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**مخطط الأعمال لمقياس**

**منهجية اعداد مذكرة لماستر**

**السنة الأولى ماستر ادارة الأعمال**

## **من إعداد الأستاذ : الطـــــيب ثـــلايجية**

**السنة الجامعية: 2023/2024**

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# **I. Course Information**

# **University:** Mohamed-Cherif Messaadia University – Souk Ahras **Faculty:** Faculty of Economic Sciences, Management and Commercial Sciences **Department:** Department of Management Sciences

# **Course Title:** Methodology for Preparing the Master’s Dissertation **Target Group:** First-year Master's students in Business Administration **Credits:** 4     **Coefficient:** 2 **Weekly Hours:** 3 hours per week (1.5 hours lecture + 1.5 hours tutorial)

# **Schedule:**

# **Lecture:** Sunday at 09:45 – Room 08

# **Tutorials:**   • **Group 1:** Tuesday at 11:30 – Room 22   • **Group 2:** Wednesday at 09:45 – Room 17

# **Instructor Information:**

# **Lecturer:** Dr. Tlaidjia Tayeb

# **Tutorial Instructor:** Dr. Trabelsi Salim

# **Contact Email:** [t.tlaidjia@univ-soukahras.dz](mailto:t.tlaidjia@univ-soukahras.dz) **Telegram Channel:** [Join Here](https://t.me/+V7_8UBr7_FEyODU0)

# **Office Hours & Supervision:**

# Communication is maintained with students throughout the week via digital platforms.

# Supervision sessions are held every **Wednesday from 12:30 PM to 2:00 PM**.

# **Office Location:** Room 211

**II. Course Summary**

The Methodology for Preparing the Master’s Dissertation course is designed to introduce students to the essential steps involved in preparing a graduation project. It encourages students to think in a practical and logical manner when approaching the various components of building a research project—from identifying the research problem to the proper scientific documentation of findings, and the key steps to be followed throughout the process.

1. **Course Content**

This course is among the educational modules aimed at teaching students how to establish and manage emerging business ventures. It covers a set of core topics and skills related to entrepreneurship, including:

* **Design Thinking**
* **Market Analysis and Target Audience Identification**
* **Idea Evaluation and Development**
* **Business Planning and Startup Management**
* **Marketing and Sales Skills**
* **Financing and Funding Sources for Startups**
* **Negotiation and Strategic Management**
* **Innovation and Product/Service Development**
* **Customer, Partner, and Investor Relationship Management**

The course aims to equip students with the essential knowledge and competencies to launch and manage their own business ventures. It also helps students understand the fundamentals of market dynamics and how to assess various business opportunities. Moreover, the course is valuable for students who aspire to work in entrepreneurial environments or manage startup projects.

A variety of teaching methods are used in this course, including theoretical lectures, group discussions, hands-on activities, case studies, and workshops. These activities are intended to help students apply the concepts and skills learned to both real and simulated projects, thereby improving their chances of success in entrepreneurial initiatives.

This course is structured around **two main modules**, comprising **10 core lectures**, each supported by a range of learning activities designed to reinforce understanding and facilitate deeper engagement with the content.

تفضل، إليك جدول منظم يحتوي على **عناوين المحاضرات العشرة** لمقياس *منهجية إعداد مذكرة الماستر* بالإنجليزية:

| **Lecture Number** | **Title** |
| --- | --- |
| Lecture 1 | Introductory Lecture: Course Overview, Objectives, and Student Motivation |
| Lecture 2 | Design Thinking |
| Lecture 3 | Identifying the Target Audience – Who is the Customer? |
| Lecture 4 | Defining the Value Proposition – What is the Customer Looking For? |
| Lecture 5 | Structuring Operations – Steps for Product Creation |
| Lecture 6 | Financial Study – Cost and Revenue Structure |
| Lecture 7 | Business Model Canvas (BMC) |
| Lecture 8 | Business Environment Analysis – PESTEL & Porter’s 6 Forces |
| Lecture 9 | From Scratch to Prototyping – Designing the First Prototype |
| Lecture 10 | Identifying the MVP (Minimum Viable Product) |

### **IV. Prerequisites**

To ensure a smooth understanding of the course content, students are expected to have prior knowledge in the following areas:

* **Marketing:** Market fundamentals, the marketing mix, digital marketing
* **Entrepreneurship:** Leadership, risk-taking, decision-making, innovation
* **Business Management:** Production management, organizational functions
* **Strategy:** Strategic diagnosis, business environment analysis
* **Finance:** Cost structures, profitability, and cash flow analysis (ACF)
* ***I*I. Learning Objectives**

The student will be familiar with the course objectives based on the **cognitive levels of Bloom's Taxonomy**, as follows:

**01 / Knowledge and Recall Level:**  
At this level, students retrieve information from memory (prior knowledge). They are expected to recall the basic principles of academic methodology. Activities include multiple-choice questions and fill-in-the-blank exercises to help activate their pre-acquired knowledge related to thesis preparation under Decree 1275.

**02 / Comprehension and Understanding Level:**  
Students demonstrate understanding of the foundational elements of academic methodology. They are given diverse questions based on the concepts covered during the lecture and their comprehension.

**03 / Application Level:**  
Students apply their understanding of the principles and address methodological and scientific problems to correctly carry out their graduation thesis — from idea to execution.

**04 / Analysis Level:**  
Students analyze and process information gathered from sources and references, enabling them to properly structure and prepare their Master’s thesis.

**05 / Synthesis Level:**  
At this stage, students are able to independently produce their thesis according to the required methodology, based on the content and lectures provided throughout the course.

**06 / Evaluation Level:**  
Students learn how to draw valid conclusions based on structured steps starting from observation, experimentation, and arriving at results. These are then presented in a way that allows users of the study to compare them with previous research.

* **III. Assessment Methods**

The final grade for this course is based on:

* **Final written exam** at the end of the semester, covering all content discussed during lectures – worth **60%** of the final grade.
* **Continuous assessment** during tutorial sessions – worth **40%**, divided into:  
  • **08 points** for a midterm group project.  
  • **12 points** for individual activities (discipline, participation, initiative, etc.).

To pass this course, students must obtain a grade equal to or greater than **10 out of 20**.

* **IV. Learning and Teaching Activities**

To fully grasp the concepts presented in the lectures and actively engage in all learning activities, students are expected to:

* Attend lectures regularly, take notes, and summarize all discussed points.
* Participate in class discussions and ask questions about unclear topics.
* Share opinions and viewpoints to enrich understanding and knowledge.

During tutorial sessions, students are evaluated based on their ability to **apply** the knowledge acquired in lectures to analyze projects, present research, and participate in discussions*.*

* **II. Pedagogical Approach**

The targeted competencies in this course are built upon three main pillars:

* **Knowledge**
* **Experience gained from knowledge**
* **Application of knowledge**

These competencies are essential in the learning process and require a structured methodology to achieve them. They will be supported by assessments designed to test the student’s ability to comprehend the provided information and meet the intended objectives.

**➤ Knowledge:**  
In this course, students will develop the ability to identify, learn, and understand the concept of startups and their main requirements. This competency is achieved through the retention of key information and concepts presented during lectures and reinforced through guided exercises to deepen understanding.

**➤ Experience gained from knowledge:**  
This involves how students apply acquired concepts and information related to entrepreneurship and startup businesses. This competency is supported by research assignments and a variety of learning activities that enhance comprehension and enrich their understanding of course content.

**➤ Application of knowledge:**  
This refers to the real-world implementation of learned concepts, particularly in areas related to entrepreneurial thinking and launching different types of entrepreneurial projects.

* **III. Course Structure**

The **Entrepreneurship** module is structured into two components:

* A **lecture session**, where students are introduced to and absorb the necessary knowledge and concepts through explanations and discussion.
* A **tutorial session**, where the acquired knowledge is applied and reinforced through practice-based activities and group discussions.
* **IV. Learning Resources**

To ensure the effective acquisition of the targeted competencies and guarantee success, students are encouraged to explore all recommended resources. Key references include:

* **📚 Books:**

1. **"The Lean Startup" by Eric Ries**  
   Introduces the Lean Startup methodology for rapidly developing products and testing ideas to reduce early-stage risk.
2. **"Zero to One" by Peter Thiel & Blake Masters**  
   Focuses on innovation and creating entirely new products or services rather than improving existing ones.
3. **"The Startup Owner's Manual" by Steve Blank & Bob Dorf**  
   A comprehensive step-by-step guide covering all stages of building and running a startup, with a focus on customer development.
4. **"The Art of the Start 2.0" by Guy Kawasaki**  
   Offers practical advice for launching and growing a startup—from ideation to strategy execution.

* **📰 Articles and Journals:**

1. **Harvard Business Review (HBR)**  
   Features articles on entrepreneurship and startup strategy, offering innovative insights and practical advice.  
   *Search using keywords like "Startup" or "Entrepreneurship".*
2. **Entrepreneur Magazine**  
   Provides real-world advice and success stories from entrepreneurs, covering financing, marketing, and growth.  
   *Link:* [*Entrepreneur Magazine*](https://www.entrepreneur.com/)

* **🌐 Websites:**

1. **Y Combinator Startup Library**  
   A rich resource of articles, guides, and video lessons from one of the world’s leading startup accelerators.  
   *Link:* [*Startup Library*](https://www.ycombinator.com/library)
2. **TechCrunch**  
   Offers news and updates about startups and emerging tech, including success stories and lessons learned.  
   *Link:* [*TechCrunch*](https://techcrunch.com/)
3. **Startup Grind**  
   A global community of entrepreneurs with events, articles, and tools to support startup growth.  
   *Link:* [*Startup Grind*](https://www.startupgrind.com/)

* **🛠️ Tools and Platforms:**

1. **Business Model Canvas**  
   A strategic tool for visualizing and developing business models.  
   *Link:* [*Business Model Canvas*](https://www.strategyzer.com/canvas/business-model-canvas)
2. **LeanStack**  
   A tool for building Lean Startup-based business models.  
   *Link:* [*LeanStack*](https://leanstack.com/)
3. **AngelList**  
   Connects startups with investors and provides startup resources.  
   *Link:* [*AngelList*](https://angel.co/)

* **🎓 Online Courses:**

1. **Coursera – How to Start a Startup**  
   A comprehensive course from Stanford University on launching and managing startups.  
   *Link:* [*Coursera - How to Start a Startup*](https://www.coursera.org/learn/how-to-start-a-startup)
2. **edX – Entrepreneurship in Emerging Economies**  
   A course by Harvard University focusing on entrepreneurship in developing markets.  
   *Link:* [*edX - Entrepreneurship in Emerging Economies*](https://www.edx.org/course/entrepreneurship-in-emerging-economies)