

Course Title:	Business creation and systems management
Course Code:	LAC443
Program:	Master Degree In Computer Engineering
Department:	Computer Engineering
Course coordinator:	Ms. Safaa ELGHEAIB
Institution:	Private Higher School of Engineers of Gafsa (ESIP)

A. Course Identification

1. Credit hours:	3 (1.5-1.5-0)
2. Course type	
a.	University <input checked="" type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	2.2/3
4. Pre-requisites for this course (if any):	
5. Co-requisites for this course (if any):	

1. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Self-study	Total workload
1	Traditional classroom	16.5	39
2	Blended	22.5		
3	E-learning		
4	Distance learning		
5	Other ()		

2. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	15
2	Laboratory/Studio	
3	Tutorial	7.5
4	Others (specify)	-
	Total	22.5

B. Course Objectives and Learning Outcomes

Course Description

The course covers the basic knowledge related to entrepreneurship and the Business Plan. The creation of a company and management of system is a state of mind, an intellectual value the course aims to give the different types of companies and their management systems in order to detect students with an entrepreneurial spirit.

This course represents a brief introduction to business creation. It describes the main characteristics of the management system and seeks to explain them. Also, to understand the business creation process from idea to the start of the business and the role of the contractor in each stage.

A management system is a key tool in helping to streamline the business processes and build-in efficiency. Implementation of the appropriate management system and certifying to the appropriate standard to your business improves business performance and embeds safe and sustainable practices into the operations.

The success of a business creation project requires the prior development of a complete market study. It will allow the bearer to assess the market potential in order to validate the viability of his project and then to adopt a relevant competitive positioning.

Course Main Objective

- ✓ Introduction to the concepts of a company, entrepreneur, entrepreneurship, business, a management system...
- ✓ Present the business
- ✓ Describe the dimensions of the company,
- ✓ Explain the main functions of the company,
- ✓ Define the business environment,
- ✓ Describe the current characteristics of the environment,
- ✓ Explain the relationship of the company with its environment.
- ✓ Describe the competencies of managers.
- ✓ Master the Business Management System (BMS).
- ✓ Understand the business creation process.
- ✓ Mastering the process from the idea to the project: have an idea, assess the opportunity, Business Plan, financial forecasts.
- ✓ Learn how to list the resources and the quantities needed for each step in the system.
- ✓ Define its positioning: define your market, segmentation, prioritize segments, marketing and sales plan.
- ✓ Mastery of the commercial and competitive environment.
- ✓ Develop the market study, the financial (apply financial indicators) and technical study.
- ✓ Master the structure and mode of operation: structure and organization, Business model, legal and financial aspects.
- ✓ Master the process from analysis to a successful start: risk identification and management, business creation market.
- ✓ Apply basics, principles, and theories to identify, formulate, and solve complex system management and creation business process.

1. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
	<ul style="list-style-type: none"> ✓ Introduction to the concepts of a company, entrepreneur, entrepreneurship, business, a management system... ✓ Present the business ✓ Describe the dimensions of the company, 	PLO.K1
	<ul style="list-style-type: none"> ✓ Describe the current characteristics of the environment, ✓ Explain the relationship of the company with its environment. ✓ Describe the competencies of managers. ✓ Master the Business Management System (BMS). ✓ Understand the business creation process. 	PLO.K2
2	Skills	
	<ul style="list-style-type: none"> ✓ Mastering the process from the idea to the project: have an idea, assess the opportunity, Business Plan, financial forecasts. ✓ Learn how to list the resources and the quantities needed for each step in the system 	PLO.S2
	<ul style="list-style-type: none"> ✓ Master the structure and mode of operation: structure and organization, Business model, legal and financial aspects. ✓ Master the process from analysis to a successful start: risk identification and management, business creation market. 	PLO.S5

C. Course Content

No	List of Topics	Contact Hours
1	Chapter 1: the company (business) <ol style="list-style-type: none"> 1. Present the business 2. Describe the dimensions of the company, 3. Explain the main functions of the company, 4. Define the business environment, 5. Describe the current characteristics of the environment, 6. Explain the relationship of the company with its environment. 7. Describe the competencies of managers. 	4.5
2	Chapter 2: From idea to project <ol style="list-style-type: none"> 1. Have an idea 2. Assess the opportunity 3. The Business Plan 4. Financial forecasts 	4.5
3	Chapter 3: Define your position <ol style="list-style-type: none"> 1. Define your market 2. Segmentation 3. Prioritize segments 4. The marketing and sales plan 	4.5
4	Chapter 4: Structure and mode of operation <ol style="list-style-type: none"> 1. Structure and organization 2. Business model 3. Legal and financial aspects 	4.5
5	Chapter 5: From analysis to a successful start	4.5

No	List of Topics	Contact Hours
	1. Risk identification and management 2. The business creation market	
Total		22.5

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
K.1	<ul style="list-style-type: none"> ✓ Introduction to the concepts of a company, entrepreneur, entrepreneurship, business, a management system... ✓ Present the business ✓ Describe the dimensions of the company, 	Lecturing	Assignments, Quizzes, Exams,
2.0	Skills		
PLO.S2	<ul style="list-style-type: none"> ✓ Mastering the process from the idea to the project: have an idea, assess the opportunity, Business Plan, financial forecasts. ✓ Learn how to list the resources and the quantities needed for each step in the system 	Debate, whole group and small group work, discussion and research activities, lab demonstrations, projects, role playing, individuel	Course project report & presentation Written exams homework Lab work
PLO.S7	<ul style="list-style-type: none"> ✓ Master the structure and mode of operation: structure and organization, Business model, legal and financial aspects. ✓ Master the process from analysis to a successful start: risk identification and management, business creation market. 		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Practical Work (written or oral)	Weekly	00%
2	Quizzes, Homework assignments	Random	00%
3	First mid Term	8	00%
5	Final Exam	16	100%

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- Office hours
- Blackboard interface
- Academic advisor
- Bibliotic

F. Learning Resources and Facilities

2. 1.Learning Resources

Required Textbooks	« La Gestion Stratégique d'Entreprises» M. COTE, édition G.MORIN, 1995.
Essential References Materials	<ul style="list-style-type: none"> - « Organisation et Gestion de l'Entreprise » édition NATHAN , 1997. - Feuer, Louis. "Business management." Case Manager 6, no. 5 (October 1995) - Dodds, J. Colin. "Business management." British Accounting Review 23, no. 3 (September 1991) - Hamel, Sherdon. "Strategic business plan: Senior Planning Solutions." CSUSB ScholarWorks, 2001 - Thierry Burger-Helmchen, Sophie Raedersdorf, (2018), "Le plan d'affaires", Dans Pro en Management.
Electronic Materials	<ul style="list-style-type: none"> - Lecture material in PPT (DATA SHOW). - Any Related material including the YouTube videos relating to business management and system management. - Blackboard
Other Learning Materials	NA

3. Facilities Required

Item	Resources
Accommodation	Classroom board Computer lab with the necessary software Internet access
Technology Resources	Data projector

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment.	Students, course coordinator, Alumni, Employers	Direct/Indirect
Extent of achievement of course learning outcomes.	Faculty, Program Leaders, quality department	Direct
Quality of Learning resources	Faculty, Program Leaders,	Direct, Indirect
Teaching and learning quality and effectiveness.	Students, Faculty Program Leaders,	Direct, Indirect

H. Specification Approval Data

Council / Committee	Computer Engineering Council
Date	07/02/2024

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