotler Philip, Kartajaya Hermawan, Setiawan Iwan. (2017). Marketing 4.0: Moving from Traditional to Digital. Hoboken (New Jersey): John Wiley & Sons.
4. Stokes Rob, E marketing: The Essential Guide to Digital Marketing (6th Edition), Quirk paperback, 2016.
5. Dave Chaffey, Fiona Ellis Chadwick, Digital Marketing Strategy, Implementation and practice, Sixth edition, pearson, 2016.

**Semester: 5**

**Educational unit: Methodological**

**Module: Marketing Data Analytics**

**Credit:4**

**Coefficient :2**

**Learning style: Class Attendance**

**Educational objectives:**

This course will enable students to learn multidimensional statistical analysis tools that allow them to know the characteristics or features of economic phenomena, their interference or independence from each other in many ways. Hence, at the end of the course, students will:

- Learn many statistical analysis tools, their use and regulations.
- Learn the methodology of logical analysis in research and dissertations.

**Prerequisite knowledge:**

Students acquisition in Linear algebra and descriptive statistics.

**Contents:**

Chapter 1: Introduction to marketing data analytics

Chapter 2: Types of marketing data

Chapter 3: Operations on matrix algebra

Chapter 4: Linear applications and eigenvalues

Chapter 5: Analysis of basic compounds (ACP).

Chapter 6: Factor analysis with AFC

Chapter 7: Multiple Factor analysis with combinations MAFC

Chapter 8: CA cluster analysis

Chapter 9: Discriminant analysis AFD

**Evaluation method:**

Continuous evaluation + final exam.

The course average is measured by the weighting of exam mark, lectures (60%) and tutorial mark (%40)

**References:**

1. LEBART.L, MORINEAU. A, PIRON. M, (2000), Statistique Exploratoire Multidimensionnelle ,(3) ème Edition, Dunod, Paris- France
2. صواليلى صدر الدين(2021)، تحليل المعطيات، دار هومة، الجزائر
3. ESCOFIER. B & PAGES. J.( 2008),"Analyses factorielles simples et multiples Objectifs, méthodes et interprétation", 4ème édition, Dunod, Paris- France.
4. CROUTSHE. J.J.( 2000),"Pratique de l'analyse des données en marketing et gestion", Aska, Paris- France.
5. MIREILLE Bardos(2001), Analyse discriminante: Application au risque et scoring financier, éditions Dunod, Paris - France.
6. MICHEL Jambu(1999), Méthodes de base de l'analyse des données, 1ère édition, éditions Eyrolles, paris- France.
7. CHARLES M. Judd et autres(2010), Analyse des données: Une approche par comparaison de modèles, 1re édition, éditions DeBoeck, paris - France.

8. MICHAEL Huberman(2003), MATTHEW B. Miles, Analyse des données qualitatives, 2ème édition, éditions DeBoeck, Paris - France.

**Semester: 5**

**Educational unit: Exploratory**

**Module: Competition and consumer protection law**

**Credit:2**

**Coefficient :2**

**Learning style: Class Attendance**

**Educational objectives:**

- Learn principal terminology on consumer protection law
- Introduce consumer protection law through consumption contract and consumer protection

**Prerequisite knowledge:**

Introduction to law and trade law

**Contents:**

Chapter 1: Comprehension of competition law and its application area.

- The legal system of prices in Algerian legislation.
- Principles of competition.

Chapter2: Consumer Protection Law: Definition and its relationship with competition law.

- The meaning of consumer, economic agent, and consumption object (good or service).
- Product warranty, after-sales service and control devices
- Civil and criminal protection for the consumer in Algerian legislation.

**Evaluation method:**

Continuous evaluation + final exam.

The course average is measured by the weighting of exam mark, lectures (60%) and tutorial mark (%40)

**References:**

- قانون رقم 09-18 مؤرخ في 10 يونيو 2018 والمتعلق بحماية المستهلك وقمع الغش, يعدل ويتمم القانون رقم 09-03 مؤرخ في 25 فبراير 2009(الجريدة الرسمية, العدد35, مؤرخة في 13 يونيو 2018, ص5).
- بولحية علي، جهاز الرقابة ومهامه في حماية المستهلك. المجلة الجزائرية للعلوم القانونية والاقتصادية والسياسية، الجزء39- رقم1-2002.
- موالك بخته، الحماية الجنائية للمستهلك في التشريع الجزائري. المجلة الجزائرية للعلوم القانونية والاقتصادية والسياسية، الجزء37-رقم02 1999.
- عبد المنعم موسى إبراهيم، حماية المستهلك(دراسة مقارنة)، منشورات الحلبي الحقوقية الطبعة الأولى، بيروت- لبنان 2007.

**Semester: 5**

**Educational unit: Transversal**

**Module: Specific Foreign Language 1**

**Credit: 1**

**Coefficient: 1**

**Learning style: Class Attendance + Online course**

**Educational objectives:**

1. Understand and analyse any document dealing with the fields of study.
2. Develop critical thinking skills related to analysis and decision making.
3. Develop written skills in business contexts.
4. Acquire a high level of knowledge of business concepts by using correct vocabulary and phrases for their specific tasks.
5. Develop greater verbal fluency for face-to-face business situations.

**Prerequisite knowledge:**

Students must have successfully completed the lessons of S1, S2, and S4. They should have developed a strong understanding of the basic concepts related to their fields of expertise, namely, Economics, Trade, Accounting, Management, and Finance as well as improved their verbal communication skills.

**Contents:**

Chapter 1: Marketing Concepts

Chapter 2: Marketing Environment

Chapter 3: Marketing and Market Orientation

Chapter 4: Marketing Mix (1)

Chapter 5: Marketing Mix(2)

Chapter 6: SWOT Analysis

Chapter 7: Customer behavior

**Evaluation method:**

Continuous evaluation

**References:**

- .1 Simon Sweeney (2019). English for Business Communication. Cambridge University Press, Second Edition.
- .2 Ian Mackenzie (2010). English for Business Studies: A Course for Business Studies and Economic Studies. Cambridge University Press, 3rd Edition.
- .3 Unknown (2005). Intelligent Business Course book: Intermediate Business English. Pearson Longman.
- .4 Ian Mackenzie (2008). English for the Financial Sector. Cambridge University Press.
- .5 Business English pods
- .6 J. Schofield and A. Osborn (2011). Collins English for Business: Speaking. Harper Collins Publishers.

- .7 A. Littlejohn (2008). Professional English Company to Company: A Task-based Approach to business emails, letters, and faxes. Cambridge University Press, 4th Edition.
  - .8 Bill Mascull (2010). Business Vocabulary in Use: Advanced. Cambridge University Press, 2nd Edition.
  - .9 Nina O'Driscoll. Market Leader: Marketing. Pearson Longman.
  - .10 Martin Hobbs and Julia Starr Keddle (2002). Oxford English for Careers- Commerce. Pearson Education Limited. Second Edition, 2002.
  - .11 Ian Mackenzie (2002). Financial English. Christopher Wenger publishing.
- Handouts with texts and exercises to do.

**Semester: 6**

**Educational unit: Fundamental**

**Module: Operational Marketing**

**Credit:6**

**Coefficient :3**

**Learning style: Class Attendance**

**Educational objectives:**

**Prerequisite knowledge:**

Marketing Basics 1+ 2

**Contents:**

**Evaluation method:**

Continuous evaluation + final exam.

The course average is measured by the weighting of exam mark, lectures (60%) and tutorial mark (%40)

**References:**

1. Philip Kotler , Marketing Management, Pearson, 2009
2. Jacques LENDREVIE et Denis LINDON (2013), "Mercator", 7° éd., Editions Dalloz,Paris
3. Jean-Jacques Lambin, Chantal de Moerloose, « Marketing Stratégique et Opérationnel »,7emeédition, Dunod, 2008, Paris, France.



**Semester: 6**

**Educational unit: Fundamental**

**Module: Market Research 2**

**Credit:4**

**Coefficient :2**

**Learning style: Class Attendance**

**Educational objectives:**

**Prerequisite knowledge:**

Marketing Basics 1+ 2 , descriptive and applied statistics

**Contents:**

**Evaluation method:**

Continuous evaluation + final exam.

The course average is measured by the weighting of exam mark, lectures (60%) and tutorial mark (%40)

**References:**

1. ثامر البكري ، بحوث التسويق: أسس وحالات ، إثراء للنشر والتوزيع، عمان، الأردن، 2009
2. علي فلاح الزعبي(2010)، مناهج وأساليب البحث العلمي في ميدان التسويق، دار المسيرة، عمان، الأردن،
3. ناجي معلا (2006)، بحوث التسويق: مدخل منهجي تحليلي، دار وائل للنشر، عمان، الأردن .
4. B.Wrenn, R.Stevens &D.Louden(2002), Marketing research: Text and cases, Haworth Press Inc, New York,US
5. J.L.Giannelloni & E.Vernette(2012), Etudes de marché, Vuibert, 3é édition, Paris, France.
6. A.Jolibert & Ph.Jourdan (2011), Marketing Research, 1ère édition, Dunod, Paris, France.

**Semester: 6**

**Educational unit: Fundamental**

**Module: Strategic Marketing**

**Credit:4**

**Coefficient :2**

**Learning style: Class Attendance**

**Educational objectives:**

**Prerequisite knowledge:**

Marketing Basics 1+ 2

**Contents:**

**Evaluation method:**

Continuous evaluation + final exam.

The course average is measured by the weighting of exam mark, lectures (60%) and tutorial mark (%40)

**References:**

1. Colin Gilligan and Richard M. S. Wilson, Strategic marketing planning, Butterworth-Heinemann, 2009.
2. Subhash C. Jain, Marketing Planning & Strategy, South-Western Pub; 6th edition(2000)
3. Drummond, Graeme , John Ensor & Ruth Ashford (2008), Strategic marketing: planning and control. Taylor & Francis; 3rd edition.
4. Alexander Chernev , Strategic Marketing Management, Cerebellum Press, USA , 8th Edition.(2014)

**Semester: 6**

**Educational unit: Fundamental**

**Module: International Marketing**

**Credit:4**

**Coefficient :2**

**Learning style: Class Attendance**

**Educational objectives:**

**Prerequisite knowledge:**

Marketing Basics 1+ 2

## **Contents:**

### **Evaluation method:**

Continuous evaluation + final exam.

The course average is measured by the weighting of exam mark, lectures (60%) and tutorial mark (%40)

### **References:**

1. بديع جميل قدو، التسويق الدولي، دار المسيرة للنشر والتوزيع، عمان، الأردن
2. Czinkota, M. R., & Ronkainen, I. A. (2013). International marketing. 8th ed. Thomson South-Western. USA
3. Cateora, P. R., Gilly, M. C., & Graham, J. L. (2005). International Marketing 15th edition. McGraw-Hill/USA.

**Semester: 6**

**Educational unit: Methodological**

**Module: Trade negotiations**

**Credit:4**

**Coefficient :2**

**Learning style: Class Attendance**

**Educational objectives:**

**Prerequisite knowledge:**

Marketing Basics 1+ 2, Marketing communication

**Contents:**

**Evaluation method:**

Continuous evaluation + final exam.

The course average is measured by the weighting of exam mark, lectures (60%) and tutorial mark (%40)

**References:**

1. Charles B. Craver , The Art of Negotiation in the Business World, Carolina Academic Press; 2nd edition (2020)
2. William W. Baber & Chavi C-Y Fletcher-Chen (2020), Practical Business Negotiation, 2nd ed, Routledge
3. Ghauri, P. N., & Usunier, J. C. (Eds.). (2003). International business negotiations. Emerald Group Publishing.

4. حسن محمد وجيه، مقدمة في علم التفاوض الإجتماعي والسياسي، عالم المعرفة، المجلس الوطني للقافة والفنون والآداب، الكويت

5. باربارا اندرسون، التفاوض الفعال، مترجم، مكتبة الهلال للنشر والتوزيع، القاهرة، مصر

**Semester: 6**

**Educational unit: Methodological**

**Module: Bachelor Graduation Project**

**Credit:4**

**Coefficient :2**

**Learning style: Class Attendance + online class**

**Educational objectives:**

**Prerequisite knowledge:**

**Contents:**

**Evaluation method:**

Continuous evaluation (100%)

**References:**

**Semester: 6**

**Educational unit: Exploratory**

**Module: Statistical Software 1**

**Credit:2**

**Coefficient :2**

**Learning style: Class Attendance**

**Educational objectives:**

**Prerequisite knowledge:**

**Contents:**

**Evaluation method:**

Continuous evaluation + final exam.

The course average is measured by the weighting of exam mark, lectures (60%) and tutorial mark (%40)

**References:**

1. خالد ضاري الطائي، مروان عبد الحمي العتيبي و عمر محمد ناصر العشاري، تطبيقات وتحليلات النظام الكمي للأعمال Win QSB، مكتبة الذاكرة – العراق، 2009
2. محفوظ جودة، التحليل الاحصائي الأساسي باستخدام SPSS ، التحليل الاحصائي المتقدم باستخدام SPSS ، دار وائل للطباعة والنشر عمان الأردن 2009
3. مكيد علي " بحوث العمليات وتطبيقاتها الاقتصادية" ج1+ج2، ديوان المطبوعات الجزائرية، الجزائر، 2016
4. محمد راتول " بحوث العمليات " ديوان المطبوعات الجزائرية، الجزائر، 2002
5. محمد نجيب عبد الفتاح وآخرون (2009) " التحليل المعمق للبيانات باستخدام حزمة البرامج الجاهزة SPSS " جامعة الدول العربية ، القاهرة مصر.
6. LILI ZHENG et MICHEL PLAISANT et autres (2018), L'analyse des données de sondage avec SPSS : Un guide d'introduction, Presses de l'Université du Québec, CANADA

**Semester: 5**

**Educational unit: Transversal**

**Module: Specific Foreign Language 2**

**Credit:1**

**Coefficient :1**

**Learning style: Class Attendance +online**

**Educational objectives:**

- Understand and analyse any document dealing with the fields of study.

- Develop critical thinking skills related to analysis and decision making.
- Develop written skills in business contexts.
- Acquire a high level of knowledge of business concepts by using correct vocabulary and phrases for their specific tasks.
- Develop greater verbal fluency for face-to-face business situations.

**Prerequisite knowledge:**

Students must have successfully completed the lessons of S1, S2, S4 and S5. They should have developed a strong understanding of the basic concepts related to their fields of expertise, namely, Economics, Trade, Accounting, Management, and Finance as well as improved their verbal communication skills.

**Contents:**

Chapter 1: STP

Chapter 2: Brands, Products and packaging

Chapter 3: International Marketing

Chapter 4: Pricing Strategies and Distribution

Chapter 5: Advertising

**Evaluation method:**

Continuous evaluation

**References:**

1. Simon Sweeney (2019). English for Business Communication. Cambridge University Press, Second Edition.
2. Ian Mackenzie (2010). English for Business Studies: A Course for Business Studies and Economic Studies. Cambridge University Press, 3rd Edition.
3. Unknown (2005). Intelligent Business Course book: Intermediate Business English. Pearson Longman.
4. Ian Mackenzie (2008). English for the Financial Sector. Cambridge University Press.
5. Business English pods
6. J. Schofield and A. Osborn (2011). Collins English for Business: Speaking. Harper Collins Publishers.
7. A. Littlejohn (2008). Professional English Company to Company: A Task-based Approach to business emails, letters, and faxes. Cambridge University Press, 4th Edition.
8. Bill Mascull (2010). Business Vocabulary in Use: Advanced. Cambridge University Press, 2nd Edition.
9. Nina O'Driscoll. Market Leader: Marketing. Pearson Longman.
10. Martin Hobbs and Julia Starr Keddle (2002). Oxford English for Careers- Commerce. Pearson Education Limited. Second Edition, 2002.
11. Ian Mackenzie (2002). Financial English. Christopher Wenger publishing. Handouts with texts and exercises to do.

**Semester: Sixth**

**Education Unit: Fundamental**

**Module: Operational Marketing**

**Credit: 6**

**Coefficient: 3**

**Learning style: Class Attendance**

**Educational Objectives:**

This course enables students to understand all the marketing techniques, tactics, and procedures implemented to achieve strategic marketing objectives, concerning product, price, distribution, and communication. It also familiarizes them with issues related to adjusting and coordinating the marketing mix, ensuring successful implementation and monitoring of marketing procedures.

Upon completing the Operational Marketing program, students will be able to:

- Master fundamental concepts related to marketing techniques, tactics, and procedures.
- Understand the strategic decisions made by organizations and thus, they can participate in preparing and implementing marketing tactics through the elements of the marketing mix.
- Apply acquired knowledge to analyze and understand practical issues within the organization.

**Prerequisites:**

Marketing Fundamentals 1 and 2

**Course Content:**

Chapter 1: Concept of Operational Marketing and its Position in Marketing Management

Chapter 2: Product Policy

Chapter 3: Pricing Policy

Chapter 4: Distribution Policy

Chapter 5: Communication Policy

Chapter 6: Implementing and controlling the Marketing Mix



**Evaluation Method:**

Continuous assessment + final exam, with the course average measured by the weighted average of lessons (60%) and tutorial mark (40%).

**References:**

1. Philip Kotler , Marketing Management, Pearson, 2009
2. Jacques LENDREVIE et Denis LINDON (2013), "Mercator", 7° éd., Editions Dalloz,Paris
3. Jean-Jacques Lambin, Chantal de Moerloose, « Marketing Stratégique et Opérationnel »,7emeédition, Dunod, 2008, Paris, France.

**Semester: Sixth**

**Education Unit: Fundamental**

**Module: Market Research 2**

**Credit: 4**

**Coefficient: 2**

**Learning style: Class Attendance**

**Educational Objectives:**

- Adopt scientific methodology for collecting marketing data aimed at solving marketing problems to facilitate marketing decision-making.
- Develop the ability to design survey questionnaires and select the appropriate sample for research execution.
- Analyze results using appropriate statistical tools and write a marketing report.

**Prerequisites:**

Marketing Fundamentals 1 and 2, Descriptive and Applied Statistics

**Course Content:**

Chapter 1: Identifying the Research Problem and its Hypotheses

Chapter 2: Qualitative Studies: Data collection methods and tools

Chapter 3: Quantitative Studies: Survey design and data collection methods

Chapter 4: Sampling Methods and Determining Sample Size

Chapter 5: Data Analysis and Interpretation

Chapter 6: Preparation of the Final Report

**Evaluation Method:**

Continuous assessment + final exam, with the course average measured by the weighted average of lessons (60%) and tutorial mark (40%).

**References:**

1. ثامر البكري ، بحوث التسويق: أسس وحالات، إثناء للنشر والتوزيع، عمان، الأردن، 2009
2. علي فلاح الزعبي(2010)، مناهج وأساليب البحث العلمي في ميدان التسويق، دار المسيرة، عمان، الأردن،
3. ناجي معلا (2006)، بحوث التسويق: مدخل منهجي تحليلي، دار وائل للنشر، عمان، الأردن .
4. B.Wrenn, R.Stevens &D.Louden(2002), Marketing research: Text and cases, Haworth Press Inc, New York,US
5. JL.Giannelloni & E.Vernette(2012), Etudes de marché, Vuibert, 3é edition, Paris, France.
6. A.Jolibert & Ph.Jourdan (2011), Marketing Research, 1ère édition, Dunod, Paris, France.



**Semester: Sixth**

**Education Unit: Fundamental**

**Module: Strategic Marketing**

**Credit: 4**

**Coefficient: 2**

**Learning style: Class Attendance**

**Educational Objectives:**

This course allows students to apply fundamental skills acquired in the field of marketing that go beyond traditional marketing principles. It helps to design effective and long-term marketing strategies that meet the requirements of today's dynamic environment. Students explore strategic analysis tools and decision-making for marketing management, target marketing, and how to manage everything from planning to control.

Upon completion of this course, students will be able to:

- Identify components of strategic marketing.
- Have a better understanding of the core principles of the corporate strategies and how to build them.
- Learning about environmental analysis tools.
- Recognize target marketing and organization's differentiated offer.
- Learn how to design, implement, and monitor a strategic marketing plan within the organization.

**Prerequisites:**

Marketing Fundamentals 1 and 2

**Course Content:**

Chapter 1: Market and Marketing Environment: A Strategic Perspective

Chapter 2: Marketing and Strategic Thinking

Chapter 3: Levels of Strategic Marketing in the Organization

Chapter 4: Strategic Options for the Organization

Chapter 5: Marketing Strategic Analysis Tools

Chapter 6: Strategic Path for Targeting the Market (STP)

Chapter 7: Product Lifecycle and Marketing Strategy

Chapter 8: Excellence in Organizational Offering

Chapter 9: Strategic Planning for the Marketing Mix

Chapter 10: Strategic Marketing implementation and operation

Chapter 11: Evaluation and Control of Strategic Marketing

Chapter 12: Modern Trends in Strategic Marketing

**Evaluation Method:**

Continuous assessment + final exam, with the course average measured by the weighted average of lessons (60%) and tutorial mark (40%).

**References:**

1. Colin Gilligan and Richard M. S. Wilson, Strategic marketing planning, Butterworth-Heinemann, 2009.
2. Subhash C. Jain, Marketing Planning & Strategy, South-Western Pub; 6th edition(2000)
3. Drummond, Graeme , John Ensor & Ruth Ashford (2008), Strategic marketing: planning and control. taylor & francis; 3rd edition.
4. Alexander Chernev , Strategic Marketing Management, Cerebellum Press, USA , 8th Edition.(2014)

**Semester: Sixth**

**Education Unit: Fundamental**

**Module: International Marketing**

**Credit: 4**

**Coefficient: 2**

**Learning style: Class Attendance**

**Educational Objectives:**

The International Marketing course aims to familiarize students with marketing practices that enable organizations to exploit opportunities in the global market. This is achieved by exploring the environmental constraints faced by organizations that tend to internationalization. The course presents concepts and strategies for international marketing management within those constraints.

After completing this course, students will be able to:

- Develop a precise understanding of the fundamental concepts, theories, principles, and terminology of international marketing.
- Understand the impact of environmental factors (cultural, economic, institutional, legal, and political) on international marketing activities.
- Identify international customers through market research, develop retail strategies, and target international markets.
- Develop an international marketing strategy by applying fundamental concepts of product, pricing, promotion, and distribution at the international level.

**Prerequisites:**

Marketing Fundamentals

**Course Content:**

Chapter 1: Introduction to International Marketing

Chapter 2: International Exchange Trade: Theory and Institutions

Chapter 3: International Marketing Environment

Chapter 4: Information Systems and International Marketing Research

Chapter 5: Evaluation and Selection of International Markets

Chapter 6: Forms of Entry into International Markets (Exporting, Direct Investment, Alliances, etc.)

Chapter 7: Analysis of International Consumer Behavior  
Chapter 8: International Marketing Mix  
Chapter 9: Strategies for Entry into International Markets  
Chapter 10: Technological Evolution and International Marketing

**Evaluation Method:**

Continuous assessment + final exam, with the course average measured by the weighted average of lessons (60%) and tutorial mark (40%).

**References:**

1. بديع جميل قدو، التسويق الدولي، دار المسيرة للنشر والتوزيع، عمان، الأردن
2. Czinkota, M. R., & Ronkainen, I. A. (2013). International marketing. 8th ed. Thomson South-Western. USA
3. Cateora, P. R., Gilly, M. C., & Graham, J. L. (2005). International Marketing 15th edition. McGraw-Hill/USA.

**Semester: Sixth**

**Education Unit: Methodology**

**Module: Trade Negotiation**

**Credit: 5**

**Coefficient: 2**

**Learning style: Class Attendance**

**Educational Objectives:**

The course aims to introduce students to the theoretical aspects of the negotiation process in order to enable them to practice it. Students will gain an understanding of negotiation concepts, their importance, popular negotiation strategies, techniques, and tactics, and ultimately to the practical application of the negotiation process. The course also covers the ethics of negotiation, dealing with different types of negotiators, and international negotiation management.

After completing the program, students are expected to:

- Understand fundamental concepts related to negotiating and negotiations.
- Identify negotiation strategies.
- Recognize the stages of the negotiation process.
- Understand key factors in negotiation and the importance of controlling them.
- Apply this knowledge in practical negotiation situations.
- Acquire communication skills in regular or negotiation dialogues.

**Prerequisites:**

Marketing Fundamentals, Marketing Communication

**Course Content:**

Chapter 1: Conceptual Introduction to Negotiating and Negotiations

Chapter 2: Types of Trade Negotiation

Chapter 3: Strategies, Policies, and Tactics of Negotiation

Chapter 4: Stages of the Trade Negotiation Process

Chapter 5: Dialogue and Persuasion Techniques

Chapter 6: Skills in Trade Negotiation

Chapter 7: Negotiator Styles and Characteristics of an Effective Negotiator

Chapter 8: Management of International Trade Negotiation

Chapter 9: Ethics of Trade Negotiation



**Evaluation Method:**

Continuous assessment + final exam, with the course average measured by the weighted average of lessons (60%) and tutorial mark (40%).

**References:**

1. Charles B. Craver , The Art of Negotiation in the Business World, Carolina Academic Press; 2nd edition (2020)
2. William W. Baber & Chavi C-Y Fletcher-Chen (2020), Practical Business Negotiation, 2nd ed, Routledge
3. Ghauri, P. N., & Usunier, J. C. (Eds.). (2003). International business negotiations. Emerald Group Publishing.
4. حسن محمد وجيه، مقدمة فى علم التفاوض الإجماعى والسياسى، عالم المعرفة، المجلس الوطنى للثقافة والفنون والآداب، الكويت  
باربارا اندرسون، التفاوض الفعال، مترجم، مكتبة الهلال للنشر والتوزيع، القاهرة، مصر

**Semester: Sixth**  
**Education Unit: Methodology**  
**Module : Bachelor's Graduation Project**  
**Credit: 4**  
**Coefficient: 2**  
**Learning style: Class Attendance and Online**

**Educational Objectives:**

This educational course aims to accomplish a scientific research project that includes theoretical and analytical studies on the chosen thesis topic. It covers the application methods of these studies, conclusions, and the design decisions in the form of the design program for the thesis project.

**Prerequisites:**

To study the content of the Bachelor's Thesis Project course, students must be familiar with the content of the following subjects: Methodology, Statistics, Introduction to Business Management, Entrepreneurship, Survey Techniques.

**Course Content:**

- Feasibility study of a project prepared by the student under the supervision of a professor, and the development of a business plan to materialize the project idea. This process involves collaboration with the Entrepreneurship Center or business incubators and is subject to evaluation by experts according to Ministerial Decision 1275.
- Organizing open days and workshops for students in the framework of university-environment and invite them to participate and attend. This includes inviting representatives from various economic and social sectors to supervise each workshop or seminar for third-year students. For example, sectors like banking, accounting experts, the Department of Commerce, the Department of Industry, insurance sectors, telecommunications companies, production enterprises, and industrial institutions.
- Seminar or training workshops on various specialized topics in the field, such as creating statistical databases, monitoring and analyzing stock market indicators, translating specialized foreign articles, etc.
- Practical field internship and preparation of a practical report under the supervision of a professor and institution mentor.
- Study and analysis of an economic case or phenomenon using statistical software.

- Design and implementation of practical programs to assist students in certain educational subjects.
- Design of a hypothetical project for advertising campaigns or virtual banks for business operations.
- Conducting field surveys on issues in the field of economic sciences, management, and business sciences.

**Evaluation Method:** Continuous assessment (100%)

**References:** References vary from one research project to another depending on the chosen topic.

**Semester: Sixth**  
**Teaching Unit: Exploratory**  
**Module: Statistical Software 1**  
**Credit: 2**  
**Coefficient: 2**  
**Learning style: Class Attendance**

**Educational Objectives:**

- Practicing and transforming the teaching approach from traditional to interactive methods.
- Enable students to deepen their knowledge about quantitative techniques, allow them to test various scenarios because application process doesn't require time in contrast to manual problem-solving.
- Set theoretical concepts in related courses or topics to the statistical software to be presented.
- Handle a vast amount of outputs and retest possible solutions iteratively to achieve optimal results.

Furthermore, the aim of including this course in the educational curriculum is to empower students to handle ready-made software in the field of quantitative techniques in general. In addition, it intends to train students to solve various problems faced by economic units. Consequently, it shifts students from the complexity of equations and mathematical relationships to the realm of clicks, defining technical requirements to obtain outputs in record time, and organizing them. Moreover, the course seeks to deepen students' understanding of quantitative applications, researching further into numerous techniques that might be challenging to teach on the traditional chalkboard.

**Prerequisite Knowledge:**

To effectively control WINQSB or QM software, students must be familiar with quantitative techniques such as linear programming, integer programming, dynamic programming, quadratic programming, nonlinear programming, goal programming, queuing theory, network analysis, Markov chains, decision-making models, game theory, inventory models, simulation, and other models. As well, they should have a good grasp of basic statistics, probability theories, and computer skills. For SPSS statistical analysis software, students should be knowledgeable about descriptive statistics, types of variables, inspection methods for surveys, hypothesis testing, correlation analysis, linear regression, and some methods of factor and classification analysis.

**Course Content:**

Chapter 1: Introduction to Win QSB or QM software. Linear programming using Win QSB or QM software.

Chapter 2: Transportation and assignment problems using Win QSB or QM software.

Chapter 3: Network analysis (PERT, CPM) using Win QSB or QM software.

Chapter 4: Goal programming using Win QSB or QM software.

Chapter 5: Queueing theory using Win QSB or QM software.

Chapter 6: Game theory using Win QSB or QM software.

Chapter 7: Introduction to SPSS software and dealing with types of variables.

Chapter 8: Statistical analysis of data.

Chapter 9: Parametric and non-parametric statistical tests for teaching and non-teaching scenarios.

Chapter 10: Correlation and linear logistic regression analysis.

Chapter 11: Introduction to some factor and classification analysis methods.

**Evaluation Method:**

Continuous assessment + final exam. The course grade is measured with the weighted average of lessons (60%) and tutorial mark (40%).

**References:**

1. خالد ضاري الطائي، مروان عبد الحمي العتيبي و عمر محمد ناصر العشاري، تطبيقات وتحليلات النظام الكمي ، مكتبة الذاكرة – العراق، Win QSB2009 للأعمال
2. دار وائل SPSS ، التحليل الاحصائي المتقدم باستخدامSPSSمحفوظ جودة، التحليل الاحصائي الأساسي باستخدام للطباعة والنشر عمان الأردن 2009
3. مكيد علي " بحوث العمليات وتطبيقاتها الاقتصادية" ج1+ج2 ، ديوان المطبوعات الجزائرية، الجزائر، 2016
4. محمد راتول " بحوث العمليات "ديوان المطبوعات الجزائرية، الجزائر، 2002
5. " جامعة SPSSمحمد نجيب عبد الفتاح وآخرون (2009) "التحليل المعقم للبيانات باستخدام حزمة البرامج الجاهزة الدول العربية ، القاهرة مصر.
6. LILI ZHENG et MICHEL PLAISENT et autres (2018), L'analyse des données de sondage avec SPSS : Un guide d'introduction, Presses de l'Université du Québec, CANADA

**Semester: Sixth**

**Unit: Transversal**

**Module: Specialized Foreign Language 2**

**Credit: 1**

**Coefficient: 1**

**Learning style: Class Attendance and online**

**Educational Objectives:**

- Understand and analyze any document dealing with the fields of study.
- Develop critical thinking skills related to analysis and decision making.
- Develop written skills in business contexts.
- Acquire a high level of knowledge of business concepts by using correct vocabulary and phrases for their specific tasks.
- Develop greater verbal fluency for face-to-face business situations.

**Prerequisite Knowledge:**

Students must have successfully completed the lessons of S1, S2, S4, and S5. They should have developed a strong understanding of the basic concepts related to their fields of expertise, namely, Economics, Trade, Accounting, Management, and Finance, as well as improved their verbal communication skills.

**Course Content:**

Chapter 1: STP Marketing

Chapter 2 Brands, Products, and Packaging

Chapter 3: International Marketing

Chapter 4: Pricing Strategies and Distribution

Chapter 5: Advertising

**Evaluation Method:** Continuous assessment

**References:**

1. Simon Sweeney (2019). English for Business Communication. Cambridge University Press, Second Edition.
2. Ian Mackenzie (2010). English for Business Studies: A Course for Business Studies and Economic Studies. Cambridge University Press, 3rd Edition.
3. Unknown (2005). Intelligent Business Course book: Intermediate Business English. Pearson Longman.
4. Ian Mackenzie (2008). English for the Financial Sector. Cambridge University Press.
5. Business English pods
6. J. Schofield and A. Osborn (2011). Collins English for Business: Speaking. Harper Collins Publishers.
7. A. Littlejohn (2008). Professional English Company to Company: A Task-based Approach to business emails, letters, and faxes. Cambridge University Press, 4th Edition.
8. Bill Mascull (2010). Business Vocabulary in Use: Advanced. Cambridge University Press, 2nd Edition.
9. Nina O'Driscoll. Market Leader: Marketing. Pearson Longman.
10. Martin Hobbs and Julia Starr Keddle (2002). Oxford English for Careers- Commerce. Pearson Education Limited. Second Edition, 2002.
11. Ian Mackenzie (2002). Financial English. Christopher Wenger publishing.

Handouts with texts and exercises to do.