

Master's Program in Entrepreneurship and Innovation

Third Semester	Second Semester	First Semester
<p>Course Title: Startup Creation</p> <ul style="list-style-type: none"> • Key Components of Startups • Growth Stages of Startups • Success and Failure Factors for Startups • Business Incubators and Startups • Startup Financing • Marketing in Startups 	<p>Course Title: Enterprise Resource Planning (ERP) Systems</p> <ul style="list-style-type: none"> • Basic Concepts of Processes • Concept and Characteristics of Enterprise Resource Planning • Historical Development of ERP Software • Major ERP Software Providers • Functional Components of ERP Software • ERP and Business Intelligence Tools • Contributions and Challenges of ERP Implementation • Types and Generations of ERP Software • Steps Required for a Successful ERP Project with Case Study • Overview of Leading ERP Software 	<p>Course Title: International Strategy</p> <ul style="list-style-type: none"> • Introduction to International Business Management • Cultural Dimensions of International Business Management • International Organizations (Firms Operating in International Markets) • The International Manager • International Strategic Management • Internal Strategic Analysis • External Strategic Analysis • Strategic Choice and Positioning • International Strategies in Multinational Enterprises • International Marketing Strategy • International Human Resource Management Strategy • International Production and Supply Strategy • International Financial Management Strategy

<p>Course Title: Innovative Project Management</p> <ul style="list-style-type: none"> • Introduction to Project Management • Organizing the Innovative Project • Planning the Innovative Project • Monitoring and Controlling the Innovative Project 	<p>Course Title: Design Thinking</p> <ul style="list-style-type: none"> • Concept of Design Thinking • Methods and Models of Design Thinking • Workshop: How to Frame a Startup Problem Using Brainstorming – Identifying Market Problems • Workshop: Idea Improvement Using ZERO DRAFT and SCAMPER • Application of These Techniques to the Issue Recorded in Decision 1275 • Workshop: Presenting the Idea to the Market and Collecting Feedback 	<p>Course Title: Financial Engineering for Entrepreneurial Enterprises</p> <ul style="list-style-type: none"> • Introduction to Financial Engineering for Entrepreneurial Enterprises • The Impact of Financial Engineering Developments on Entrepreneurship • Fields of Financial Engineering in Entrepreneurial Enterprises • Financing Methods for Startups • The Relationship Between Financial Engineering and Financial Innovation • Financial Derivatives for Entrepreneurial Enterprises
<p>Course Title: Governance of Entrepreneurial Enterprises</p> <ul style="list-style-type: none"> • General Framework for Governance of Entrepreneurial Enterprises • Control Systems and Governance in Entrepreneurial Companies • Stakeholder Theory and Governance Challenges in Entrepreneurial Companies 	<p>Course Title: Acquisition and Recovery of Enterprises</p> <ul style="list-style-type: none"> • Concept of Acquisition and Recovery • Approaches and Theories Related to Enterprise Recovery • Acquisition of Entrepreneurial Projects • Mergers Between Startups and Large Companies • Leading Models of Acquisition 	<p>Course Title: Management Control for Entrepreneurial Enterprises</p> <ul style="list-style-type: none"> • Introductory Chapter • Definition of Financial Management • Role of Financial Management • Financial Management Tools • Financial Analysis • Budget Analysis for Startups • Operational Analysis for Entrepreneurial Enterprises

	<p>Course Title: Entrepreneurial Ecosystem Analysis</p> <ul style="list-style-type: none"> • Ecosystem: Conceptual Framework • Elements of the Entrepreneurial Ecosystem • Methods for Building and Improving the Entrepreneurial Ecosystem • Fields of the Entrepreneurial Ecosystem • Knowledge Economy and Its Role in Supporting the Entrepreneurial Ecosystem 	<p>Course Title: Digital Intelligence</p> <ul style="list-style-type: none"> • Conceptual Framework of Digital Intelligence • Digital Intelligence and Entrepreneurship • Digital Intelligence and Economic Intelligence • Digital Intelligence in Startups
<p>Course Title: Crisis Analysis and Management</p> <ul style="list-style-type: none"> • Conceptual Framework of Crisis Management • Basic Principles for Dealing with Crises • Scientific Approach to Crisis Handling • Role and Importance of Leadership in Crisis Management • Crisis Management in the Context of Change Management 	<p>Course Title: Quantitative Methods in Management</p> <ul style="list-style-type: none"> • Introduction to Quantitative Methods in Management and Methodology of Quantitative Analysis in Decision-Making • Linear Programming (Decision Trees, Allocation Problems, Queuing) • Cost Analysis for Decision-Making • Break-Even Point • Game Theory • Simulation Modeling • Statistical Methods in Quality Control • Dynamic Programming 	<p>Course Title: Deep Learning Applications</p> <ul style="list-style-type: none"> • Fundamentals of Machine Learning • Feedforward Neural Networks • Optimization Algorithms • Convolutional Neural Networks (CNNs) • Recurrent Neural Networks (RNNs) • Long Short-Term Memory Networks (LSTM) • Gated Recurrent Unit Networks (GRU)
<p>Course Title: Open-Source Statistical Software</p> <ul style="list-style-type: none"> • Introduction to Statistical Software and How It Works • Statistical Analysis Applications Using SPSS • Econometric Analysis Applications Using EViews 	<p>Course Title: Master's Thesis Methodology</p> <ul style="list-style-type: none"> • Project Problem Definition: Identifying the Problem, Need, and Market Demand Using Design Thinking Tools • Identifying the Target Audience – Who is the Customer • Defining the Value Proposition for the 	<p>Course Title: Administrative Communication and Writing</p> <ul style="list-style-type: none"> • Concept of Communication: Definition of communication with its forms (1/ Verbal, 2/ Written, 3/ Non-verbal: body language, etc.); elements of the communication process

<ul style="list-style-type: none"> • Structural Equation Modeling Applications: AMOS, SMARTPLS, etc. • Qualitative Data Analysis Software Applications: NVIVO, MAXQDA, etc. 	<p>Customer – What the Customer is Looking For</p> <ul style="list-style-type: none"> • Defining the Process Structure – Steps for Producing the Product • Financial Study of the Project/Enterprise – Cost and Profit Structure • Analyzing the Business Environment: PESTEL and Porter’s 6 Forces • Prototype Design – From Scratch to Prototyping • Defining the Minimum Viable Product (MVP) 	<p>("communication diagram"); definition of organizational communication; importance of organizational communication.</p> <ul style="list-style-type: none"> • Types of Organizational Communication: Organizational communication is divided into types, mainly internal communication and external communication (commercial communication, financial communication, institutional communication, etc.). • Concept of Administrative Writing: Definition, importance, administrative style and its features. • Formal Elements of Administrative Messages: Formal elements in attached messages; distinction between attached administrative messages and personal administrative messages such as formal requests. • Administrative Expression Formats: Formats for introducing with or without reference, presentation or discussion formats, and closing formats. • Administrative Correspondence: Administrative letters, invitations, summons, dispatch schedules, telegrams. • Descriptive, Narrative, and Analytical Documents: Reports, minutes, and case presentations. • Regulatory Administrative Texts: Decrees, decisions, and resolutions. • Interpretive Administrative Texts: Circulars, instructions, guidance memos, announcements.
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<p>Course Title: Knowledge Management</p> <ul style="list-style-type: none"> • Conceptual Framework of Knowledge Management • Knowledge Management Processes • Principles of Knowledge Management • Knowledge Management Models • Knowledge Management Systems • Stages of Implementing Knowledge Management and Measurement Methods • Impacts of Knowledge Management Implementation • Knowledge Management Strategies • Role of Technology in Transforming Types of Knowledge • Intellectual Capital 	<p>Course Title: Business Law</p> <ul style="list-style-type: none"> • Nature of Business Law • Commercial Law • Commercial Companies • Competition Law • Bankruptcy and Judicial Settlement Law • Consumer Protection Law 	<p>Course Title: Competition Law and Consumer Protection</p> <ul style="list-style-type: none"> • Introduction to Competition Law and Consumer Protection • Competition Legislation in Algeria • The Relationship Between Competition Law and Consumer Protection • How to Protect Consumers Through Competition Law • Administrative Bodies Supervising Competition
<p>Course Title: Customer Relationship Management (CRM)</p> <ul style="list-style-type: none"> • Conceptual Framework of Customer Relationship Management • Components of Customer Relationship Management • Dimensions of Customer Relationship Management • Customer Knowledge Management 	<p>Course Title: English for Research and Thesis Writing</p> <p>Introduction to Academic Research Writing Features of Academic English: Formality, Objectivity, Precision Writing a Research Problem and Objectives Conducting Literature Reviews and Citing Sources (APA/MLA) Paraphrasing, Summarizing, and Avoiding Plagiarism</p>	<p>Course Title: Writing and Presenting Business Plans in English</p> <p>Introduction to Business Plans: Purpose and Audience Language of Business English: Formality, Clarity, Persuasion Writing the Executive Summary Company Description & Mission Statements Market Analysis and Industry Context</p>

<ul style="list-style-type: none"> • Types of Customer Relationship Management Systems • Case Studies on the Impact of CRM and Types of Organizations Implementing CRM 	<p>Structuring the Introduction and Background Chapters</p> <p>7Writing the Methodology Section</p> <p>Writing the Results and Data Analysis Section</p> <p>Writing the Discussion and Conclusion</p> <p>Crafting Abstracts and Titles</p>	<p>Products/Services Description</p> <p>Marketing and Sales Strategies</p> <p>Operations and Management Plan</p> <p>Financial Forecasts and Budgeting (Language Focus)</p> <p>Writing Style: Cohesion, Transitions, and Visuals (tables, charts, graphs)</p> <p>Preparing Oral Presentations: Structure and Delivery</p>
<p>Course Title: Seminar on Digital Entrepreneurial Projects</p> <ul style="list-style-type: none"> • Introduction to Digital Entrepreneurship • Digital Business Models • Customer Acquisition and Retention • Digital Product Development and Innovation • Scalability and Digital Growth Strategies • Legal and Ethical Considerations in the Digital Environment • Risk Management and Digital Resilience 	<p>Cohesion and Coherence in Academic Texts</p> <p>Editing and Proofreading for Research Papers</p> <p>Preparing Oral defense and Thesis Presentations</p> <p>Final Presentation of Research Proposals/Thesis Chapters</p>	<p>Pitching Techniques: Persuasive Language and Storytelling</p> <p>Rehearsals: Individual and Group Presentations</p> <p>Final Business Plan Presentation and Peer Review</p>

Fourth Semester

Field Study Leading to a Master's Thesis The semester is dedicated to conducting a field study that culminates in a Master's thesis discussion.