

Master in Branch: Management Sciences

Specialty: Management

Summary of objectives and training pathways

The master of Management enables students to acquire important theoretical knowledge through two main directions. The first direction focuses on obtaining scientific and technical competencies that allow the student to control various fields related to management sciences, business management of institutions, international trade, and managing the work of international institutions, and communication, whether in Arabic or other languages. The second direction aims towards developing the individual capabilities of students by enhancing their spirit of initiative and responsibility, developing their ability to manage projects, and integrating them into work teams to direct and manage projects.

Field	Branch	Speciality
Economics, Commerce and management Sciences	<i>Management Sciences</i>	<i>Management</i>

First Semester

Teaching unit	Matter	Credit	Coefficient	C	TD	TP	Volume (hour)
Fundamental Unit	Public management	06	2	1.5	1.5	--	135
	Change Management	06	2	1.5	1.5	--	135
	Management system	06	2	1.5	1.5	--	135
Methodological unit	Project management	05	2	1.5	1.5	--	112.5
	Entrepreneurship	04	1	1.5	1.5	--	90
Discovery unit	Business law	02	1	1.5	-	--	45

Teaching unit	Matter	Credit	Coefficient	C	TD	TP	Volume (hour)
Transversale Unit	Foreign language	01	1	--	1.5	--	22.5

Second Semester 2

Teaching unit	Matter	Credit	Coefficient	C	TD	TP	Volume (hour)
Fundamental Unit	International Business Administration	06	2	1.5	1.5	--	135
	Strategic management of human resources	06	2	1.5	1.5	--	135
	Competition and strategic choices	06	2	1.5	1.5	--	135
Methodological unit	Strategic leadership techniques	05	2	1.5	1.5	--	112.5
	Administrative editing and communication	04	1	1.5	1.5	--	90
Discovery unit	Public procurement law	02	1	1.5	-	--	45
Transversale Unit	Foreign language	01	1	--	1.5	--	22.5

Third Semester

Teaching unit	Matter	Credit	Coefficient	C	TD	TP	Volume (hour)
Fundamental Unit	Knowledge management	06	2	1.5	1.5	--	135
	Strategic marketing	06	2	1.5	1.5	--	135

Teaching unit	Matter	Credit	Coefficient	C	TD	TP	Volume (hour)
	Creativity and Innovation management	06	2	1.5	1.5	--	135
Methodological unit	Business and strategic intelligence	05	2	1.5	1.5	--	112.5
	Methodology	04	1	1.5	1.5	--	90
Discovery unit	Business law	02	1	1.5	-	--	45
Transversale Unit	Foreign language	01	1	--	1.5	--	22.5

Semester 4

Internship in a company sanctioned by a thesis and a defense.

	VHS	Coeff	Crédits
Personal Work	550	09	18
Internship in a company	100	04	06
Seminars	50	02	03
Other (Supervision)	50	02	03
Total Semester 4	750	17	30

Master's Title: Human Resources Management

Courses of 1st Semester

Content

Public management

Basics about the public service sector and public management
Management of public facilities
The new public management (concept and principles)
Public management techniques and its regulatory mechanisms
The means of the new public administration
Monitoring the public administration

Change Management

The concept of change management in business organizations
change and organizational development in business organizations
the factors and reasons that necessitate change and organizational development
the objectives of change and organizational development
strategies for change and organizational development
The implications of resistance to change: Reasons for resistance to change, How to overcome the blindness of resistance to change
Organizational Culture

Management system

Organizational approach
What is the management system?
Management system components
Command and planning system
Control system
E-management

Project management

Introduction to project management
Project management plan
Projects execution
ERP

Entrepreneurship

Idea generation and business model development

Market research and customer discovery

Financial management and planning: This could include instruction on how to create a financial plan, including creating financial projections, understanding financial statements, and raising capital.

Legal and regulatory requirements

Operations and supply chain management

Marketing and sales, Entrepreneurial mindset and leadership, Innovation and Technology

Business law

General provisions for the management of commercial companies

Establishment of commercial companies

Companies Management

The legal nature of commercial companies

Foreign language

This course is designed to provide a compact overview of the English language, including scientific and economic terms, to enable students to effectively use the terminology in research and communication.

Master's Title: Human Resources Management

Courses of 2nd Semester

Content

International Business Administration

Introduction to International Business
Foreign trade theories
Physical dimensions of international business
International strategic planning

Strategic management of human resources

Importance and purpose of Strategic management of human resources
Mechanisms of Strategic management of human resources
Main models of Strategic management of human resources
Cases study

Competition and strategic choices

Introduction to strategic options
Strategic options operations
Concept and Factors influencing the determination of strategic options
Competition and competition policies
Strategies for competition
The strategic options of business economic

Strategic leadership techniques

The nature and concept of leadership Chain
The most leadership types (strategy, process, ...)
Leadership Chain effectiveness and its role in creating value
Leadership dashboard (goals and role)
The movement of basic resources within the organization

Administrative editing and communication

Introduction to communication
The concept of communication

Communication objectives and functions
The main components of the communication process
Communication in administrative thought
Theoretical framework of communication
Forms of communication in the institution
Communication applications in the organization

Public procurement law

Basic concepts about public procurement
Supervision of the process of concluding public procurement
Ways and methods to conclude public deals
The rights and obligations of the parties to the public procurement

Foreign language

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Master's Title: Human Resources Management

Courses of 3rd Semester

Content

Knowledge management

An introduction to knowledge management

Knowledge economy (The concept of data, information and knowledge)

The emergence and concept of knowledge management

The importance and objectives of knowledge management

Knowledge management domains, components and models

areas of knowledge management, knowledge management elements, knowledge management models

Strategic marketing

Introduction to Strategic marketing

Concepts and definitions

Strategic marketing context

Strategic marketing management

Strategic marketing basics

Creativity and Innovation management

Concepts and definitions of Creativity and Innovation

Basic theories of Creativity and Innovation

Strategic bets of Creativity and Innovation

Creativity and Innovation tools and sources

Organizational types of Creativity and Innovation

Strategic Marketing of Creativity and Innovation

Creativity and Innovation and competitive advantage

Business and strategic intelligence

Concepts and definitions

Business and strategic intelligence: types and tools and bets

From Business intelligence to creativity

From strategic intelligence to economic intelligence

Economic intelligence and SMEs

Methodology

Research problem and hypothesis

Questionnaire: definition, types of questionnaire questions

Interview: definition, types of interviews

Investigations: definition of investigations, their characteristics, pros and cons of investigations, limits of investigations.

Sample selection procedure: sample types, sample type determination, sample size determination.

Data collection

Business law

General provisions for the management of commercial companies

Establishment of commercial companies

Companies Management

The legal nature of commercial companies

Foreign language

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