

Institution: Mohamed Khider University of Biskra

People's Democratic Republic of Algeria
Ministry of Higher Education and Scientific Research

**HARMONIZATION
TRAINING OFFER
ACADEMIC MASTER
2024-2023**

Department	Faculty / Institute	Establishment
Management Sciences	Faculty of Economic and Commercial Sciences and Management Sciences	University Mohamed Kheider of Biskra

Option	Division	Field of study
Entrepreneurship	Management Sciences	Economic and Commercial Sciences and Management Sciences

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I. Introduction to Master's Degree

1- Determine the location of the training and the structure of the paths of open and proposed specializations

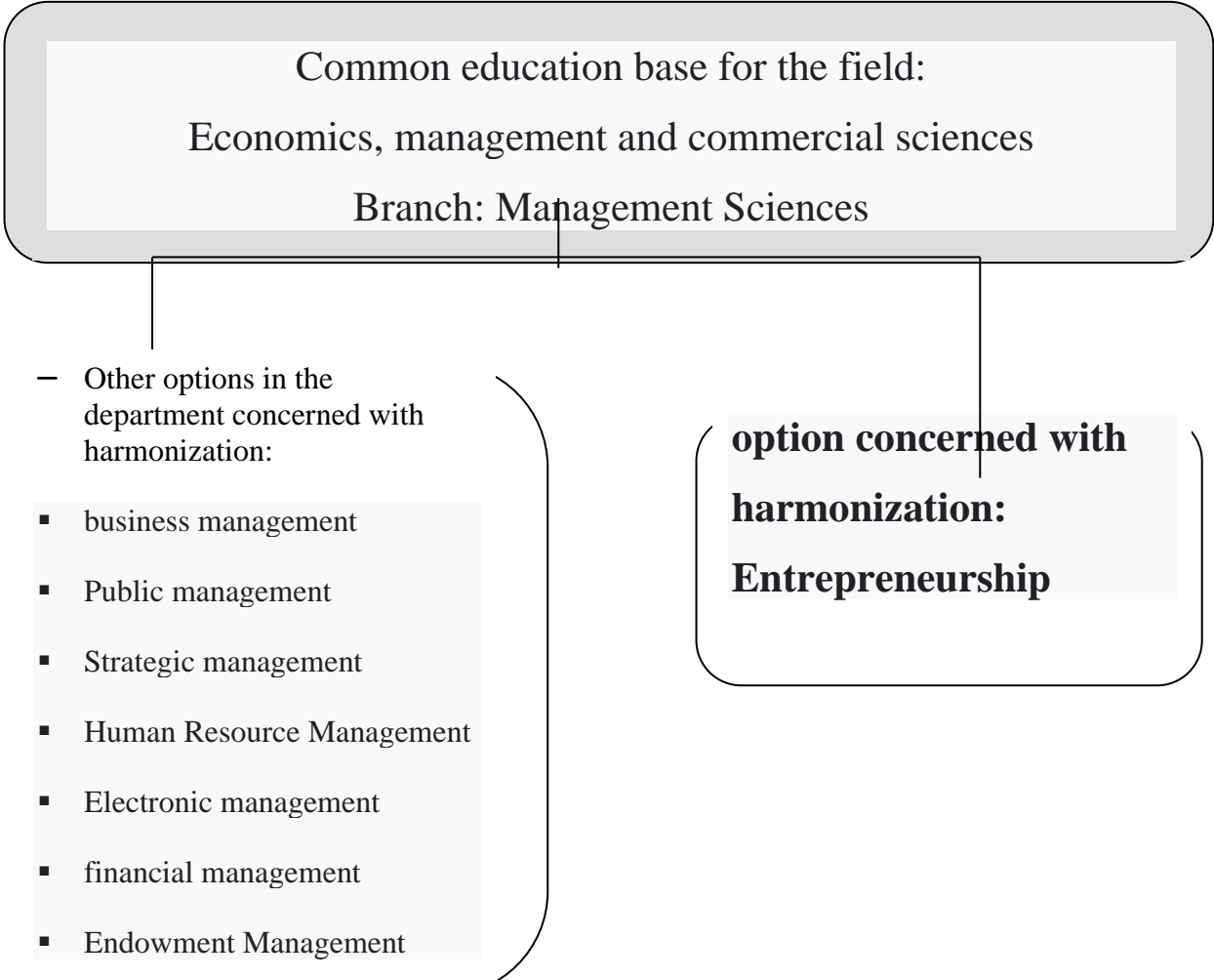
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- - The general organization of the training: the status of the project
- University: Mohamed Kheidar University - Biskra
- College or institute: College of Economic, Commercial and Administrative Sciences
- Department: Management Sciences
- Master's qualification decision number:
- Reference decision for training: Resolution No. 1366 of October 17, 2022 specifying the education program to obtain a master's degree specializing in entrepreneurship.

-2 Other participants:

- Other universities
- Other partner institutions
- Foreign international partners:

a. The Structure and paths of the open and proposed options in the training division:



b. Conditions for Applying

The Bachelor's majors that are allowed to enroll in this type of training are: All majors that fall within the Department of Management Sciences.

c. Training objectives

After the liberalization of the economy, the Algerian economic fabric is being reconfigured according to market rules and new international environmental requirements. Indeed, organizations are experiencing new training needs, particularly in:-Entrepreneurship

d. Targeted qualifications and competencies

The training aims to provide students with training combining transversal skills, integrative knowledge in the field of management and management of small and medium enterprise methodological skills with a view to intervention, support and advice.

e. Regional and national capabilities for employability

In terms of employment, this training benefits from a certain advantage in that the Algerian State has been working for more than a decade to encourage and boost the entrepreneurial spirit. framework students who choose to stop at the master's level will have no difficulty regarding their employability...

f. Bridges towards other specializations

- Strategic management
- Human Resource Management
- business management

g. Efficacy indicators To follow the training

(Permanence standards, success rate, employability, pursuing the graduates, acquired competencies....)

- Attractiveness of the specialty (request to register in it)
- Student outcomes Dissertation
- The quality of graduation thesis
- Training offers
- Postgraduate studies prospects (PhD)
- Employment

a. Framing capabilities

Pedagogical framing: one professor for every 25 students, Dissertation framing: one professor for every 3 students.

4 -Available human capabilities

b. Internal framing:

a) formers of the institution involved in the specialty

The nature of the intervention (lecture, Tutorial Work, framing)	Grade	Specialization certificate	Full Name
Lectures, application and framing dissertations	Lecturer A	Bachelor of Management Sciences	Hanane Djoudi
Lectures, application and framing dissertations	Professor	Bachelor of Management Sciences	Samah Souleh
Lectures, application and framing dissertations	Lecturer A	Bachelor of Management Sciences	Nawel BRAHIMI
Lectures, application and framing dissertations	Lecturer A	Bachelor of Management Sciences	Ahmed Remmani
Lectures, application and framing dissertations	Lecturer A	Bachelor of Management Sciences	Youcef Medouki
Lectures, application and framing dissertations	Lecturer A	Bachelor of Management Sciences	Dridi ahlem
Lectures, application and framing dissertations	Professor	Bachelor of Management Sciences	Mansouri rokia
Lectures, application and framing dissertations	Professor	Bachelor of Management Sciences	Houssam Ghodbane
Lectures, application and framing dissertations	Professor	Bachelor of Management Sciences	Abdelouahab Benbraika
Lectures, application and framing dissertations	Professor	Bachelor of Management Sciences	Moufida YAHIAOUI
Lectures, application and framing dissertations	Professor	Bachelor of Management Sciences	Ahlem Khene
Lectures, application and framing dissertations	Professor	Bachelor of Management Sciences	Abdennacer Moussi

Lectures, application and framing dissertations	Lecturer A	Bachelor of Management Sciences	Allali malika
Lectures, application and framing dissertations	Lecturer A	Bachelor of Management Sciences	Benouenes sabah
Lectures, application and framing dissertations	Lecturer A	Bachelor of Management Sciences	Dali ali lamia
Lectures, application and framing dissertations	Professor	Bachelor of Management Sciences	Boumedjan adel
Lectures, application and framing dissertations	Lecturer A	Bachelor of Management Sciences	Chinne firouz
Lectures, application and framing dissertations	Lecturer A	Bachelor of Management Sciences	Achouak Mehenni
Lectures, application and framing dissertations	Lecturer B	Bachelor of Management Sciences	Sliman Aouatif
Lectures, application and framing dissertations	Lecturer A	Bachelor of Management Sciences	Latifa BORNİ
Lectures, application and framing dissertations	Lecturer A	Bachelor of Management Sciences	Samia Baissi

Department authentication

faculty or institute authentication

c. External framing

The nature of the intervention *	Grade	graduation certificate + Option	Full Name
formative workshops	Former	Master in Management Sciences	Ouaman Ali

Department authentication

faculty or institute authentication

Institution: Mohamed Khider University of Biskra

d. The total sum of human resources devoted to training

Total	External number	Internal number	Grade
08	/	08	Professor
/	/	12	Lecturer A
01	/	01	Lecturer B
/	/	/	Assistant master B
/	/	/	Assistant master B
01	01	/	* Other
10	/	21	Total

*Other: Support users and technicians

-5 The financial capabilities available for training in the specialty

1- Pedagogical laboratories and equipment Provide a card on the pedagogical equipment available for the Practical Work of the proposed training. (One card for each laboratory)

Laboratory title: Economics and Management Sciences Laboratory

Capacities (30)

Notes	number	Equipment	Num
	30	Computer	1
	WIFI	Internet	2
	01	Reading rooms	3
	Considerable number of titles	Library	4

Laboratory title: Finance, banking and business administration laboratory

Capacities (30)

Notes	Number	Equipment	الرقم
	40	Computer	1
	WIFI	Internet	2
	01	Reading rooms	3
	Considerable number of titles	library	4

B- Fields of Internship and training in institutions:

The entrepreneurship specialty is based on helping students create their projects by specializing their talents and developing their abilities in managing organizations in cooperation with various support bodies (Creative Business Incubator, National Construction Agency...)

C- Research laboratories to support the proposed training:

Head of the laboratory: Prof. Dr. Qurishi Mouhamed
Laboratory accreditation number: 235 (May 28, 2002)
Date: 03/28/2023
Head of the laboratory opinion
Head of the laboratory: Prof. Dr. Ghanem Abdullah
Laboratory accreditation number: 222 (July 13, 2019)
Date: 03/28/2023
Head of the laboratory opinion

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

The faculty contains spaces for personal work that will motivate the student to read and prepare him for research in good conditions, which will encourage them to

research and delve deeply into the subjects of specialization and broad dissemination of knowledge. These spaces can be mainly identified in:

- the central Library.
- Faculty library.
- Laboratory headquarters.
- Offices of various approved research projects.
- Internet room.

The Faculty of Economic, Commercial and Management Sciences is available at:

- **04 classroom**
- **04 IT rooms, each room containing 36 devices.**
- **02 Viva Rooms**
- **06 Amphitheater**
- **01 Faculty Library: The Faculty library is available at:**
 - **(10 *book in Arabic**
 - **(3350 * 5) book in French**
 - **(70 * 2) books in English**

In addition to many journals, doctoral theses, master's theses, and master's and bachelor's dissertation

- The pillars of education

Digital platform link	Establishment	Type of digital platform (Moodle*)
http://elearning.univ-biskra.dz/moodle/?redirect=0	Biskra University	Moodle platform e-learning- space UDL
https://www.youtube.com/@facultyofecms-universityof6164	Biskra University	You tube

II - Organization card for semesters

Appendix to Resolution No. 1366 of October 17, 2022

**Determines the education program to obtain a master's degree
Field "Economics, management and commercial sciences", Division
"Management Sciences", Option "Entrepreneurship"**

Institution: Mohamed Khider University of Biskra

first semester -1

Evaluation Type		Teaching style		Othe*	hourly volume of the semester week15)	Weekly hours volume			coefficient	CREDITS	Modules	TEACHING UNITS
Exam	Evaluati on	Online	Ordinary			Practical Work	Tutorial Work	courses				
60%	40%		X	00h65	00h45	-	30h1	30h1	2	5	international strategy	Fundamental Teaching Unit Code:UT F 1.2 Credits :18 coefficient:8
60%	40%		X	00h65	00h45	-	30h1	30h1	2	5	financial engineering of startups	
60%	40%		X	00h55	00h45	-	30h1	30h1	2	4	Management control of startups	
60%	40%		X	00h55	00h45		30h1	30h1	2	4	digital vigilance	
60%	40%		X	00h65	00h45	-	30h1	30h1	2	5	Statistical modeling	methodology Teaching Unit Code:UT F 1.2 Credits:9 coefficient:4
60%	40%		X	h0055	00h45	-	30h1	30h1	2	4	Communication and administrative editing	
60%	40%		X	00h5	00h45	-	30h1	30h1	2	2	competition and consumer protection law	Discovery Teaching Unit Code:UT F 1.2 Credits :2 coefficient:2
-	100%	X	X	h302	h3022	-	30h1	-	1	1	English for specific purposes	Transverse Teaching Unit Code:UT F 1.2 Credits :1 coefficient:1

			30 367h	30h337	-	00h12	30h10	15	30	Total first semester
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Additional work and personal work are determined from the pedagogical committee of the subject

-2second semester

Evaluation Type		Teaching style		Othe*	hourly volume of the semester week15)	Weekly hours volume			coefficient	Credits	Modules	TEACHING UNITS
exam	Evaluation	online	Ordinary			Practical Work	Tutorial Work	courses				
60%	40%		X	00h65	00h45	-	30h1	30h1	2	5	resources planning systems	Fundamental Teaching Unit Code:UT F 1.2 Credits :18 coefficient:8
60%	40%		X	00h65	00h45	-	30h1	30h1	2	5	Thinking design	
60%	40%		X	00h55	00h45	-	30h1	30h1	2	4	Enterprises acquisitions and takeovers	
60%	40%		X	00h55	00h45		30h1	30h1	2	4	Analysis of the entrepreneurship ecosystem	
60%	40%		X	00h65	00h45	-	30h1	30h1	2	5	Quantitative methods in management	
60%	40%		X	h0055	00h45	-	30h1	30h1	2	4	Methodology for preparing a master's dissertation	
60%	40%		X	00h5	00h45	-	30h1	30h1	2	2	Business Law	

-	100%	X	X	h302	h3022	-	30h1	-	1	1	English for specific purposes	Transverse Teaching Unit Code:UT F 1.2 Credits :1 coefficient:1
				30 h 367	30h337		00h12	30h10	15	30	Total second semester	

3 third semester :

Evaluation Type		Teaching style		Other *	hourly volume of the semester (week 15)	Weekly hours volume			coefficient	CREDITS	Modules	TEACHING UNITS
exam	Evaluation	online	Ordinary			Practical Work	Tutorial Work	courses				
60%	40%		X	00h65	00h45	-	30h1	30h1	2	5	Creating Startups	Fundamental Teaching Unit Code:UT F 1.2 Credits :18 coefficient:8
60%	40%		X	00h65	00h45	-	30h1	30h1	2	5	Innovative project management	
60%	40%		X	00 h55	00 h45		30 h 1	30 h 1	2	4	Governance in entrepreneurial firms	
60%	40%		X	00h55	00h45	-	30h1	30h1	2	4	Crisis analysis and management	
60%	40%		X	00h65	00h45	30h1		30h1	2	5	Statistical software	
60%	40%		X	h 0055	00h45	-	30h1	30h1	2	4	Knowledge management	methodology Teaching Unit Code:UT F 1.2 Credits:9 coefficient:4

60%	40%		X	00h5	00h 45	-	30h1	30h1	2	2	! Customer relationship management	Discovery Teaching Unit Code:UT F 1.2 Credits :2 coefficient:2
-	100%	X	X	2 h30	22h30	-	30h1	-	1	1	Seminar on digital entrepreneurial projects	Transverse Teaching Unit Code:UT F 1.2 Credits :1 coefficient:1
				30h367	30h 33	30h1	30h10	30h 10	15	30	Total third semester	

4 - Fourth Semester

Field: Economics, management and commercial sciences

Division : Management Sciences

Option : Entrepreneurship

A field study accomplished by master thesis

credits	coefficient	Weekly hours volume	
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30	04	h /week 30	Individual work
/	/	h /week 03	A Case study (In various forms depending on the subject of the Dissertation)
/	/	h /week 02	Seminars (A certificate of attendance at a training or formation forum or course in the second year of the master's degree)
/	/	h /week 05	Other work (Determined according to the specialization's pedagogical committee)
30	04	h 600	Total semester 4 (15 Week)

5- A comprehensive summary of the formation

total	Transverse	Discovery	methodology	Fundamental	TU / HV
472 H30	00H 00	30H 67	00H 135	00H 270	LECTURE
517 H 30	30H 67	30H 67	30H 112	00H 270	TUTORIAL WORK
22H30 ¹	00H 00	00H 00	30H 22	00H 00	PRACTICAL WORK
450H00	00H 00	00H 00	00H 450	00H 00	Individual work
1252H 30			00H 510		Other works (specified)
	07H30	15H 00		72H 00	
2715H 00	75H 00	150H 00	1230H 00	1260H 00	total
120	3	6	57	54	credits
100%	2,50%	5,00%	47,50%	45,00%	% credits per teaching unit

III - Detailed program of each module

Master title: Entrepreneurship

First semester

Unit : fundamental

Course: international strategy

Credit: 5

Coefficient: 2

Learning method: Attendance

☒ Learning objectives:

- Acquiring international strategic analysis skills
- Being Knowledgeable of models of growth and internationalization of institutions

☒ Required Previous knowledge: strategic management

☒ Content of the module:

- 1st axis: Introduction to international business management
- 2nd axis: Cultural dimensions of international business management
- 3rd axis: International institutions (institutions operating in international markets)
- 4th axis: International manager
- 5th axis: International strategic management
- 6th axis: Internal strategic analysis
- 7th axis: External strategic analysis
- 8th axis: Selection and determination of the strategic position
- 9th axis: International strategies in international institutions
- 10th axis: International marketing strategy
- 11th axis: International human resources management strategy
- 12th axis: International production and logistics strategy
- 13th axis: International financial management strategy

☒ Evaluation method: continuous evaluation + final exam. Module average is measured by the weight of the lessons (60%) and directed work (40%)

☒ REFERENCES:

- Cavagnol A. Roulle P. (2013). *Management stratégique des organisations*. Gualino Editeur.
- Charles W. L. Hill, Gareth R. Jones & Melissa A. Schilling. (2015). *Strategic Management*, Cengage Learning.
- Drummond Graeme. (2001). *Strategic marketing: planning and control*, Butterworth-Heinemann.
- Fred r. David and Forest r. David. (2017). *Strategic Management: A Competitive Advantage, Approach, Concepts and Cases*, Pearson Education.

- G.Johnson, K. Scholes et F. Fréry. (2002). Stratégique, Pearson Education, France.
- Johnson, G., Whittington, R., Scholes, K., Angwin, D., Regnér, P., & Fréry, F. (2014). Stratégique (10e édition). Montreuil: Pearson.
- Laurence Lehmann- Ortega et al. (2005). Strategor : Politique générale de l'entreprise, 4ème édition, Edit. Dunod, Paris.
- Porter, M. E. (2023). L'avantage concurrentiel: comment devancer ses concurrents et maintenir son avance. Dunod.
- Seni, D. A. (2013). Analyse stratégique et avantage concurrentiel. Puq.
- Thiétart R.A., Xuereb, J.-M. (2005). Stratégies, Dunod.

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Master title: Entrepreneurship

First semester

Unit : fundamental

Course: financial engineering of startups

Credit: 5

Coefficient: 2

Learning method: Attendance

☒ **Learning objectives:**

At the end of the module, the student will be able to:

- Know the main role of financing methods related to achieving the competitiveness of startups decisions;
- Learn about the processes of designing, developing and implementing innovative financial operations;
- Find innovative solutions to the financing problems of startups.

☒ **Required previous knowledge : enterprise finance, financial mathematics**

☒ **Contents of the module:**

☒ Introduction to financial engineering for startups;

☒ The impact of the development of financial engineering techniques on entrepreneurship

☒ Fields of financial engineering for startups

☒ Methods of financing startups

☒ The relationship of financial engineering with financial innovation

☒ Financial derivatives for startups

☒ **Evaluation method: continuous evaluation + final exam. The module average is measured by the weight of the lessons (60%) and tutorial session (40%)**

☒ **References:**

- Angelos Delivorias, (2016), Comprendre la titrisation "Historique – avantages – risques", Parlement européen, 2016.

- Beder, T. S., & Marshall, C. M. (2011). *Financial engineering: the evolution of a profession* (Vol. 2). John Wiley & Sons.
- Finnerty, J. D. (2007). *Project financing: Asset-based financial engineering* (Vol. 386). John Wiley & Sons.
- Khan, T., & Iqbal, M. (2005). *Financial engineering and Islamic contracts*. Basingstoke: Palgrave Macmillan.

Master title: Entrepreneurship

First semester

Unit : fundamental

Course: Management control of startups

Credit: 4

Coefficient: 2

Learning method: Attendance

☒ **Learning objectives:**

- Recognizing the importance of management control in startups
- The ability to analyze various costs in startups

☒ **Required previous knowledge:**

- Financial Accounting
- Analytical Accounting
- Financial analysis

☒ **Module contents:**

- Introductory chapter
- Definition of financial management
- The role of financial management
- Financial management tools
- Financial analysis
- Budget analysis for startups
- Analysis of exploitation of entrepreneurial enterprises

☒ **Evaluation method: continuous evaluation + final exam. The module average is measured by the weight of the lessons (60%) and tutorial session (40%)**

☒ **References:**

- Alazard Claude, Sépari Sabine, (1999), *Contrôle de gestion*, 3e Edition, Dunod, Paris, 2013. 14-
- Arnaud Diaz, *Essentiel sur gestion, Comptabilité analytique et gestion budgétaire*, Lyon, L'hermés.
- Alazard Claude, Sépari Sabine, (2001), *Contrôle de gestion*, 5e Edition, Dunod, Paris.

- Bernard Colasse, (2000), Encyclopédie de comptabilité, Contrôle de gestion et d'audit, Paris, Economica,.
- Camillus, J. C. (1986). Strategic planning and management control: Systems for survival and success. Lexington Books.
- Otley, D. (2003). Management control and performance management: whence and whither?. The British Accounting Review, 35(4), 309-326.
- R. Demeestère , (2004), Comptabilité de Gestion et Mesures des Performances , Edition Dunod , Paris.

Master title: Entrepreneurship

First semester

Unit : fundamental

Course: digital vigilance

Credit: 4

Coefficient: 2

Learning method: Attendance

☒ **Learning objectives:**

- Knowing the mechanisms for adopting digital vigilance in startups

☒ **Contents of the module:**

- Conceptual framework of digital vigilance
- Digital vigilance and entrepreneurship
- Digital vigilance and economic intelligence
- Digital vigilance in startups

☒ **Evaluation method: continuous evaluation + final exam. The module average is measured by the weight of the lessons (60%) and tutorial session (40%)**

☒ **References:**

- Giorgio Pellicelli, (2007). stratégie d'entreprise, de Boeck, Bruxelles, 1er ed.
- Houghton, R., El Sawy, O. A., Gray, P., Donegan, C., & Joshi, A. (2008). Vigilant information systems for managing enterprises in dynamic supply chains: Real-time dashboards at Western Digital. MIS Quarterly Executive, 3(1), 4.
- M.BOUDJEMIA," (2008). Intelligence économique: Concept, définitions et mode opératoire", Séminaire de sensibilisation à l'intelligence économique et à la veille stratégique, Alger - Hôtel El AURASSI, le 23 Décembre.
- Toscos, T. (2011). Digital vigilance: Pervasive technology for children with Type 1 diabetes (Doctoral dissertation, Indiana University).

Master title: Entrepreneurship

First semester

Unit : Methodology

Course: Statistical modeling

Credit: 5

Coefficient: 2

Learning method: Attendance

☒ Learning objectives:

*Identify the various basic concepts of the module, and be able to use the appropriate statistical methods to forecast various economic and financial phenomena, by acquiring skills that allow to :

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

- Form 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 the ordinary least squares method)

- Understand concepts related to time series and methods for estimating and detecting their components.

- Understand the basic concepts of time series, such as stability, of its complete and weak types, the autocorrelation and partial autocorrelation functions, methods of estimating them, and the most important mathematical transformations to make the series stable.

- know the most important exponential smoothing models for time series forecasting.

☒ Required previous knowledge:

Mastery of mathematics, especially linear algebra and matrices, micro and macro economics; Statistics in all its branches.

☒ Content of the module:

- 1st axis: Introduction to statistical modeling (model concept, model types, model customization)

- 2nd axis: Simple linear regression analysis (determining the value of model parameters, reliability testing, prediction)

- 3rd axis: Multiple linear regression analysis (steps for formulating a multiple model, estimating model parameters, studying the validity of the model)

- 4th axis: Partial correlation, multicollinearity, and methods for selecting explanatory variables

- 5th axis: Standard problems: autocorrelation of errors, non-stationarity of error variance, abnormal distribution of errors.

- 6th axis: Generalities about time series and estimating their components

- 7th axis: Stability, autocorrelation, and partial correlation

- 8th axis: Exponential smoothing models for time series forecasting

☒ Evaluation method: continuous evaluation + final exam; The module average is measured by the weight of the lessons (60%) and tutorial session (40%)

☒ References:

- Bourbonnais, R. (2022). Analyse des séries temporelles-5e éd.: Cours et exercices corrigés- Applications à l'économie et à la gestion. Dunod.
- Christian Gourieroux. (2012). Econometrics of qualitative dependent variables. Cambridge University
- Daudin, JJ, Duby. C, Robin.S et P. Trécourt. (1996). Analyse des Séries Chronologiques. INAPG, Mathématiques.
- Delignieres, D. (2001). L'analyse des processus stochastiques. EA 2991 "Sport performance, santé", Université de Montpellier 1.
- Dimitrios Asteriou & Stephen G. Hall. (2002). Applied Econometrics. Macmillan Education, UK
- Hamilton, J-D. (2016). Time Séries Analysis. Princeton University Press.
- Johnston, J. & Dinardo, J. (1996). Econometric methods. 4th Edition, McGraw-Hill. US.
- Maddala.G.S. (1988). Introduction to econometrics. Mac Millan publishing company. New York, USA.
- Thomas A . (2002). Économétrie des variables qualitatives. Dunod
- William H. Greene .(2012). Econometric analysis, 7th Edition. Pearson, New York, US.

Master title: Entrepreneurship

Master: Entrepreneurship 2023/2024

First semester

Unit : Methodology

Course: Communication and administrative editing

Credit: 4

Coefficient: 2

Learning method: Attendance

☒ Learning objectives:

- Realizing the importance of communication in organizations, especially written communication, which is embodied in student mastery of administrative editing skills.
- Improving the organization's communication process based on student awareness of the importance of communication
- Distinguishing between the administrative method compared to other editing methods (literary, philosophical, journalistic, scientific)
- Editing an administrative correspondence in accordance with the formal, linguistic and legal principles

☒ Required previous knowledge

Functions of management, i.e. management (planning, organizing, directing and controlling), introduction to management, as well as the initial mastery of editing tools using office programs in particular.

☒ Content of the module:

- The concept of communication (definition of communication with reference to its forms: 1/oral or verbal, 2/written, 3/non-verbal: body language, etc.; elements of the communication process "communication diagram"; definition of organization communication; importance of organizational communication) .
- Types of organizational communication (the organization's comprehensive communication is divided into types, the most important of which are: internal communication and external communication "commercial communication, financial communication, institutional communication... etc.)
- The concept of administrative editing (its definition, importance, administrative method and features)
- Formal data of the administrative letter (formal data in the attached letter, distinction between the attached administrative letter and the administrative letter of a personal nature, such as written requests)
- Administrative expression formats (presentation formats with and without reference, presentation or discussion formats, conclusion formats)
- Administrative correspondence: administrative letters, invitations, summonses, dispatch schedules, telegrams
- Description, narration and analysis documents; Report - Minutes - Presentation
- Regulatory administrative texts: decrees, decisions, decisions.

- Interpretive administrative texts: circulars, instructions, guidance notes. advertisement
- Administrative terminology
- Electronic communications via e-mail as a modern tool for communication within the organization (taking into account the formal aspect of creating a professional e-mail, as well as the specifications for writing an e-mail in terms of writing the subject and the preamble of the e-mail, including a formula for introduction, presentation, and conclusion), sent copies, confirmation of receipt of e-mail, and inclusion of an automatic signature.)

☒ Evaluation method: continuous evaluation + final exam. The module average is measured by the weight of the lessons (60%) and tutorial session (40%)

☒ References:

- Cajolet-Laganiere Gerard, Collinge Helene , Laganiere Pierre. (1997). La rédaction Technique, administrative, et scientifique. 3ème édition. Edition laganière. Hélène.
- Ferrandis Yolande. (2019). La rédaction administrative en pratique. 6ème édition. eyrolles, France.
- Garnett, J. (Ed.). (1997). Handbook of administrative communication (Vol. 63). CRC Press.
- Kadyss Roselyne, Nishimata Aline. (2020). Rédiger avec succès lettres, e-mails et documents administratifs 11ème édition. Gualino, Lextenso.
- Libaert Thierry, Westphalen Marie-Hélène. (2012). Communicator : toute la communication d'entreprise, 6ème édition, Dunod.

Master title: Entrepreneurship

Second semester

Unit : Discovery

Course: competition and consumer protection law

Credit: 2

Coefficient: 2

Learning method: Attendance

☒ Learning objectives:

- Knowing the field of competition law and consumer protection and how to embody the gains in practical life. To train students in the field of competition law.
- Establishing preventive rules that will improve and protect the consumer's situation. In this context, the Competition Law attempts to reconcile market protection on the one hand, and consumer protection on the other hand. When these preventive rules are not sufficient, competition rules intervene in coordination with consumer protection rules to deter violations.

☒ Required previous knowledge:

Introduction to law, commercial law, and business law

☒ **Content of the module:**

- 1st axis: Introduction to competition and consumer protection law
- 2nd axis: Competition legislation in Algeria
- 3rd axis: The relationship between competition legislation and consumer protection
- 4th axis: How to protect the consumer through competition law
- 5th axis: Administrative authorities supervising competition.

☒ **Evaluation method:** continuous evaluation + final exam. The module average is measured by the weight of the lessons (60%) and tutorial session (40%)

☒ **References:**

- المرسوم الرئاسي رقم 15-247 المتعلق بالصفقات العمومية وتفويضات المرفق العام المؤرخ في 16 سبتمبر 2015.(الجريدة الرسمية رقم 50 لسنة 2015)
- أحمد محمد الرفاعي، (1994)، الحماية المدنية للمستهلك إزاء المضمون العقدي، دار النهضة العربية
- أمر رقم 03/03 المؤرخ في 19/07/2003 يتعلق بالمنافسة، ج.ر عدد 43 المعدل والمتمم بالقانون رقم: 08/12 المؤرخ في 25 يوليو 2008 ج.ر عدد 36
- القانون رقم 04/02 المؤرخ في 23/06/2004 المحدد للقواعد المطبقة على الممارسات التجارية ج.ر عدد 41
- المرسوم التنفيذي رقم 11-241 المؤرخ في 10 يوليو 2011 الذي يحدد تنظيم مجلس المنافسة وسيه المعدل والمتمم بالمرسوم التنفيذي رقم 15-79 المؤرخ في 8 مارس 2015 . متوفر في الموقع الإلكتروني لمجلس المنافسة
- المرسوم التنفيذي رقم 11-242 المؤرخ في 10 يوليو 2011 المتضمن إنشاء النشرة الرسمية للمنافسة ويحدد مضمونها وكذا كيفية إعدادها
- Amato, G., & Ehlermann, C. D. (2007). EC competition law. A critical assessment.
- François brunet , (2009), jury Canivet , le nouveau droit communautaire de la concurrence , paris.
- Geradin, D., Layne-Farrar, A., & Petit, N. (2012). EU competition law and economics. OUP Oxford.
- Laurence Nicole . (2008). Droit de la concurrence théorie et pratique, Paris, Vuibert.
- Louis Vogel . (2012). Droit de la concurrence , Paris .
- Whish, R., & Bailey, D. (2021). Competition law. Oxford University Press.

Master title: Entrepreneurship

Master: Entrepreneurship 2023/2024

First semester

Unit : Horizontal

Course: Specific foreign language 1

Credit: 1

Coefficient: 1

Learning method: Attendance+ On line

☒ **Learning objectives:**

The program is designed for students majoring in Economics, Commerce, Management, Accounting and Finance who wish to improve their language skills in specific contexts. It focuses on providing students with a good mastery of the English language along developing solid competencies in the above-mentioned fields of expertise. The lessons cover a wide range of topics in each specialty.

☒ **Required previous knowledge :**

Students must have successfully completed the lessons of S1, S2, S3, S4, S5 and S6. 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.

☒ **Content of the module:**

- Business Correspondence
- Strategic management and competitiveness
- Business Organizational Behavior
- Organization culture
- Organization structure
- Knowledge management
- Fundamentals of International Business Management
- The Japanese, German and American Model of management
- Logistics and supply-chain management
- E-business Management

Evaluation method: continuous evaluation (100%)

☒ **References**

- Burns, P. (2016). Entrepreneurship and small business: start-up, growth and maturity.

Bloomsbury Publishing.

- Collins, K. (2012). An introduction to business. Creative Commons by-nc-sa, 3.
- Cotton, D., Falvey, D., & Kent, S. (2011). Upper-Intermediate Market Leader. Business English Course Book. (third edition). Harlow, England: Pearson Longman.
- D. Baker and R. Clark (2011). Oxford English for Careers: Finance. Oxford University Press.

- Helm, S., Cotton, D., Falvey, D., & Kent, S. (2010). Market leader. Accounting and finance: business English. Pearson Longman.
- MacKenzie, I. (2010). English for Business Studies Student's Book: A Course for Business Studies and Economics Students. Cambridge University Press.
- Marks, J. (2007). Banking and Finance. A & C Black Publishers. Second Edition.
- McLaney, E. (2005). Business finance: theory and practice. Pearson education.
- Simon Sweeney. (2019). English for Business Communication. Cambridge University Press.
- Simon Sweeny. (2002). Professional English: Management. Pearson Longman.

Master title: Entrepreneurship

Second semester

Unit : Fundamental

Course: resources planning systems

Credit: 5

Coefficient: 2

Learning method: Attendance

☒ **Learning objectives:**

☒ Identifying the basic concepts of processes

☒ Identifying the concept of enterprise resource planning

☒ Identifying the technical characteristics of enterprise resource planning software

☒ To master the historical development of enterprise resource planning software (before and after 2009)

☒ Identifying the main suppliers of ERP software (SAP, SAGE, Oracle, Microsoft)

☒ Identifying the functional parts of enterprise resource planning software (customer relationship management, supply chain management, etc.)

☒ Realizing the link between enterprise resource planning and business intelligence tools

☒ To master enterprise resource planning as a strategic lever for enterprise development

☒ Realizing the most important obstacles of enterprise resource planning

☒ Identifying the types of enterprise resource planning software (proprietary software and open source software)

☒ Identifying the generations of enterprise resource planning software (non-cloud software and cloud software)

☒ To master the needed steps to complete a successful enterprise resource planning system project

☒ Studying and analyzing the status of preparing an enterprise resource planning system

☒ Identifying the most prominent enterprise resource planning software

☒ **Required previous knowledge:**

Electronic business, information systems management, database management system, introduction to automated media networks, and process management.

☒ Content of the module :

- 1st axis: The basic concepts of processes
- 2nd axis: The concept and characteristics of enterprise resource planning
- 3th axis: The historical development of enterprise resource planning software
- 4th axis: Main suppliers of enterprise resource planning software
- 5th axis: Functional parts of enterprise resource planning software
- 6th axis: Enterprise resource planning and business intelligence tools
- 7th axis: Obstacles of enterprise resource planning
- 8th Axis: Types and generations of enterprise resource planning software
- 9th axis: The necessary steps to complete a successful enterprise resource planning system project with a case study
- 10th axis: A presentation of the most prominent enterprise resource planning software.

☒ Evaluation method: continuous evaluation + final exam. The module average is measured by the weight of the lessons (60%) and tutorial session (40%)

☒ References:

- Harwood, S. (2003). ERP: The implementation cycle. Butterworth-Heinemann.
- Jean-François Bourdeau. (2011). Processus et ERP - Les processus : principaux concepts, Université Paris Dauphine.
- Jouffroy, P. (2010). ERP: méthode pratique de mise en oeuvre pour PME et PMI. Eyrolles.
- Lequeux, J. L. (2011). Manager avec les ERP: architecture orientée services (SOA). Editions Eyrolles.
- O'Leary, D. E. (2000). Enterprise resource planning systems: systems, life cycle, electronic commerce, and risk. Cambridge university press.
- Ptak, C. A., & Schragenheim, E. (2003). ERP: tools, techniques, and applications for integrating the supply chain. Crc Press.
- Wagner, B., & Monk, E. (2008). Enterprise resource planning. Course Technology Press.

Master title: Entrepreneurship

Second semester

Unit : Fundamental

Course: Thinking design

Credit: 5

Coefficient: 2

Learning method: Attendance

☒ **Learning objectives:**

The module aims to provide the student with how to carry out thinking design in order to develop entrepreneurial projects (in the form of workshops)

☒ **Content of the module:**

- Thinking design Concept
- Methods and models of thinking design
- A workshop on how to formulate a problem for an startups using brainstorming. - What is the problem in the market?
- Idea improvement workshop using ZERO DRAFT and SCAMPER
- Applying these techniques to the problem recorded in Resolution n1275
- A workshop to present the idea to the market, and collect FEEDBACK information

☒ **Evaluation method: continuous evaluation + final exam. The module average is measured by the weight of the lessons (60%) and tutorial session (40%)**

☒ **References:**

- Cross, N. (2023). Design thinking: Understanding how designers think and work. Bloomsbury Publishing.
- Luchs, M. G. (2015). A brief introduction to design thinking. Design thinking: New product development essentials from the PDMA, 1-12.
- Malamed, Connie. (2018). How To Use Design Thinking In Learning Experience Design. Retrieved from <https://cutt.us/lCowP>
- Menges, A., & Ahlquist, S. (2011). Computational design thinking: computation design thinking. John Wiley & Sons.
- Pressman, A. (2018). Design thinking: A guide to creative problem solving for everyone. Routledge.
- Uebernickel, F., Jiang, L., Brenner, W., Pukall, B., Naef, T., & Schindlholzer, B. (2020). Design thinking: The handbook. World Scientific.

Master title: Entrepreneurship

Second semester

Unit : Fundamental

Course: Enterprises acquisitions and takeovers

Credit: 4

Coefficient: 2

Learning method: Attendance

☒ Learning objectives:

Enabling the student to understand the nature of enterprise takeovers, as well as identifying growth strategies and financing formulas for startups through recovery

☒ Required previous knowledge: organization management, marketing, artificial intelligence.

☒ Content of the module:

- The concept of acquisition and recovery
- Approaches and theories associated with enterprise recovery
- Acquisition of entrepreneurial projects
- Merger between startups and big companies
- Leading acquisition models

☒ Evaluation method: continuous evaluation + final exam. The module average is measured by the weight of the lessons (60%) and tutorial session (40%)

☒ References:

- Cavagnol A. Roulle P. (2013). Management stratégique des organisations. Gualino Editeur.
- Charles W. L. Hill, Gareth R. Jones & Melissa A. Schilling. (2015). Strategic Management, Cengage Learning.
- Drummond Graeme. (2001). Strategic marketing: planning and control, Butterworth-Heinemann.
- Fred r. David and Forest r. David. (2017). Strategic Management: A Competitive Advantage, Approach, Concepts and Cases, Pearson Education.
- G.Johnson, K. Shcoles et F. fréry. (2002). Stratégique, Pearson Education, France.
- Johnson, G., Whittington, R., Scholes, K., Angwin, D., Regnér, P., & Fréry, F. (2014). Stratégique (10e édition). Montreuil: Pearson.
- Laurence Lehmann- Ortega et al. (2005). Strategor : Politique générale de l'entreprise, 4ème édition, Edit. Dunod, Paris.
- Porter, M. E. (2023). L'avantage concurrentiel: comment devancer ses concurrents et maintenir son avance. Dunod.
- Seni, D. A. (2013). Analyse stratégique et avantage concurrentiel. Puq.
- Thiétart R.A., Xuereb, J.-M. (2005). Stratégies, Dunod.

Master title: Entrepreneurship

Second semester

Unit : Fundamental

Course: Analysis of the entrepreneurship ecosystem

Credit: 4

Coefficient: 2

Learning method: Attendance

☒ **Learning objectives:**

Provide the student with various knowledge related to the ecosystem and its importance in supporting the creation of startups

☒ **Required previous knowledge: organization management, management information systems, business administration.**

☒ **Content of the module:**

- Ecosystem: conceptual framework
- Elements of the entrepreneurial ecosystem
- Ways to build and improve the entrepreneurial ecosystem
- Areas of the entrepreneurial ecosystem
- The knowledge economy and its role in supporting the entrepreneurial ecosystem

☒ **Evaluation method: continuous evaluation + final exam. The module average is measured by the weight of the lessons (60%) and tutorial session (40%)**

☒ **Reference :**

- Carayannis, E. G., Dagnino, G. B., Alvarez, S., & Faraci, R. (Eds.). (2018). Entrepreneurial ecosystems and the diffusion of startups. Edward Elgar Publishing.
- Feters, M., Greene, P. G., & Rice, M. P. (Eds.). (2010). The development of university-based entrepreneurship ecosystems: Global practices. Edward Elgar Publishing.
- Stam, E. & Spigel, B. (2016). Entrepreneurial Ecosystems. Utrecht School of Economics.

Master title: Entrepreneurship

Second semester

Unit : Discovery

Course: Quantitative methods in management

Credit: 5

Coefficient: 2

Learning method: Attendance

☒ **Learning objectives:**

- Knowing the main role of quantitative methods in making optimal decisions in various circumstances, especially those decisions related to achieving the competitiveness of the enterprise;
- Knowing the importance of decisions in the success of implementing the organization's strategy;
- Developing mathematical analyzes that enhance the organizational decision-making process.

☒ Required previous knowledge:

Mathematical methods (linear equations), Statistical methods (statistical variables) and Operations research.

☒ Content of the module:

- 1st axis: Introduction to quantitative methods in management and quantitative analysis methodology in decision-making
- 2nd axis: Linear programming (decision tree, allocation problems, waiting lines)
- 3rd axis: Analyzing costs for the purpose of making decisions
- 4th axis: Break-even point
- 5th axis: Games theory
- 6th axis: Simulation Modeling
- 7th axis: Statistical methods in quality control
- 8th axis: Dynamic programming

☒ Evaluation method: continuous evaluation + final exam. The module average is measured by the weight of the lessons (60%) and tutorial session (40%)

☒ References :

- Badri, T.N.; Hale, Trevor S.; Hanna, Michael.; Render, Barry; Stair, Ralph M. (2016). Quantitative analysis for management, Pearson India Education Services.
- Brandimarte, P. (2012). Quantitative methods: An introduction for business management. John Wiley & Sons.
- Render, B., & Stair Jr, R. M. (2016). Quantitative Analysis for Management, 12e. Pearson Education India.

Master title: Entrepreneurship

Second semester

Unit : Methodology

Course: Methodology for preparing a master's dissertation

Credit: 4

Coefficient: 2

Learning method: Attendance

☒ Learning objectives:

Introducing the student entrepreneur to the steps that must be followed in order to prepare a project dissertation, by making him think practically and logically about the various elements of constructing a graduation dissertation of an enterprise, starting with identifying the problem, and ending with proper scientific documentation of the research results. As well as the steps that must be followed in the business plan and project study.

☒ Required previous knowledge:

The student must have mastery of the acquisitions of the methodology module(studied in the second year of the Bachelor's degree) and the module of the graduation project for the Bachelor's degree (studied in the third year of the Bachelor's degree).

☒ Content of the module:

- 1st axis: The project problem: identifying the problem - the need - to be met in the market by using thinking design tools.
- 2nd axis: Determining the target group - who is the customer?
- 3rd axis: Determining the value proposition for a customer. What is the customer looking for?
- 4th axis: Defining the process structure, i.e. stating what are the steps of producing the product
- 5th axis: Financial study of the enterprise project - cost and profit structure
- 6th axis: Defining the organization's environment PESTEL and 6 STRENGTHS OF PORTER
- 7th axis: Designing the prototype – SCRATCH TO PROTOTYPING
- 8th axis: Determining the MVP

☒ Evaluation method: continuous evaluation + final exam; The module average is measured by the weight of the lessons (60%) and tutorial session (40%)

☒ References:

- Bougie, R., & Sekaran, U. (2019). Research methods for business: A skill building approach. John Wiley & Sons.
- Creswell, J. W. (2014). Research design: Qualitative, quantitative, and mixed methods approaches (4th ed.). Sage Publications.
- Field, A. (2013). Discovering statistics using IBM SPSS statistics (4th ed.). Sage Publications.

- Frenay, M., & Romainville, M. (2013). *L'accompagnement des mémoires et des thèses* : Presses universitaires de Louvain.

Master title: Entrepreneurship

Second semester

Unit : Discovery

Course: Business Law

Credit: 2

Coefficient: 2

Learning method: Attendance

☒ Learning objectives:

Providing students with the knowledge and skills necessary to understand the laws and regulations of trade, companies, and other business transactions in order to enable them to make sound and responsible decisions in the business environment, and this includes understanding the rules and regulations related to establishing, managing, and financing companies.

☒ Required previous knowledge:

Having knowledge about basic concepts of rights, contracts, and commercial and economic transactions.

☒ Content of the module:

- What is business law?

- Commercial Law.

- Commercial companies.

- Competition law.

- Bankruptcy and judicial settlement law

- Consumer Protection Law

☒ Evaluation method: continuous evaluation + final exam. The module average is measured by the weight of the lessons (60%) and tutorial (40%)

☒ References:

- بندربن حمدان العتيبي، (2016)، مبادئ القانون التجاري: الأعمال التجارية-التاجر-الشركات التجارية، الطبعة الأولى، مكتبة القانون للاقتصاد، الرياض، المملكة العربية السعودية

- شريقي نسرين، (2013)، الأعمال التجارية – التاجر – المحل التجاري، الطبعة الأولى، داربلقيس للنشر، الجزائر

- عمورة عمار، (2016)، شرح القانون التجاري الجزائري، دارالمعرفة، الجزائر

- فضيل نادية، (2004)، القانون التجاري الجزائري، الطبعة السادسة، ديوان المطبوعات الجامعية، الجزائر

- Charles, D. D. (1983). *Law of partnership*. London, Sweet and Maxwell.

- Raven, J. (2007). *The Business of Books: Booksellers and the English Book Trade 1450-1850*. Yale University Press.

Master title: Entrepreneurship

Second semester

Unit : Horizontal

Course: Specific foreign language 2

Credit: 1

Coefficient: 1

Learning method: Attendance

☒ **Learning objectives:**

The program is designed for students majoring in Economics, Commerce, Management, Accounting and Finance who wish to improve their language skills in specific contexts. It focuses on providing students with a good mastery of the English language along developing solid competencies in the above-mentioned fields of expertise. The lessons cover a wide range of topics in each specialty.

☒ **Required previous knowledge :**

Students must have successfully completed the lessons of S1, S2, S3, S4, S5 and S6. 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.

☒ **Content of the module :**

- Enterprise resource planning (ERP)
- Organizational theory
- Creativity and innovation management
- Business Intelligence (BI)
- Strategic Marketing
- Performance management and excellence
- Strategic Human Resource Management
- Job interviews
- Leadership
- Entrepreneurship
- Risk and crisis management

☒ **Evaluation method : continuous evaluation(100%)**

☒ **References :**

- Burns, P. (2016). *Entrepreneurship and small business: start-up, growth and maturity*.

Bloomsbury Publishing.

- Collins, K. (2012). *An introduction to business*. Creative Commons by-nc-sa, 3.
- Cotton, D., Falvey, D., & Kent, S. (2011). *Upper-Intermediate Market Leader. Business English Course Book*. (third edition). Harlow, England: Pearson Longman.
- D. Baker and R. Clark (2011). *Oxford English for Careers: Finance*. Oxford University Press.

- Helm, S., Cotton, D., Falvey, D., & Kent, S. (2010). *Market leader. Accounting and finance: business English*. Pearson Longman.
- MacKenzie, I. (2010). *English for Business Studies Student's Book: A Course for Business Studies and Economics Students*. Cambridge University Press.
- Marks, J. (2007). *Banking and Finance*. A & C Black Publishers. Second Edition.
- McLaney, E. (2005). *Business finance: theory and practice*. Pearson education.
- Simon Sweeney. (2019). *English for Business Communication*. Cambridge University Press.
- Simon Sweeny. (2002). *Professional English: Management*. Pearson Longman.

Master's title: Entrepreneurship

Master: Entrepreneurship 2023/2024

Semester: the third

Unit name: fundamental

Course name: Creating Startups

Balance: 5

coefficient: 2

Education style : Face-to-face

Teaching objectives: The objectives of the module are:

- Defining the concept of a startup.

- Understanding the elements of creating a startup.

☒ Prior knowledge required: business administration, business management, business plan.

☒ Content of the module:

☒ Key components of a startup

☒ Stages of growth of a startup

☒ Factors of success and failure of startups

☒ Incubators and startups

☒ Financing a startup

☒ Marketing in startups

☒ Evaluation method: continuous evaluation + final exam, and the module average is measured by the weight of the lessons (60%) and home work (40%)

☒ References

- Blank, S., & Dorf, B. (2020). The startup owner's manual: The step-by-step guide for building a great company. John Wiley & Sons.

- Madhu, A. (2019, Sup). Ideation to Incubator Evolving Incubators. Splint

- Nager, M., Nelsen, C., & Nouyrigat, F. (2011). Startup weekend: How to take a company from concept to creation in 54 hours. John Wiley & Sons.

- Ries, E. (2011). The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. Currency.

- Sattersten, T. (2011). Every book is a startup. " O'Reilly Media, Inc."

Master's title: Entrepreneurship

Master: Entrepreneurship 2023/2024

Semester: the third

Unit name: fundamental

Course name: Innovative project management

Balance: 5

coefficient: 2

Education style : Face-to-face

Teaching objectives:

The general objective of this educational material can be summarized and reviewed in teaching the student specializing in business administration how to create innovative projects instead of being oriented and completely dependent on the job, by clarifying the general picture of project management.

Prior knowledge required: business administration, project management

☒ **Content of the module:**

☒ **Introduction to project management**

☒ **Organizing the innovative project**

☒ **Planning the innovative project**

☒ **Oversight of the innovative project**

☒ **Evaluation method: continuous evaluation + final exam, and the module average is measured by the weight of the lessons (60%) and home work (40%)**

☒ **References**

- موسى أحمد خيرالدين (2014)، إدارة المشاريع المعاصرة: منهج متكامل في إدارة المشاريع، الطبعة الثانية، داروائل للنشر، عمان، الأردن.
- هيثم علي حجازي (2015)، مبادئ إدارة المشروعات وتحليل الجدوى، الطبعة الثانية، دارصفاء للنشر والتوزيع، عمان، الأردن.
- Grady, R. B. (1992). Practical software metrics for project management and process improvement. Prentice-Hall, Inc..
- Gray, C. F., Larson, E. W., & Desai, G. V. (2008). Project management: The managerial process (Vol. 97). New York: McGraw-Hill/Irwin.
- Josephe heagney (2011), Fundamentals of Project Management, Fourth Edition, AMACOM : American Management Association.

Master's title: Entrepreneurship

Semester: the third

Unit name: fundamental

Course name: Governance in entrepreneurial firms

Balance: 4

coefficient: 2

Education style : Face-to-face

☑ Teaching objectives: The module aims to provide the student with various knowledge related to the governance in entrepreneurial firms and its importance in supporting the sustainability and financial success of these firms.

☑ Content of the module:

☑ - The general framework of the governance of entrepreneurial firms

☑ - Control and governance systems of entrepreneurial firms

☑ - The theory of stakeholders and the problem of entrepreneurial firms governance

☑ Evaluation method: continuous evaluation + final exam, and the module average is measured by the weight of the lessons (60%) and home work (40%)

☑ References:

- ابراهيم المنيف، (2006)، حوكمة الشركات، مهام وواجبات ومسؤوليات مجلس الإدارة، الرياض

- ابراهيم سيد احمد، (2010)، حوكمة الشركات ومسئولية الشركات عبر الوطنية وغسيل الأموال، (الدار الجامعية، الاسكندرية

- جون سوليفان وآخرون، (2003)، ترجمة سمير كريم، حوكمة الشركات في القرن الحادي والعشرين، مركز المشروعات الدولية الخاصة، (بدون ناشر، واشنطن

- Berger, Allen and others, (2013), The Roles of Corporate Governance in Bank Failures During the Recent financial Crisis, University of South Carolina, Columbia, Sc, (USA).

- oh Sullivan, Executive Director, (2006), Business Ethics: The Essential Component of Corporate Governance, Center for International Private Enterprise.

Master's title: Entrepreneurship

Semester: the third

Unit name: fundamental

Course name: Crisis analysis and management

Balance: 4

coefficient: 2

Education style : Face-to-face

☑ Education objectives:

☑ The student learned about the importance of crisis management in order to reduce the intensity of organizational conflict and manage organizational behavior

☑ Prior knowledge required: organizational behavior, human resources management

☑ Content of the module:

☑ - Conceptual framework for crisis management

☑ - Basic principles for confronting crises

- ☒ - The scientific method for dealing with crises
- ☒ - The role and importance of leadership work in crisis management
- ☒ - Crisis management under change management
- ☒ Evaluation method: continuous evaluation + final exam, and the module average is measured by the weight of the lessons (60%) and home work (40%)
- ☒ References:
 - عبد القادر محمد عبد القادر، (2006)، فن إدارة الأزمات.
 - محمد الصيرفي، (2008)، "إدارة الأزمات"، مؤسسة حوس الدولية.
 - محمد صلاح، (2005)، إدارة الأزمات والكوارث بين المفهوم النظري والتطبيق العملي، مكتبة الكتب العربية.
 - Borodzicz, E. P. (2005). Risk, crisis and security management.
 - Nudell, M., & Antokol, N. (1988). The handbook for effective emergency and crisis management. Lexington, MA: Lexington Books.

Master's title: Entrepreneurship

Semester: the third

Unit name: Methodological

Course name: Statistical software

Balance: 5

coefficient: 2

Education style : Face-to-face

☒ Teaching objectives:

☒ The module aims to enable the student to deal with various statistical programs used in statistical and qualitative analysis. He will also be able to conduct various statistical tests and process various quantitative and qualitative data, which will enable him to prepare his thesis and research easily.

☒ Prior knowledge required:

☒ The student must have the ability to use informatics techniques and tools, especially Excel, and must have a background in statistics in general.

☒ Content of the module:

- ☒ - The first axis: Introduction to statistical software and its working mechanisms
- ☒ - The second axis: applications of the statistical analysis software SPSS
- ☒ - The third axis: EVIEWS standard analysis software applications
- ☒ - Fourth Axis: Structural Equation Modeling Software Applications: (AMOS, SMARTPLS...)
- ☒ - Fifth axis: Qualitative analysis software applications: (NVIVO, MAXQDA, ...)

☒ Evaluation method: continuous evaluation + final exam, and the module average is measured by the weight of the lessons (60%) and home work (40%)

☒ References:

- Agung, I. G. N. (2011). Time series data analysis using EViews. John Wiley & Sons.
- Griffiths, W. E., Hill, R. C., & Lim, G. C. (2012). Using EViews for principles of econometrics. John Wiley & Sons, Inc.
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- Mehmetoglu, M., & Jakobsen, T. G. (2022). Applied statistics using Stata: a guide for the social sciences. Sage.
- Mueller, R. O., & Hancock, G. R. (2019). Structural equation modeling. Routledge/Taylor & Francis Group.
- Pallant, J. (2020). SPSS survival manual: A step by step guide to data analysis using IBM SPSS. McGraw-hill education (UK).
- Rädiker, S. (2020). Focused analysis of qualitative interviews with MAXQDA: Step by step.

Master's title: Entrepreneurship

Semester: the third

Unit name: Methodological

Course name: Knowledge management

Balance: 4

coefficient: 2

Education style : Face-to-face

Education objectives:

- Students acquire basic terms related to knowledge;

- Students' awareness of the importance of knowledge management in organizations and companies;

Students realize that the success and creation of innovative knowledge in organizations depends on the extent of their interest in knowledge management processes and models. Students acquire basic terms related to knowledge.

Students realize that the success and creation of innovative knowledge in organizations depends on the extent of their interest in knowledge management processes and models.

Prior knowledge required:

Human resources management, introduction to business management, information systems

Content of the module:

- The first axis: The conceptual framework for knowledge management

- The second axis: knowledge management processes

- The third axis: Principles of knowledge management

- Fourth axis: knowledge management models

- The fifth axis: knowledge management systems

- ☒ - Sixth axis: Stages of applying knowledge management and methods of measuring it
- ☒ - The first axis: The effects of applying knowledge management
- ☒ - The eighth axis: knowledge management strategies
- ☒ - The tenth axis: The role of technology in transforming types of knowledge
- ☒ - The eleventh axis: intellectual capital
- ☒ Evaluation method: continuous evaluation + final exam, and the module average is measured by the weight of the lessons (60%) and home work (40%)

☒ **References:**

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- Liebowitz, J., & Frank, M. S. (2011). Knowledge management and e-learning. Knowledge Management and E-learning, Taylor & Francis Group.

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Master's title: Entrepreneurship

Semester: the third

Unit name: Discovery

Course name: Customer relationship management

Balance: 2

coefficient: 2

Education style : Face-to-face

☒ **Education objectives:**

☒ The student is introduced to the concepts of customer relationship management

☒ The student learns about selling strategies

☒ Determines practical procedures to improve customer loyalty programs

☒ **Prior knowledge required:**

☒ marketing

☒ **Content of the module:**

- ☒ Conceptual framework for customer relationship management
- ☒ Components of customer relationship management
- ☒ Dimensions of customer relationship management
- ☒ Customer knowledge management
- ☒ Types of customer relationship management systems
- ☒ Case studies of the impact of customer relationship management and the nature of organizations that can implement customer relationship management
- ☒ Evaluation method: continuous evaluation + final exam, and the module average is measured by the weight of the lessons (60%) and home work (40%)
- ☒ References

- يوسف حجيم سلطان الطائي، هاشم فوزي دباس العبادي: إدارة علاقات الزبون، دارالوراق للنشر والتوزيع، الأردن.
- Alard Pierre, Diringier Damier: (2000), La Stratégie de la relation client, édition Dunod, Paris.
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- Kostojohn, S., Paulen, B., & Johnson, M. (2011). CRM fundamentals. Apress.
- Kumar, V., & Reinartz, W. (2018). Customer relationship management. Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018.

Master's title: Entrepreneurship

Semester: the third

Unit name: Transversal

Course name: Seminar on digital entrepreneurial projects

Balance: 1

coefficient: 1

Education style : Face-to-face +online

- ☒ Teaching objectives:
- ☒ The student was introduced to modern concepts and various topics in digital entrepreneurial projects
- ☒ Content of the module:
- ☒ Various topics in digital entrepreneurship projects such as:
 - ☒ - Introduction to digital entrepreneurship
 - ☒ - Digital business models
 - ☒ - Acquiring and retaining customers
 - ☒ - Developing and innovating of digital products

- ☒ - Scalability and digital growth strategies
- ☒ - Digital legal and ethical considerations
- ☒ - Risk management and digital resilience
- ☒ Evaluation method: Continuous evaluation (100%)
- ☒ References:
 - Blank, S., & Dorf, B. (2012). *The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company*.
 - Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation, and Practice*.
 - Chaffey, D., & Hemphill, T. (2019). *Digital Business & E-Commerce Management*.
 - Christensen, C. M. (2016). *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail*.
 - Dodson, I. (2016). *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*.
 - Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*.
 - Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A., & Papadakos, T. (2014). *Value Proposition Design: How to Create Products and Services Customers Want*.
 - Parker, G. G., Van Alstyne, M. W., & Choudary, S. P. (2016). *Platform Revolution: How Networked Markets Are Transforming the Economy - and How to Make Them Work for You*.
 - Ries, E. (2011). *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*.
 - Van Der Pijl, P., Lokitz, J., & Solomon, L. K. (2016). *Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation*.

Master's title: Entrepreneurship

Semester: the fourth

Unit name: fundamental

Course name: A field study culminates in a master's thesis to be discussed

Balance: 30

coefficient: 4

Education style : Face-to-face +online

Evaluation method: Continuous evaluation