



People's Democratic Republic of Algeria
Ministry of Higher Education and Scientific Research
Sétif 1 University – Ferhat Abbas

Faculty /Institute: Faculty of Economics, Commerce and Management sciences

Master's Degree in :

Business Administration

Presentation and Objectives of the Specialty:

The Business Administration major is a core academic discipline that plays a fundamental role in supporting economic and service sectors by providing qualified personnel capable of effective planning, organization, and resource management within institutions. This major focuses on equipping students with the knowledge and skills necessary to understand the business environment and make sound administrative decisions that enhance organizational performance and support strategic goals.

This specialization is in the direction of developing the individual abilities of the student in terms of:

1. Develop Managerial Competence

Equip students with the knowledge and skills required to plan, organize, lead, and control business operations effectively in diverse organizational settings.

2. Promote Strategic Thinking

Foster the ability to analyze business environments, formulate strategic decisions, and solve complex managerial problems.

3. Enhance Communication and Leadership Skills

Strengthen interpersonal, communication, and leadership capabilities essential for effective management and teamwork.

4. Provide a Comprehensive Understanding of Core Business Areas

Offer in-depth knowledge in areas such as marketing, finance, human resources, operations management, and entrepreneurship.

5. Prepare for a Dynamic Labor Market

Align academic training with current market trends and industry requirements to improve employability and career development.

Career Prospects/Professions:

Graduates of the Business Administration program are well-prepared to pursue a wide range of careers across various sectors, including public institutions, private companies, and non-profit organizations. Some of the prominent career paths include:

- Business Manager

Overseeing daily operations, improving efficiency, and ensuring organizational goals are met.

- Marketing Manager

Developing and implementing marketing strategies to promote products and services.

- Financial Analyst

Evaluating financial data to guide investment decisions and financial planning.

Human Resources Manager

Managing recruitment, training, performance, and employee relations.

- Project Manager

Planning, executing, and monitoring projects across various industries.

- Entrepreneur / Business Owner

Launching and managing personal business ventures or startups.

Organization of Studies and Official Duration of the Program

Program Overview: A general description of program:

The Business Administration program is designed to provide students with a comprehensive understanding of the principles and practices that govern the world of business and management. This interdisciplinary program combines theoretical knowledge with practical skills, preparing students to effectively manage resources, make strategic decisions, and lead organizations in a dynamic and competitive global environment. Throughout the program, students gain in-depth knowledge in core business areas such as management, marketing, finance, human resources, operations, and entrepreneurship. Emphasis is also placed on developing essential soft skills including communication, problem-solving, critical thinking, leadership, and teamwork.

The curriculum is aligned with current industry trends and evolving market demands, ensuring that graduates are equipped to enter a variety of professional roles in both public and private sectors, or to launch and manage their own businesses.

This program also lays a solid foundation for further academic pursuits, such as an MBA or specialized postgraduate studies.

Curriculum Highlights: The Key elements of the study program:

The Business Administration program offers a well-rounded and dynamic curriculum that integrates theoretical foundations with practical applications. Key elements of the study program include:

1. Core Business Disciplines

Principles of Management

Fundamentals of planning, organizing, leading, and controlling in business environments.

Marketing Principles

Strategies for understanding markets, customer behavior, and developing marketing plans.

2. Strategic and Operational Competencies

Operations Management

Managing processes, quality, logistics, and supply chains.

Strategic Management

Long-term planning and decision-making to achieve organizational goals.

Project Management

Tools and techniques for effective project planning, execution, and monitoring.

3. Human and Organizational Development

Human Resource Management

Recruitment, development, performance evaluation, and employee relations.

Organizational Behavior

Understanding individual and group behavior within organizations.

Leadership and Team Management

Building leadership qualities and managing effective teams.

4. Entrepreneurship and Innovation

Entrepreneurship and Business Planning

Developing business models, feasibility studies, and launching startups.

Innovation Management

Encouraging creativity and managing innovation processes.

5. Analytical and Technological Skills

Business Statistics and Data Analysis

Using quantitative methods to support decision-making.

Information Systems for Business

Leveraging technology to improve business efficiency and intelligence.

6. Ethics, Law, and Global Perspectives

Business Ethics and Corporate Social Responsibility (CSR)

Promoting ethical decision-making and sustainable practices.

Business Law

Legal framework governing business operations.

International Business

Exploring global markets, trade, and cross-cultural management.

7. Practical Experience and Capstone

Internship / Field Training

Real-world business exposure to bridge theory and practice.

Graduation Project / Capstone Course

An integrative project that demonstrates the application of business knowledge.

Admission Information: Details regarding admission requirements and procedures:

The student must have a Bachelor's degree (or equivalent) in Business Administration

Core training modules and Advanced training modules: are presented in the following program:

1-first semester :

| Teaching Unit | Course Title | Credits | Coefficient | Weekly Hours - Lectures | Weekly Hours - Tutorials | Weekly Hours - Practicals | Semester Hours - Lectures | Semester Hours - Tutorials | Other | On-site | Online | Continuous | Final Exam |
|--|--|---------|-------------|-------------------------|--------------------------|---------------------------|---------------------------|----------------------------|-------|---------|--------|------------|------------|
| Core Teaching Unit Code: CTU 1.1 | Strategic and Competitive Analysis | 5 | 2 | 1h30 | 1h30 | — | 45h00 | 65h00 | | X | — | 40% | 60% |
| | Organizational Behavior | 5 | 2 | 1h30 | 1h30 | — | 45h00 | 65h00 | | X | — | 40% | 60% |
| | International Business Management | 4 | 2 | 1h30 | 1h30 | — | 45h00 | 55h00 | | X | — | 40% | 60% |
| | Organizational Culture | 4 | 2 | 1h30 | 1h30 | — | 45h00 | 55h00 | | X | — | 40% | 60% |
| Methodological Unit Code: MTU 1.1 | Knowledge Management | 5 | 2 | 1h30 | 1h30 | — | 45h00 | 65h00 | | X | — | 40% | 60% |
| | Communication & Administrative Writing | 4 | 2 | 1h30 | 1h30 | — | 45h00 | 55h00 | | X | — | 40% | 60% |
| Exploratory Unit Code: ETU 1.1 | Statistical Modeling | 2 | 2 | 1h30 | 1h30 | — | 45h00 | 5h00 | | X | — | 40% | 60% |
| Cross-disciplinary Unit Code: CDU 1.1 | Specialized Foreign Language 01 | 1 | 1 | — | 1h30 | — | 22h30 | 2h30 | | X | X | 100% | — |
| Total for Semester 1 | | 30 | 15 | 10h30 | 12h00 | — | 337h30 | 367h30 | | | | | |

2-second semester

| Teaching Unit | Course Title | Credits | Coefficient | Weekly Hours - Lectures | Weekly Hours - Tutorials | Weekly Hours - Practicals | Semester Hours - Lectures | Semester Hours - Tutorials | Other | On-site | Online | Continuous | Final Exam |
|--|--|---------|-------------|-------------------------|--------------------------|---------------------------|---------------------------|----------------------------|-------|---------|--------|------------|------------|
| Core Teaching Unit Code: CTU 2.1 | Organization Theory | 5 | 2 | 1h30 | 1h30 | — | 45h00 | 65h00 | | X | — | 40% | 60% |
| | Enterprise Resource Planning (ERP) | 5 | 2 | 1h30 | 1h30 | — | 45h00 | 65h00 | | X | — | 40% | 60% |
| | Creativity and Innovation Management | 4 | 2 | 1h30 | 1h30 | — | 45h00 | 55h00 | | X | — | 40% | 60% |
| | Business Intelligence and Organizational Competitiveness | 4 | 2 | 1h30 | 1h30 | — | 45h00 | 55h00 | | X | — | 40% | 60% |
| Methodological Unit Code: MTU 2.1 | Quantitative Methods in Management | 5 | 2 | 1h30 | 1h30 | — | 45h00 | 65h00 | | X | — | 40% | 60% |
| | Master Thesis Preparation Methodology | 4 | 2 | 1h30 | 1h30 | — | 45h00 | 55h00 | | X | — | 40% | 60% |
| Exploratory Unit Code: ETU 2.1 | Strategic Marketing | 2 | 2 | 1h30 | 1h30 | — | 45h00 | 5h00 | | X | — | 40% | 60% |
| Cross-disciplinary Unit Code: CDU 2.1 | Specialized Foreign Language 02 | 1 | 1 | — | 1h30 | — | 22h30 | 2h30 | | X | X | 100% | — |
| Total for Semester 2 | | 30 | 15 | 10h30 | 12h00 | — | 337h30 | 367h30 | | | | | |

3-third semester :

| Teaching Unit | Course Title | Credits | Coefficient | Weekly Hours - Lectures | Weekly Hours - Tutorials | Weekly Hours - Practicals | Semester Hours - Lectures | Semester Hours - Tutorials | Other | On-site | Online | Continuous | Final Exam |
|--|---|---------|-------------|-------------------------|--------------------------|---------------------------|---------------------------|----------------------------|-------|---------|--------|------------|------------|
| Core Teaching Unit Code: CTU 1.2 | Performance and Excellence Management | 5 | 2 | 1h30 | 1h30 | — | 45h00 | 65h00 | | X | — | 40% | 60% |
| | Strategic Human Resource Management | 5 | 2 | 1h30 | 1h30 | — | 45h00 | 65h00 | | X | — | 40% | 60% |
| | Administrative Leadership | 4 | 2 | 1h30 | 1h30 | — | 45h00 | 55h00 | | X | — | 40% | 60% |
| | E-Project Management | 4 | 2 | 1h30 | 1h30 | — | 45h00 | 55h00 | | X | — | 40% | 60% |
| Methodological Unit Code: MTU 1.2 | Statistical Software | 5 | 2 | 1h30 | — | 1h30 | 45h00 | 65h00 | | X | — | 40% | 60% |
| | Contract and Negotiation Management | 4 | 2 | 1h30 | 1h30 | — | 45h00 | 55h00 | | X | — | 40% | 60% |
| Exploratory Unit Code: ETU 1.2 | Competition Law and Consumer Protection | 2 | 2 | 1h30 | 1h30 | — | 45h00 | 5h00 | | X | — | 40% | 60% |
| Cross-disciplinary Unit Code: CDU 1.2 | Business Management Seminar | 1 | 1 | — | 1h30 | — | 22h30 | 2h30 | | X | X | 100% | — |
| Total for Semester 3 | | 30 | 15 | 10h30 | 10h30 | 1h30 | 337h30 | 367h30 | | | | | |

4-fourth semester

An internship in an institution or company that culminates in a memorandum discussin

| Activity | Weekly Hours | Coefficient | Credits |
|--|--------------|-------------|-----------|
| Personal Work | 30h/week | 04 | 30 |
| Field Study (in various forms depending on the thesis topic) | 03h/week | / | / |
| Conferences (Certificate of attendance at a conference or training session in the second year of Master) | 02h/week | / | / |
| Other Activities (Defined by the pedagogical committee of the specialization) | 05h/week | / | / |
| Total for Semester 4 (15 weeks) | 600h | 04 | 30 |

Coordinator of the Program: Dekkar Djenatte (Chair Person of Speciality)

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