

**Bachelor's Degree Program in Entrepreneurship and
Innovation**

| 1st Semester | 2 nd Semester | 3rd Semester |
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| <p><u>Course Title: Financial Accounting</u></p> <ul style="list-style-type: none"> • General introduction to accounting as a discipline • Fundamental concepts in financial accounting: flows, accounts, supporting documents, the accounting cycle, accounting assumptions and principles • Accounting records and financial statements • Accounting for the incorporation (formation) of a company • Study of Class 1 accounts: net income for the year, retained earnings, reserves • Accounting for Value Added Tax (VAT) • Accounting for intangible and tangible fixed assets: acquisition, depreciation, disposal, and write-off • Inventory accounting: purchases, production, and sales | <p><u>Course Title: Financial Accounting 2</u></p> <ul style="list-style-type: none"> • Accounting for purchase and sales returns • Accounting for stock advances • Accounting for trade and financial discounts • Accounting for packaging • Accounting for commercial papers / negotiable instruments • End-of-period accounting operations | <p><u>Course Title: Management Accounting</u></p> <ul style="list-style-type: none"> • Introduction to management accounting • Introduction to inventory and inventory valuation methods (Weighted Average Cost, FIFO) • Full costing method by homogeneous departments • Variable costing method • Rational allocation method for fixed costs • Standard and predetermined costing method • Marginal costing method • Activity-Based Costing (ABC) method • Target costing method • Hidden costing method |
| <p><u>Course Title: Microeconomics</u></p> <ul style="list-style-type: none"> • Introduction to microeconomics • Analysis of consumer behavior (cardinal utility approach) • Analysis of consumer behavior (ordinal utility approach) • Supply, demand, and market equilibrium • Elasticities • Government regulation of the market • Analysis of producer behavior (theory of production) • Analysis of producer behavior (costs and revenues). | <p><u>Course Title: Microeconomics 2</u></p> <ul style="list-style-type: none"> • Analysis of producer behavior under perfect competition • Analysis of producer behavior under pure monopoly • Analysis of producer behavior under monopolistic competition • Analysis of producer behavior under duopoly • Analysis of producer behavior under oligopoly | <p><u>Course Title: Macroeconomics 1</u></p> <ul style="list-style-type: none"> • Introduction to macroeconomic theory (concepts and terminology) • Measurement of economic activity levels • Data and models for measuring national and global macroeconomic indicators • Classical model of general equilibrium • Keynesian model in a simple economy (two-sector model) |

Course Title: Introduction to Economics

- The nature of economics as a discipline and its relationship with political economy and other sciences.
- The economic problem: concept of needs, resources, and means of satisfaction; approaches to solving the economic problem under capitalism, socialism, and Islam.
- Factors of production: labor, natural resources, capital, and organization.
- Economic agents or units responsible for economic activity.
- Economic activity and economic operations: production, investment, exchange, consumption, and saving.
- Economic institutions: concepts and definitions, classifications, and characteristics.
- The market: concept, participants, types, and mechanisms for price determination across different market structures.
- Economic systems and economic policies.
- Money: historical overview of money, definition and types, traditional and modern functions, role in economic and financial activity.
- Major economic issues: inflation (causes and economic policies to address it), unemployment (types, causes, and economic policies to address it).
- International economic institutions and regional economic blocs: International Monetary Fund (IMF), World Bank, World Trade Organization (WTO), European Union, North American Free Trade Agreement (NAFTA), Association of Southeast Asian Nations (ASEAN), Gulf Cooperation Council (GCC), Arab Maghreb

Course Title: Business Economics

- Concept of the firm
- Origin and evolution of the firm
- The firm and its internal environment
- The firm and its external environment
- Classifications of firms
- Firm structures and organization
- Functions and resources of the firm
- Economic analysis tools for the firm
- Life cycle and growth patterns of the firm
- Corporate culture and ethics
- Contemporary trends in business economics

Course Title: Introduction to Business Management

- General concepts in business management – focus on the environmental context of management
- Classical management school
- Human relations school
- Modern management schools
- Contingency theory
- Contemporary management approaches: change management and quality management
- Contemporary management approaches: business ethics
- Contemporary management approaches: governance and social responsibility
- Contemporary management approaches: knowledge management
- Contemporary management approaches: creativity and innovation management
- Fundamentals of international business management

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| <p><u>Course Title: Statistics 1</u></p> <ul style="list-style-type: none"> • Overview of Statistics: definition of statistics, reasons for studying it, applications in economics and business management. Types of data and variable classification, data sources, sampling concepts and methods of collection. • Tabular presentation of data: tabular presentation of continuous quantitative variables, discrete quantitative variables, and qualitative variables. Absolute and relative frequencies. Cumulative frequencies (ascending and descending). • Graphical presentation of data: graphical representation of continuous quantitative variables, discrete quantitative variables, and qualitative variables. • Measures of central tendency: arithmetic mean, geometric mean, harmonic mean, and quadratic mean. Median and semi-medians (percentiles, deciles, quartiles), mode. Comparison of central tendency measures. • Measures of dispersion: absolute dispersion measures (range, interquartile range, mean deviation, variance, and standard deviation). Relative dispersion measures (coefficient of variation, standardized data). • Measures of shape: moment calculations, measures of skewness (Pearson, Fisher, ...), measures of kurtosis (Pearson, Fisher, ...). • Measures of concentration: Lorenz curve, Gini index. • Statistical indices: simple indices, composite indices, weighted indices. | <p><u>Course Title: History of Economic Thought</u></p> <ul style="list-style-type: none"> • Economic thought in ancient Eastern civilizations • Economic thought in ancient Western societies and Medieval Europe • Mercantilist economic thought (the merchants) • Economic thought in the Islamic era • Physiocratic economic thought • Classical economic thought • Liberal capitalist economic thought and its stages • French socialist economic thought and Marxist thought • Economic thought of the German historical school • Marginalist and neoclassical economic thought • Keynesian economic thought and contemporary economic theories (post-Keynesian) | <p><u>Course Title: Public Finance</u></p> <ul style="list-style-type: none"> • Origin and evolution of public finance in economic thought • Conceptual framework of public expenditure • Conceptual framework of public revenue • State general budget and finance laws • Budget control / general budget oversight • Public budget policies • Local government budgeting • Issues of public finance in Algeria: rationalization of public spending, double taxation, tax evasion, ... • Contemporary trends in public budgeting • Public finance from an Islamic perspective |

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| <ul style="list-style-type: none"> • Correlation and regression: bivariate distributions (contingency tables and joint frequencies, marginal and conditional distributions). Correlation between two qualitative variables (Chi-square test, linear correlation coefficient). Correlation between two continuous variables (scatter plot, linear correlation coefficient, simple linear regression). | | |
| <p><u>Course Title: Mathematics 1</u></p> <ul style="list-style-type: none"> • Combinatorial analysis • General concepts of numerical sequences • Exponential functions and logarithmic functions • Derivatives • Antiderivatives and integral calculus | <p><u>Course Title: Statistics 2</u></p> <ul style="list-style-type: none"> • Set theory: definition of a set, types of sets, operations on sets, laws of set theory • Experiments and events: random experiment, sample space, event • Combinatorial analysis: methods of arrangements, permutations, and combinations • Probability • Discrete random variables and their probability distribution • Continuous random variables and their probability distribution • Mathematical expectation and variance • Moments and moment-generating function • Chebyshev's theorem and the law of large numbers | <p><u>Course Title: Statistics 3</u></p> <ul style="list-style-type: none"> • Main probability laws of discrete distributions • Main probability laws of continuous distributions • Convergence of certain probability distributions • Bivariate random variables |
| <p><u>Course Title: Introduction to Organizational Sociology</u></p> <ul style="list-style-type: none"> • Sociology: origin and development • Pioneers of sociology: Ibn Khaldoun, Auguste Comte • Social phenomena and the relationship of | <p><u>Course Title: Mathematics 2</u></p> <ul style="list-style-type: none"> • Differential equations • Functions of two variables • General concepts of matrices and operations on them • Determinants and methods for calculating the | <p><u>Course Title: Financial Mathematics</u></p> <ul style="list-style-type: none"> • Simple interest • Discounting • Compound interest • Annuities • Loan amortization |

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| <ul style="list-style-type: none"> sociology with other sciences • Sociology of organizations • Sociological approach to organizational culture and identity • Organizational theories: classical theories • Organizational theories: behavioral theory • Organizational theories: modern theories • Administrative leadership in work organizations • Professional identity and dynamics of work groups | <ul style="list-style-type: none"> inverse of a matrix • Solving systems of linear equations | <ul style="list-style-type: none"> • Investment appraisal / investment selection |
| <p><u>Course Title: Introduction to Law</u></p> <ul style="list-style-type: none"> • Concept of law • Legal norm: definition, elements, characteristics, and classifications • Classifications of law • Sources of law • Application of law in terms of persons • Application of law in terms of place and time • Rights and their types: non-financial rights, financial rights, intellectual rights • Legal persons (natural and legal persons) and their objects • Means of proving rights and causes of their extinction • Liability: criminal, civil, and disciplinary • Judicial organization in Algeria | <p><u>Course Title: Computer Science 1</u></p> <ul style="list-style-type: none"> • General introduction to computer science, the computer, and Excel software • Creating new spreadsheets and launching the software • Mathematical formulas in Excel • Mathematical functions in Excel • Statistical functions in Excel • Text functions in Excel • Logical functions in Excel • Lookup function • Using Microsoft Word • PowerPoint operating system / presentation software | <p><u>Course Title: Monetary Economics</u></p> <ul style="list-style-type: none"> • Conceptual introduction to money • Monetary aggregates and their counterparts • Monetary systems • Commercial banks and the central bank • Money creation and the money multiplier • Inflation and monetary policy • The money market |
| <p><u>Course Title: Foreign Language 1</u></p> <ul style="list-style-type: none"> • Socializing (greetings, introductions, and goodbyes) • Numbers, time, and time expressions • Forms of money • Work and jobs | <p><u>Course Title: Commercial Law</u></p> <ul style="list-style-type: none"> • Concept of commercial law • Sources of commercial law • Distinction between civil and commercial acts • Classification of commercial acts under Algerian law | <p><u>Course Title: Research Methodology</u></p> <ul style="list-style-type: none"> • Fundamental concepts of scientific research • Research ethics and academic plagiarism • Research methodologies |

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| <ul style="list-style-type: none"> Talking about leisure and hobbies in the workplace | <ul style="list-style-type: none"> The merchant Commercial companies: concept, constitutive elements, and penalties for non-compliance Causes of company dissolution and its effects Partnerships (personal companies) Capital companies (corporations) Commercial property / business assets Classification of negotiable instruments under Algerian law Types of commercial contracts | <ul style="list-style-type: none"> Stages of preparing a research project (Zotero, Producteev) Research problem and hypothesis formulation Sampling, sample types, and measurement methods Citation, referencing, and use of sources (PaperRater, APA and MLA styles, Mendeley) Data collection tools (questionnaire, interview, observation, etc.) Statistical methods for data analysis and hypothesis testing Modern scientific writing methods: the IMRAD model Reading report (reading sheet): types and guidelines for preparation |
| | <p><u>Course Title: Foreign Language 2</u></p> <ul style="list-style-type: none"> Introduction to Economics Introduction to Commerce and Trade Introduction to Finance Introduction to Management Introduction to Accounting Introduction to Marketing | <p><u>Course Title: Computer Science 2</u></p> <ul style="list-style-type: none"> Historical overview of the evolution of information systems and their design methods General introduction to Microsoft Access Creating tables in a database Creating forms Creating queries Creating reports Creating an application menu Programming using VBA |

| 4th Semester | 5th Semester | 6 th Semester |
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| <p><u>Course Title: Management Information Systems</u></p> <ul style="list-style-type: none"> • Information System and Organization • Process Modeling • Information Technology Equipment and Tools • Information Security • Modeling Using Spreadsheets • Data Processing • Formalization of Transactions • Management and Business Software Packages • Enterprise Resource Planning (ERP) | <p><u>Course Title: Creativity and Innovation Management</u></p> <ul style="list-style-type: none"> • Introduction to Creativity and Innovation Management • Contemporary Concepts in Creativity and Innovation Management • Determinants and Sources of Creativity and Innovation • Models of Creativity within the Organization • Methods for Generating and Discovering New Ideas • Organizational Creativity • Technological Innovation • Marketing Innovation • Organizational Structure and Innovation • Creativity, Innovation, and Competitive Advantage | <p><u>Course Title: Data Analysis</u></p> <ul style="list-style-type: none"> • Operations in Matrix Algebra • Linear Transformations and Eigenvalues • Principal Component Analysis (PCA) • Correspondence Analysis (CA) • Multiple Correspondence Analysis (MCA) • Cluster Analysis • Discriminant Factor Analysis (DFA) |
| <p><u>Course Title: Macroeconomics 2</u></p> <ul style="list-style-type: none"> • Keynesian model in a closed economy (three sectors) • Keynesian model in an open economy (four sectors) • IS-LM model • Analysis of fiscal and monetary policies • Business cycles • Economic growth, unemployment, and inflation • Phillips curve and Okun's law | <p><u>Course Title: Survey Techniques</u></p> <ul style="list-style-type: none"> • Module 1: Basic Concepts of Survey Techniques • Questionnaire • Types of Scales in Questionnaires • Sampling and Estimation Issues • Random Sampling • Non-Random Sampling • Statistical Data Analysis • Preparation of the Statistical Report | <p><u>Course Title: Digital Marketing</u></p> <ul style="list-style-type: none"> • Basic Marketing Concepts (marketing objectives, marketing strategy, marketing tools or marketing mix) • Introduction to Information Technology (concept, IT infrastructure) • Introduction to Digital Marketing (concept, characteristics, digital marketing and multichannel marketing) • Online Market Analysis – Micro Level – (digital marketing environment, digital consumer, competitors, suppliers, digital channel structures, e-commerce business models) |

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| | | <ul style="list-style-type: none"> • Online Market Analysis – Macro Level – (rate of environmental change, technological forces, economic forces, political forces, legal and regulatory forces, socio-cultural forces) • Digital Marketing Strategy (need for an integrated digital marketing strategy, how to build it, objectives, segmentation, targeting, positioning, strategy formulation and implementation) • Impact of Digital Media and Technology on the Marketing Mix (product, price, distribution, promotion, people, process, physical evidence) • Additional Marketing Mix in the Digital Environment (website, customer services, virtual communities) • Digital Marketing Mix for Attraction and Support (security, personalization, privacy) |
| <p><u>Course Title: Business Management</u></p> <ul style="list-style-type: none"> • General Introduction to Business Management • Challenges of the Manager and His Roles in the Organization • Planning and Decision-Making in the Organization • Organization and Design of Organizational Structures • Directing Function in the Organization • Controlling Function in the Organization • Strategic Management of the Organization • Financial and Accounting Management • Supply Chain and Logistics Management | <p><u>Course Title: Management Techniques 1</u></p> <ul style="list-style-type: none"> • Forecasting Techniques: Basic Concepts • Forecasting Techniques: Linear Adjustments • Other Forecasting Techniques • Supply and Inventory Management • Scheduling Techniques • Linear Programming | <p><u>Course Title: Management Techniques 2</u></p> <ul style="list-style-type: none"> • Costing Techniques • Variable Costing and Break-Even Point • Investment Selection • Budget Management • Dashboard and Balanced Scorecard (BSC) |

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| <ul style="list-style-type: none"> • Production and Quality Management • Commercial Management of the Organization • Human Resource Management • Operations Management (Value Chains) | | |
| <p><u>Course Title: Marketing</u></p> <ul style="list-style-type: none"> • Introduction to Marketing • Marketing Environment • Marketing Intelligence and Market Research • Market Segmentation • Consumer and Industrial Buyer Behavior • Product Decisions • Pricing Decisions • Distribution Channels • Promotional Mix • Marketing Management • E-Marketing / Digital Marketing | <p><u>Course Title: Corporate Strategy</u></p> <ul style="list-style-type: none"> • Evolution of Strategic Thought • Determining Elements of Strategic Direction • External Environment Analysis • Internal Environment Analysis • Strategic Choices at the Corporate Level • Strategic Choices at the Business Unit Level • Strategic Choices at the Functional Level • Strategy Implementation • Strategic Control | <p><u>Course Title: Business Management</u></p> <ul style="list-style-type: none"> • The Manager • The Management Process (Planning, Organizing, Directing, Controlling) • Leadership • Communication • Team Management • Performance Evaluation |
| <p><u>Course Title: Statistics 4</u></p> <ul style="list-style-type: none"> • Sampling Theory and Its Distributions • Estimation Theory • Statistical Hypothesis Testing | <p><u>Course Title: Human Resource Management</u></p> <ul style="list-style-type: none"> • Conceptual Introduction to Human Resource Management: Definition and Historical Evolution • Human Resource Planning • Job Analysis and Design • Recruitment of Human Resources • Compensation and Incentive Systems • Training and Development • Career Management • Human Resource Performance Evaluation • Integration and Maintenance Functions • Human Resource Management and Future | <p><u>Course Title: Project Management and Evaluation</u></p> <ul style="list-style-type: none"> • Conceptual introduction to key terms: project definition, characteristics, project life cycle • Project organization: stakeholders, types of organizational structures • Project planning: scope and timelines • Project budgeting: methods for preparing the estimated budget, criteria for selecting the method • Project execution: leadership, motivation, communication |

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| | Challenges | <ul style="list-style-type: none"> • Project control: quality control, cost control, resource control, objectives and types of project control • Project closure: closure methods (termination, addition, integration, starvation), steps of closure • Conflict management: concept of conflict, tools for conflict resolution in projects • Risk management: concept of risk, risk environment in projects, risk management methods |
| <p><u>Course Title: Entrepreneurship</u></p> <ul style="list-style-type: none"> • General Introduction to Operations Research • Linear Programming: Standard Form • Linear Programming: Graphical Method • Linear Programming: Simplex Method • Linear Programming: Duality • Integer Programming: Cutting Plane Method • Integer Programming: Transportation Problems | <p><u>Course Title: Entrepreneurship 2</u></p> <ul style="list-style-type: none"> • Conceptual Framework of Entrepreneurship • The Entrepreneur • Stages of Establishing a Business • Business Plan • Business Model Canvas (BMC) • Support and Incubation Organizations in Algeria • Advanced Topics in Entrepreneurship | <p><u>Course Title: Operations Management</u></p> <ul style="list-style-type: none"> • Process Management, Project Management • Technology Management • Quality Management • Logistics • Forecasting • Inventory Management • Resource Planning • Lean Systems • Supply Chain Management • Case Studies |
| <p><u>Course Title: Business Ethics</u></p> <ul style="list-style-type: none"> • Introduction to Entrepreneurship and the Entrepreneur (concept and origins, with focus on definitions provided by the Global Entrepreneurship Monitor – GEM; historical development; dimensions of entrepreneurship: creativity and innovation with clarification of their differences; other dimensions such as initiative and risk-taking; | <p><u>Course Title: Corporate Law and Startups</u></p> <ul style="list-style-type: none"> • Conceptual Framework of Startups • Legal Framework for Startups in Algeria • Legal Nature of a Startup • Rules Governing the Establishment and Management of a Startup Adapted as a Joint-Stock Company • Conditions and Procedures to Obtain the | <p><u>Course Title: Graduation Project</u></p> <ul style="list-style-type: none"> • Feasibility study of a project prepared by the student under the supervision of a professor, including the development of a business plan to implement the project idea, under the guidance of the Entrepreneurship House or business incubators, and evaluated by experts according to Ministerial Decree 1275. |

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| <p>characteristics of entrepreneurship; traits of entrepreneurs; the role of entrepreneurship at economic, social, and environmental levels)</p> <ul style="list-style-type: none"> • Forms of Entrepreneurship (Creating a new business, Acquiring an existing business, Intrapreneurship) • Stages of Establishing an Entrepreneurial Project: Idea Generation (stages, sources, methods) • Stages of Establishing an Entrepreneurial Project: Plan Formulation and Feasibility (Business Model Canvas – BMC, Business Plan, Implementation Process) • Socio-Economic Environment: Entrepreneurial Support and Incubation Structures in Algeria (definition, roles, importance, stages of support and accompaniment, etc.) • Socio-Economic Environment: Organizations Financing Entrepreneurial Projects in Algeria • Startups in Algeria (concept and context, characteristics, differences from conventional firms, success requirements and challenges, presentation of national and international startup experiences) • Developing Entrepreneurial Mindset in Universities (entrepreneurial education, university support structures: Entrepreneurship House, Business Incubator, Center for Technological Support and Innovation – CATI, University-Business Liaison Center – BLUE; university/startup certificates, university patent) • Project Presentation (Pitching) • Patents, Startup Labels, Startup Financing Fund – ASF, Accelerator – Algeria Venture | <p>“Startup” and “Innovation Project” Labels</p> | <ul style="list-style-type: none"> • Organization, participation, and attendance of students in open days and workshops at the university and surrounding environment, with invitations extended to representatives from various economic and social sectors to supervise each workshop or seminar for, e.g., third-year students (banking sector, accounting experts, trade directorate, industry directorate, insurance sector, telecommunications companies, production and industrial enterprises, etc.). • Seminars in the specialization or training workshops covering multiple topics, which may include establishing statistical databases, monitoring and analyzing stock market indicators, translating specialized foreign articles, etc. • Conducting a field internship and preparing a practical report under the supervision of a professor and institutional mentor. • Case study of an economic phenomenon or situation, analyzed using statistical software. • Designing and developing practical applications to assist students in certain educational subjects. • Designing a virtual project for advertising campaigns or virtual banks to simulate business processes. |
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| <ul style="list-style-type: none"> • Overview of the Law on Self-Employment | | |
| <p><u>Course Title: Foreign Language 3</u></p> <ul style="list-style-type: none"> • Introduction to Business Ethics • Sources of Business Ethics and Methods of Development • Professional Ethics and the Code of Conduct • Business Ethics and Organizational Functions • Business Ethics and Managerial Functions • Introduction to Administrative Corruption • Dimensions of Administrative Corruption and Methods of Combating It • Corruption Indicators and Governance • Business Ethics, Governance, and Corporate Social Responsibility • Organizational Culture and Business Ethics | <p><u>Course Title: Specialized Foreign Language – ENTR</u></p> <ul style="list-style-type: none"> • Contact Information • Module Description • Learning Objectives • Prerequisites • Prerequisites Test • Communication Space • Business Environment • Principles of Managerial Accounting • Human Resource Management • Management Skills • Leadership and Professional Development • Project Management | <p><u>Course Title: Specialized Foreign Language 2</u></p> <ul style="list-style-type: none"> • Strategic Management • Budget Management • Supply Chain Management • Production Management • Total Quality Management • Business Letters |