

Faculté des Sciences Juridiques, Economiques et Sociales

Souissi

Bachelor

Business Administration

Coordonnateur de la filière : ABDELLATIF CHAKOR

Capacité d'accueil :

Mots clés :

Finance, Management, Business, digitization, marketing, accounting, trade, Business Administration, sales.

Objectifs :

The aim of the Bachelor of Business Administration 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 goods, 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 Bachelor of Business Administration offers a wide range of specialization possibilities. They allow students to acquire fundamental knowledge in finance, accounting, management, marketing, law, mathematics, statistics, soft 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.

Débouchés :

The students who will be selected can orient themselves or progress to positions in business and consulting. They can occupy positions such as: accountant assistant, auditor assistant, accountant, assistant, consultant, head of marketing studies, project manager, customer manager, product-market manager, company or store manager, sales manager and marketing, sales engineer, merchandiser, etc. The other opportunities for this training are:

- The transport sector
- Logistics departments of production, distribution, service-logistics companies
- The commercial function of production and service companies
- The retail sector

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.

Brilliant students of the Bachelor in Business Administration can enroll in a specialized and professional master's degree to deepen their knowledge and can also go very far and do doctoral studies.

The laureates can therefore apply for a master's specialty (finance, accounting, environment, entrepreneurship, marketing, logistics, audit, logistics, etc.) or even 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 soft skills modules that will be provided to them, the graduates of this Bachelor 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.

Partenaires:

- **Research Laboratory in Management of Organizations, Business Law and Sustainable Development**
- **ESLSCA Business School of Paris, Rabat Campus**
- **Moroccan Marketing Association**
- **MAX AFFAIRE**
- **Moroccan Association for Citizenship and Partnership**
- **GENERATOR SOLUTIONS SARL**
- **SORTRAN SARL**
- **AB MANIRA**

Conditions d'accès :

MODALITES D'ADMISSION

Niveau d'accès	Conditions d'accès		Modalités d'accès (Etude du dossier, examen écrit, entretien, autres à spécifier)
	Diplômes requis	Matières	
1 ^{ère} année			<input checked="" type="checkbox"/> Etude du dossier : - Have a minimum average of 12 out of 20 in the baccalaureate - Be a laureate of the year N or N-1 <input checked="" type="checkbox"/> Test écrit : <input checked="" type="checkbox"/> Entretien : <input type="checkbox"/> Autres (spécifier) :
	<ul style="list-style-type: none"> Baccalauréat Lettres 	<ul style="list-style-type: none"> LANGUE FRANCAISE LANGUE ANGLAISE MATHEMATIQUES 	
	<ul style="list-style-type: none"> Baccalauréat Sciences de la Vie et de la Terre 	<ul style="list-style-type: none"> LANGUE FRANCAISE LANGUE ANGLAISE MATHEMATIQUES 	
	<ul style="list-style-type: none"> Baccalauréat Sciences de la gestion Comptable 	<ul style="list-style-type: none"> COMPTA. ET MATHS. FINANCIERES LANGUE FRANCAISE LANGUE ANGLAISE ECO. ET ORG. ADMIN. ENTREPRISE ECO. GENERALE ET STATISTIQUES MATHEMATIQUES 	
	<ul style="list-style-type: none"> Baccalauréat science Mathématiques B 	<ul style="list-style-type: none"> LANGUE FRANCAISE LANGUE ANGLAISE MATHEMATIQUES 	
	<ul style="list-style-type: none"> Baccalauréat Sciences Economiques 	<ul style="list-style-type: none"> COMPTA. ET MATHS. FINANCIERES LANGUE FRANCAISE LANGUE ANGLAISE ECO. ET ORG. ADMIN. ENTREPRISE ECO. GENERALE ET STATISTIQUES MATHEMATIQUES 	
	<ul style="list-style-type: none"> Baccalauréat science Mathématiques A 	<ul style="list-style-type: none"> LANGUE FRANCAISE LANGUE ANGLAISE MATHEMATIQUES 	
	<ul style="list-style-type: none"> Bac Pro-Type Sciences Economiques et de gestion (logistique, commerce, comptabilité...) 	<ul style="list-style-type: none"> LANGUE FRANCAISE LANGUE ANGLAISE MATHEMATIQUES 	

ACCÈS EN D'AUTRES ANNEES

Niveau d'accès	Conditions d'accès		Modalités d'accès (Etude du dossier, examen écrit, entretien, autres à spécifier)
	Diplômes requis	Pré-requis pédagogiques	
2 ^{ème} année	Founding year in Bachelor of Economics and Management	Have a minimum grade point average of 12 out of 20. Validation of the following modules: general economics, general management, introduction to legal sciences, English 1, Spanish 1, basic mathematics, accounting 1, descriptive statistics, English 2, Spanish 2	written exam
3 ^{ème} année	DEUG or DEUP in economics, management sciences, BTS, DUT, Bac+2 from business schools or establishments of professional education	Have a minimum grade point average of 12 out of 20 Validation of the following modules: General Economics, General Management, Introduction to Legal Sciences, English 1, Spanish 1, Basic Mathematics, Accounting 1, Descriptive Statistics, English 2, Spanish 2, Microeconomics, Macroeconomics, General Accounting 2, Basic Marketing, Probability, Decision Statistics, Business English, Strategic Management, Cost Accounting, Human Resource Management, Business Law, Business Spanish	written exam, oral interview
4 ^{ème} année	Basic or professional degree in economics and management, DEUG or DEUP plus one year of specialization in economics, management sciences, Baccalaureate + 3 years from business schools or vocational schools	have a minimum grade point average of 12 out of 20 Validation of the following modules: general economics, general management, introduction to legal sciences, English 1, Spanish 1, basic mathematics, accounting 1, descriptive statistics, English 2, Spanish 2, microeconomics, general accounting 2, basic marketing, probability, decision statistics, business English, strategic management, cost accounting, human resources management, business law, business Spanish, financial analysis and diagnosis, corporate accounting, strategic marketing, sales force management, sales techniques, financial mathematics, corporate financial policy, corporate taxation, market research, quality management, CRM, econometrics and data analysis	written exam, oral interview

Contenu pédagogique :

Semestre 1	Semestre 2
FUNDAMENTALS OF ECONOMY	BUSINESS MATHEMATICS
PRINCIPLES OF MANAGEMENT	ACCOUNTING PRINCIPLES I
LEGAL ENVIRONMENT PHILOSOPHY AND HUMAN BEHAVIOR	DESCRIPTIVE STATISTICS
ENGLISH 1	ENGLISH 2
FRENCH 1	FRENCH 2
SUCCESSFUL INTEGRATION INTO THE UNIVERSITY	DEVELOPING ACADEMIC SKILLS
Semestre 3	Semestre 4
MICROECONOMICS AND MACROECONOMICS	STRATEGIC MANAGEMENT AND ORGANIZATIONAL BEHAVIOR
ACCOUNTING PRINCIPLES II	COST ACCOUNTING
PRINCIPLES OF MARKETING	MANAGEMENT OF HUMAN RESOURCES
INFERENTIAL STATISTICS	BUSINESS LAW
BUSINESS ENGLISH	BUSINESS FRENCH
DEVELOP ABILITIES AND PERSONAL SKILLS	DEVELOP INTERPERSONAL AND COMMUNICATION SKILLS
Semestre 5	Semestre 6
STRATEGIC MARKETING	CORPORATE FINANCE
CORPORATE ACCOUNTING	MANAGEMENT CONTROL
COMPANY TAX MANAGEMENT	QUALITY AND CUSTOMER RELATIONSHIP MANAGEMENT
FINANCIAL STATEMENT ANALYSIS	SALES MANAGEMENT
FINANCIAL MATHEMATICS	QUANTITATIVE METHODS
LEARNING TO LIVE TOGETHER	CIVIC AND CITIZENSHIP INTERNSHIP
Semestre 7	Semestre 8
AUDITING	MARKETING RESEARCH AND CONSUMER BEHAVIOR
FINANCIAL MARKETS	INTERNATIONAL ACCOUNTING AND TAXATION
ENTREPRENEURSHIP AND PROJECT MANAGEMENT	INTERNATIONAL TRADE AND FINANCE
E-BUSINESS AND DIGITAL MARKETING	INTERNATIONAL MANAGEMENT AND MARKETING
MY EMPLOYMENT KIT	INTEGRATION AND WORK PLACE DEVELOPMENT