

Faculté des Sciences Juridiques, Economiques et Sociales, Souissi- Rabat

Département des Sciences Economiques et Gestion

Intitulé de la Filière : LICENCE EN BUSINESS ADMINISTRATION (LBA)

Discipline	Gestion
Langue d'enseignement	ANGLAIS
Nature du diplôme qui sera délivré	Licence en BUSINESS ADMINISTRATION (à la fin de la troisième année) et Diplôme des Etudes Universitaires Générales (DEUG en BUSINESS ADMINISTRATION) à la fin de la deuxième année
Poursuite d'études en master	Les étudiants qui seront admis auront la possibilité de poursuivre les études en master dans la même spécialité
Nombre de place minimum	60 étudiants (es)
Possibilité de passerelle et réorientation vers d'autres filières de master (selon certaines conditions)	A la fin de la deuxième année, les étudiants peuvent se réorienter vers d'autres filières de licence au sein de la Faculté ou dans d'autres établissements à l'échelle nationale
Possibilité de Mobilité nationale et internationale	Les étudiants peuvent faire une partie de leurs étudiants dans d'autres établissements à l'échelle nationale ou internationales et ce, dans le cadre des conventions de partenariat liant l'Université Mohammed V de Rabat avec d'autres Universités
Public cible	Bacheliers (toutes spécialités)
Conditions d'accès à la filière	- Disposer d'un niveau élevé en langue anglaise - Réussir le concours d'accès (tests écrit et oral)

OBJECTIFS DE LA FORMATION

The aim of the Business Administration branch is to acquire a dual competence allowing students from other disciplinary courses to train in business management. It meets the needs of companies, whether in terms of project management or management of activities related to different functions (sales, marketing, human resources, accounting, finance, law, etc.). Dual skills are particularly sought after in the sectors of the future (digital technologies, luxury sector, green industries, services) and emerging professions (webmarketer, e-

commerce manager, yield manager, etc.). The training provides dual management skills, which are appreciated both by private companies and public sector organizations. The training instills a managerial logic and allows the mastery of many management tools and also promotes the approach of the business creator.

Megatrends such as globalization, digitization and cultural and social changes have a lasting impact on businesses. These changes require experts with great expertise in business administration who understand the general functioning of business and enterprises. The Business Administration branch offers a wide range of specialization possibilities. They allow students to acquire fundamental knowledge in finance, accounting, management, marketing, law, mathematics, statistics, power skills, etc. This in-depth knowledge will open up new employment opportunities for students in many industries and businesses, and above all enable them to set up their own businesses and businesses.

COMPETENCES A ACQUERIR

Upon completion of this training program, students will be able to master:

- Expression techniques
- Modern languages: English and Spanish
- Management techniques : accounting, management, financial management, taxation, strategy - Sales and marketing techniques, law
- Analytical tools and techniques: computer science, mathematics, statistics, data analysis, econometrics, optimization and operational research, etc.
- International financial and commercial techniques
- Accounting, management and marketing techniques applied in international contexts
- Business creation and project management practices
- Digital tools

The graduates of this program will be able to:

- Manage people, businesses and organizations
- Design and implement a strategy
- Design an organization and a structure
- Manage global performance
- Undertake a project or a business
- Create their own company or business
- Identify business opportunities and perform a diagnostic
- Build a business model and develop a business plan
- Know and implement strategies and techniques for marketing a product/service offer
- Manage a project
- Communicate, negotiate and argue
- Link theory and practice
- Mobilize research results in practice
- Know and apply qualitative and quantitative research methods to draw strategic and operational implications
- Communicate the results of one's reflection
- Understand, evaluate and assume the legal, environmental and societal consequences of managerial decisions
- Understand and analyze the legal, fiscal, social and environmental stakes of a managerial decision
- Know and manage an information system

- Understand and manage the security of information systems
- Understand the business models of the Internet
- Understand written and oral documents in English and Spanish
- Express/communicate orally and in writing in English and Spanish
- Know and practice basic business English and Spanish
- Know how to communicate with different audiences (oral, written and web communication)
- Know how to communicate through social networks and all digital tools
- Acquire pre-professional skills

PRINCIPAUX DEBOUCHES

The students who will be selected can orient themselves or progress to positions in business and consulting. They can occupy positions such as : Marketing Specialist, Financial Analyst, Human Resources Manager, Business Strategy Consultant, Operations Analyst, Project Manager, Supply Chain Manager, Executive Assistant, Management and Investment Advisor, Market Analyst, Sales Manager, Entrepreneur or Business Founder, Client Relations Manager, Data Analyst, Quality Manager, Digital Marketing Analyst, Planning Manager, Project Coordinator, Banking Operations Manager, Portfolio Manager, Human Resources Specialist, Business Development Officer, Investment Analyst, Supplier Relations Officer, Financial Data Analyst, Trade Marketing Specialist, International Trade Specialist, Financial Markets Analyst, Customer Relationship Manager, etc.

The training combines a solid handling of quantitative techniques and methods with a very good knowledge of the concepts of management, marketing, negotiation and distribution necessary for any expert, whether in the national or international environment.

The objective of this training is also to allow students who want to create or manage their own businesses to have all the necessary elements and techniques : entrepreneurship, project management, market research, etc. They can therefore set up insurance companies, restaurants, hotels, travel and rental agencies, consulting and accounting firms, etc.

The laureates can apply for a position in:

- Bank
- Insurance companies
- Tourism companies: hotels, restaurants, travel agencies and tour operators
- Stock Exchange
- Association and foundation
- Or any other private and public organizations

Or, the laureates can create or manage their own companies in the field of services, agribusiness, consulting, textiles, etc.

By taking advantage of the power skills modules that will be provided to them, the graduates of this program will specialize in coaching activities.

More generally, the holder of this diploma will be able to assume decision-making, organizational or control functions. These are exercised both at the level of functional departments (accounting, management, marketing, production, human resources, finance, law and litigation, etc.) and general management.

Graduates of this Business Administration degree can also continue their studies in a Master of Business Administration or in any other field: finance, marketing, auditing, accounting, human resources management, logistics, banking-finance, taxation, etc.

CONTENU PEDAGOGIQUE DE LA FORMATION

PREMIER SEMESTRE

FUNDAMENTALS OF ECONOMY

PRINCIPLES OF MANAGEMENT

ACCOUNTING PRINCIPLES I

BUSINESS MATHEMATICS AND STATISTICS

LEGAL ENVIRONMENT

FOREIGN LANGUAGE I (ENGLISH, SPANISH)

METHODOLOGY OF WORK IN UNIVERSITY

DEUXIEME SEMESTRE

ACCOUNTING AND ECONOMIC ENVIRONMENT

PRINCIPLES OF MARKETING

INFERENTIAL STATISTICS

MANAGEMENT OF HUMAN RESOURCES

BUSINESS LAW

FOREIGN LANGUAGE II (ENGLISH, SPANISH)

DIGITAL CULTURE

TROISIEME SEMESTRE

COST ACCOUNTING

STRATEGIC MANAGEMENT AND ORGANIZATIONAL BEHAVIOR

SALES MANAGEMENT

FINANCIAL MATHEMATICS

SOCIAL AND LABOR LAW

FOREIGN LANGUAGE III (ENGLISH, SPANISH)

CULTURE AND ART SKILLS

QUATRIEME SEMESTRE

CORPORATE ACCOUNTING

FINANCIAL STATEMENT ANALYSIS

STRATEGIC MARKETING

QUANTITATIVE METHODS

SUPPLY CHAIN MANAGEMENT

FOREIGN LANGUAGE IV (ENGLISH, SPANISH)

SELF DEVELOPMENT

CINQUIEME SEMESTRE

FINANCE AND TAX COMPANY

SERVICE MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT

AUDITING AND MANAGEMENT CONTROL

DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE

ENTREPRENEURSHIP, PROJECT MANAGEMENT AND RESEARCH METHODOLOGY

FOREIGN LANGUAGE V (ENGLISH, SPANISH)

CONTENT MANAGEMENT SYSTEMS (CMS)

SIXIEME SEMESTRE

FINANCIAL INSTRUMENTS AND INTERNATIONAL PRACTICES

INTERNATIONAL MARKETING

MARKET RESEARCH AND CONSUMER BEHAVIOR

INTERNATIONAL BUSINESS STRATEGIES

INTERCULTURAL MANAGEMENT

FOREIGN LANGUAGE VI (ENGLISH, SPANISH)

LAW, CIVISM AND CITIZENSHIP

Lien de préinscription :

<http://preinscription.um5.ac.ma/article/pr%C3%A9inscription-en-ligne>