



LICENCE IN BUSINESS MANAGEMENT

(ENGLISH TRACK)

- FINANCE
- MARKETING
- MANAGEMENT



I. Preamble

UIK School of Digital Management relies on the pedagogy of the *flipped classroom*, thus placing the student at the heart of the teaching process. Classes are taught in the form of seminars based on active discussion and a strong student involvement. Because it seems essential, today, that classes are more oriented towards practice, students will work in groups on an integrated project that connects their different areas of study. At the end of the semester, students will have to defend their project in front of a committee of experts and academics. We have also put in place hybrid courses taught jointly by academics and professionals as well as preparations to professional certifications. Continuous improvement and pedagogical innovation are at the center of our concerns. With this in mind, we have made some changes to our courses. Several axes have been explored.

The first axis: *Methodology and Communication*

A methodology module is mandatory for all students, starting from the first year. The objective is to train them in writing, and develop their critical thinking through analysis and synthesis. In the same way, oral communication will be one of our priorities.

The second axis: *Employability*

It is not in vain that we advocate employability as the ultimate objective of our training. Our teaching, content and form, work to ensure that the student is "operational" since day 1 after graduation in the sense that he can meet the growing demands of the professional environment. It seems essential, today, that the courses are more oriented towards practice in accordance with the requirements of the professional environment. For instance, the Project 360° class will bring together all the subjects taught during the semester. Secondly, preparations to certifications as well as professional seminars will be provided each semester.

The third axis: *The Flipped Classroom*

The empowerment of the student, through the method of "the flipped classroom" and the system of continuous monitoring, make the presence of the student essential because he will be an actor within the class and will measure the importance of each session. The teaching is

dynamic and group synergy is the sine qua non for the guarantee of learning. Far from being the directing person who assists the student step by step, the teacher rather plays the role of a moderator who encourages discussion between students and push them to think critically about the subject matter.

II. Overview

The licence in business management is a 3- years undergraduate program that provides students with a broad knowledge of the organizational, financial, legal, and marketing aspects of a company and their interconnections, while at the same time, allowing them to specialize in one particular field (such as finance, management or marketing).

After two years of common-core program, students will choose a major in a particular aspect of the company among the followings:

- ✓ Management
- ✓ Marketing
- ✓ Finance

III. Program's advantages

- ✓ Built on the premises of the Anglo-Saxon educational model, social sciences and humanities are at the core of our curriculum, thereby broadening the students minds and providing them with sharp critical thinking skills.
- ✓ Since a good manager is someone who can effectively interact with customers and employees, the program places strong emphasis on oratory skills and communication.
- ✓ Active participation, oral presentations and teamwork are an integral part of the classroom and count towards the final grade of the course. As we strongly believe that teaching is not about listening to a teacher's monologue, classrooms are structured in the form of seminars where students play an active part in the discussion.
- ✓ As theoretical knowledge goes hand in hand with practice, the program's pedagogical approach relies on a combination of case studies, business simulations, group projects, internships, workshops and conferences conducted by experts in their fields.
- ✓ Fully in tune with the digital transition in the era of information, digital technology is at

- ✓ the core of our curriculum (digital marketing, big data, business intelligence, AI...)
- ✓ Above all, we hope that this program will allow the students growth on an academic, professional and personal level.

IV. Student learning outcomes

- ✓ Demonstrate an ability to apply general Management know-how in practical business situations.
- ✓ Acquire the fundamental principles of management of organizations, thereby assimilating the way of leading an organization and directing it, planning its development, controlling it ... These principles are set out according to a vision and a global view of the organization which includes several aspects such as the strategic, managerial, marketing, financial and social aspects.
- ✓ Understand the financial issues that may arise in the corporate and professional context via financial audit.
- ✓ Understand the challenges of the digital world by pointing out the importance of social media and the web in a corporate environment.
- ✓ Develop theoretical and practical knowledge in marketing, from the market analysis to the marketing of goods or services.
- ✓ Develop effective skills in communication (oral and written) and demonstrate the ability to conduct methodological research and expose your findings.

V. Major requirements

- ✓ The completion of 180 units of course credits
- ✓ A two-month internship during the summer (between S4 and S5) for students who have successfully completed the 2nd year of studies. This internship will be preceded by a practical activity during S4 (preparation for the internship) and a defense during S5. This defense will be sanctioned by a grade which will count towards the general average of S5 as indicated in the curriculum.
- ✓ A senior thesis or a project (case study, survey, diagnostic market study, business plan, etc.) during Semester 6 on a theme chosen in the context of a seminar provided by a university teacher

VI. Course requirements

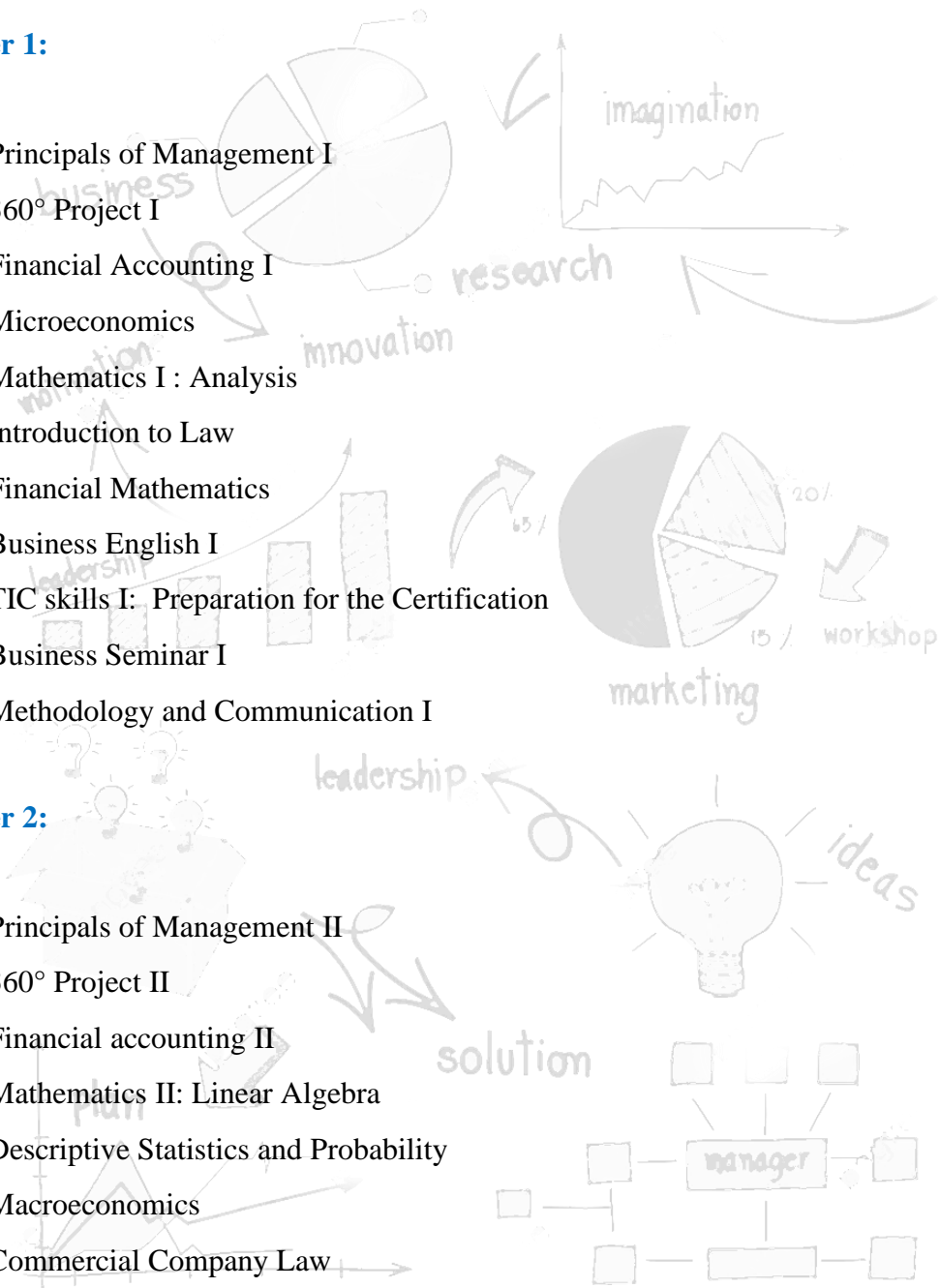
1st year: Common core curriculum in Business Management

Semester 1:

- ∴ Principals of Management I
- ∴ 360° Project I
- ∴ Financial Accounting I
- ∴ Microeconomics
- ∴ Mathematics I : Analysis
- ∴ Introduction to Law
- ∴ Financial Mathematics
- ∴ Business English I
- ∴ TIC skills I: Preparation for the Certification
- ∴ Business Seminar I
- ∴ Methodology and Communication I

Semester 2:

- ∴ Principals of Management II
- ∴ 360° Project II
- ∴ Financial accounting II
- ∴ Mathematics II: Linear Algebra
- ∴ Descriptive Statistics and Probability
- ∴ Macroeconomics
- ∴ Commercial Company Law
- ∴ Business English II
- ∴ TIC skills II: Preparation for the Certification
- ∴ Business seminar II
- ∴ Methodology and communication II



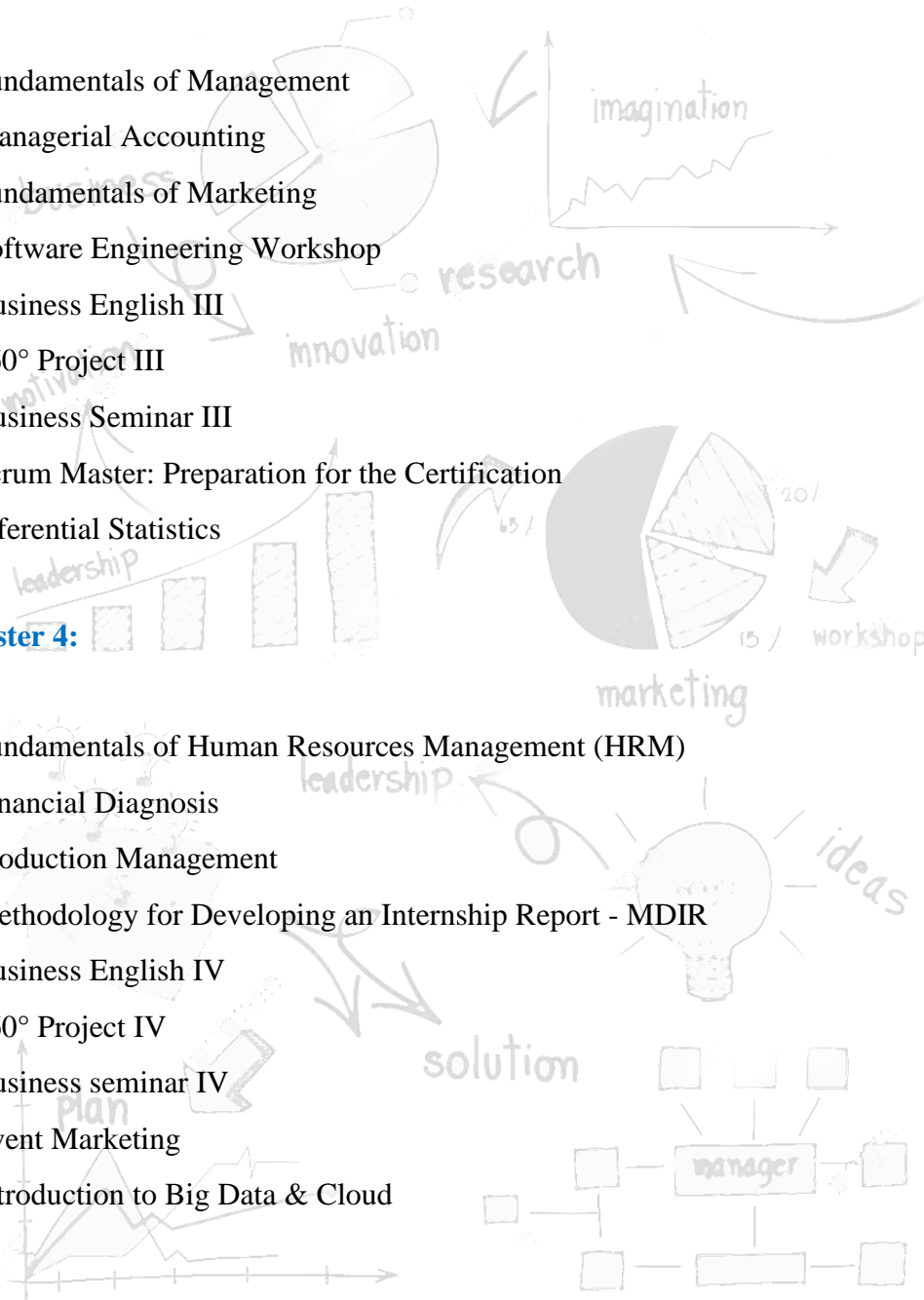
2nd year: Common core curriculum in Business Management

Semester 3:

- ∴ Fundamentals of Management
- ∴ Managerial Accounting
- ∴ Fundamentals of Marketing
- ∴ Software Engineering Workshop
- ∴ Business English III
- ∴ 360° Project III
- ∴ Business Seminar III
- ∴ Scrum Master: Preparation for the Certification
- ∴ Inferential Statistics

Semester 4:

- ∴ Fundamentals of Human Resources Management (HRM)
- ∴ Financial Diagnosis
- ∴ Production Management
- ∴ Methodology for Developing an Internship Report - MDIR
- ∴ Business English IV
- ∴ 360° Project IV
- ∴ Business seminar IV
- ∴ Event Marketing
- ∴ Introduction to Big Data & Cloud



Licence in Business Management: Management Major (3rd year)

Overview

After two years of core curriculum, this program is dedicated to management and proposes a different approach to teaching based on a pragmatic pedagogy. It aims to provide students with theoretical and practical management knowledge. More precisely, it focuses on acquiring the fundamental principles of management of organizations and thus of assimilating methods of leading an organization. This management major is designed to prepare students for positions of leadership and responsibility in modern institutions. Management is considered as a professional career that embodies expertise and knowledge of fundamentals, ethical, human, and global aspects of organizations in order to make elaborated decisions and meet challenges. The management major program focuses on developing communication, leadership, and problem-solving skills.

Course requirement

Semester 5

- ∴ Organisations Theory
- ∴ Quantitative and Qualitative Analysis
- ∴ Project Management I : Preparation for the Certification
- ∴ Quality Management: Preparation for the Certification
- ∴ Management Case Study
- ∴ Business English V
- ∴ 360° Project V
- ∴ Business Seminar V
- ∴ International Management
- ∴ Decision theory (ERP)



Semester 6

- ∴ Innovation Management and Entrepreneurship
- ∴ Digital Transformation and Information Systems
- ∴ Project Management II : Preparation for the Certification
- ∴ Strategic Management
- ∴ Management Control
- ∴ Supervised Project
- ∴ Business English VI
- ∴ Business Seminar VI
- ∴ Digital Marketing



Licence in Business Management: Marketing Major (3rd year)

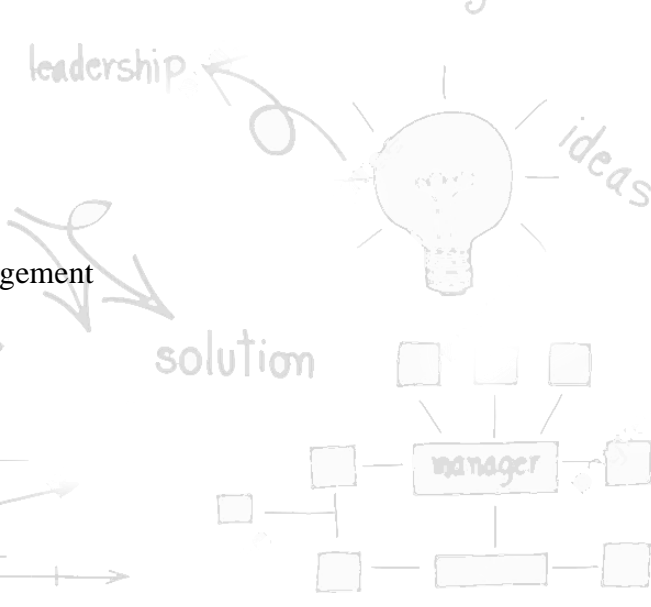
Overview

After two years of core curriculum, this program is dedicated to marketing and proposes a different approach to teaching based on a pragmatic pedagogy. It aims to provide students with theoretical and practical knowledge in marketing. More specifically, it involves developing the marketing spirit from the market research phase to the marketing of goods or services. Hence, this license aims for students to master the strategic and operational approach supported by the marketing approach as well as the acquisition of a global vision of the commercial functioning of the company. Students in this major study the role of marketing in modern companies. The main role of the marketer as the key connection between the product or service supplier and the consumer requires a deep knowledge of marketing research and statistical techniques to become a decision maker in the marketing strategies process. These strategies will cover product and branding concepts, promotion and communication with customers, pricing and distribution. Moreover, the field of study will stress practical applications of marketing concepts in areas such as consumer behavior, sales management and retailing.

Course requirements

Semester 5:

- ∴ Strategic Marketing
- ∴ Price and Product Management
- ∴ Marketing Research
- ∴ Consumer Behavior
- ∴ Marketing Case Study
- ∴ Business English V
- ∴ 360° Project V
- ∴ Project Management I: Preparation for the Certification
- ∴ Business Seminar V
- ∴ Quality Management: Preparation for the Certification
- ∴ Digital marketing



Semester 6:

- ∴ Distribution Strategies
- ∴ Marketing Communication
- ∴ Marketing Data Analysis
- ∴ Supervised Project
- ∴ Business English VI
- ∴ Project Management II: Preparation for the Certification
- ∴ Search Engine Optimization (SEO): Preparation for the Certification
- ∴ Business Seminar VI



Licence in Business Management: Finance Major (3rd year)

Overview

After two years of core curriculum, this program is dedicated to finance by proposing a different approach to teaching based on a pragmatic pedagogy. It aims to provide students with theoretical and practical knowledge in finance by offering students an integrative approach to the fields of banking and finance. More specifically, it is focused on mastering the different instruments of analysis and financial practice necessary for any business. Hence, this license aims to ensure that students master most financial issues that are likely to arise in the corporate and professional context via financial audit and business evaluation. By completing this major, students will improve their analytical competencies and theoretical fundamentals essential for research in the financial and banking sectors. Moreover, this major develops analytical tools for understanding financial institutions, management control, portfolio management and international financial management.

Course requirements: Finance Major

Semester 5:

- ∴ International Financial Management
- ∴ Financial Institutions Management
- ∴ Applied Econometrics
- ∴ Portfolio Management
- ∴ Finance Case Study
- ∴ Business English V
- ∴ Decision Theory
- ∴ Advanced Excel for Accounting: Preparation for the Certification
- ∴ Trading Simulation in the Stock Market I
- ∴ 360° Project V
- ∴ Business Seminar V

Semester 6:

- ∴ Financial Engineering and Financial Packages
- ∴ Financial policies in the Company
- ∴ Management Control
- ∴ Supervised Project
- ∴ Business English VI
- ∴ ACCESS : Preparation for the Certification
- ∴ Trading Simulation in the Stock Market II
- ∴ Blockchains & Crypto-currency
- ∴ Business Seminar VI

