



الجمهورية التونسية

وزارة التعليم العالي والبحث العلمي

جامعة جندوبة

المعهد العالي للعلوم الإنسانية بجندوبة

Maquette mastère professionnel anglais des affaires 2022-2023

Semestre 1

N°	Unité d'enseignement (UE)	Type de l'UE (Obligatoire / Optionnel)	Elément constitutif d'UE (ECUE)	Volume des heures de formation présentesielles (14 semaines)				Nombre de Crédits accordés		Coefficients		Modalité d'évaluation	
				Cours	TD	TP	Autres	ECUE	UE	ECUE	UE	CC	Mixte
1	Techniques of communication I	Fondamentale	Business written communication	0.00	0.00	0.00	28.00 *	3	6.00	1.50	3.00		X
			Oral presentation skills	0.00	0.00	0.00	28.00 *	3		1.50		X	
2	Business Management and Economy I	Fondamentale	Organizational culture I	14.00	21.00	0.00	0.00	3	6.00	1.50	3.00		1/2
			International Political Economy I	14.00	21.00	0.00	0.00	3		1.50			
3	Business Legal Environment I	Fondamentale	Legal English	14.00	14.00	0.00	0.00	3	6	1.50	3.00		1/2
			Legal translation I	14.00	14.00	0.00	0.00	3		1.50			
4	Practical activity I	Fondamentale	Workshop on personal development	00.00	42.00	0.00	0.00	4	4	2	2.00	X**	
5	Transversal I	Transversale	Work ethics	14.00	14.00	0.00	0.00	2	4	1.00	2.00	X	
			Entrepreneurship I: Socio-economic business environment	14.00	14.00			2		1.00		X	
6	Electives I	Optionnel	Material heritage	00.00	28.00	0.00	0.00	4	4	2	2	X	
			German I										
Total				308				30	30	15	15		

*30 minutes for the lecture + 1 hour and 30 minutes for the tutorial.

**The student is required to provide two reports (each two pages long) on any two-workshop activities of his/her choice.



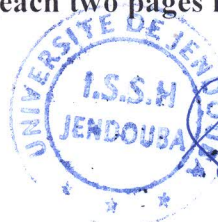
Shem Arfaoui
26-10-2022

Semestre 2

N°	Unité d'enseignement (UE)	Type de l'UE (Obligatoire / Optionnelle)	Elément constitutif d'UE (ECUE)	Volume des heures de formation présentielle (14 semaines)				Nombre de Crédits accordés		Coefficients		Modalité d'évaluation	
				Cours	TD	TP	Autres	ECUE	UE	ECUE	UE	CC	Mixte
1	Techniques of communication II	Fondamentale	Advanced professional written communication	14.00	14.00	0.00	0.00	3	6.00	1.50	3.00		X
			Techniques of negotiation	0.00	0.00	0.00	28.00 *	3				1.50	
2	Business Management and Economy II	Fondamentale	Organizational culture II	14.00	21.00	0.00	0.00	3	6.00	1.50	3.00		1/2
			International Political Economy II	14.00	21.00	0.00	0.00	3				1.50	
3	Business Legal Environment II	Fondamentale	Business law	14.00	14.00	0.00	0.00	3	6.00	1.50	3.00		1/2
			Legal translation II	14.00	14.00	0.00	0.00	3				1.50	
4	Practical activity II	Fondamentale	Workshop on Civil society involvement	00.00	42.00	0.00	0.00	4	4	2	2	X**	
5	Transversal II	Transversale	Events organization	14.00	14.00	0.00	0.00	2	4	1.00	2.00	X	
			Entrepreneurship II: Socio-economic business environment	14.00	14.00	0.00	0.00	2				1.00	
6	Electives II	Optionnelle	German II			0.00	0.00						
			Immaterial heritage	00.00	28.00			4	4	2	2	X	
Total				308				30	30	15	15		

* 30 minutes for the lecture + 1 hour and 30 minutes for the tutorial.

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Ahmed Anfaoui
 26-10-2022

Semestre 3

N°	Unité d'enseignement (UE)	Type de l'UE (Obligatoire / Optionnelle)	Elément constitutif d'UE (ECUE)	Volume des heures de formation présentesielles (14 semaines)				Nombre de Crédits accordés		Coefficients		Modalité d'évaluation	
				Cours	TD	TP	Autres	ECUE	UE	ECUE	UE	CC	Mixte
1	Internship and Dissertation preparation	Fondamentale	Introduction to research methodology	14.00	21.00	0.00	00.0	3	6	1.50	3.00	X	
			Academic and technical writing	00.00	00.00	0.00	28.00*	3		1.5			
2	Business English	Fondamentale	Business translation	14.00	21.00	0.00	0.00	3	6	1.50	3.00		1/2
			English for oil and gas industry	14.00	21.00	0.00	0.00	3		1.50			
3	Marketing and business promotion	Fondamentale	Digital marketing	0.00	00.00	0.00	28.00*	3	6	1.50	3.00		x
			Web design	00.00	28.00	0.00	00.00	3		1.50		x	
4	Practical activity III	Fondamentale	Workshop on Professional career development	00.00	42	0.00	0.00	4	4	2	2	X**	
5	Transversal III	Transversal	Crisis management	14.00	14.00	0.00	0.00	2	4	1.00	2	X	
			Regional development	14.00	14.00	0.00	0.00	2		1.00		X	
6	Electives II	Optionnelle	Specialized French / Health tourism	00.00	28.00	0.00	0.00	4	4	2	2		
			German III								X		
Total				315				30	30	15	15		

*30 minutes for the lecture + 1 hour and 30 minutes for the tutorial.

**The student is required to provide two reports (each two pages long) on any two-workshop activities of his/her choice.


 26-10-2022


Semestre 4

N°	Unité d'enseignement (UE)	Type de l'UE (Obligatoire / Optionnelle)	Elément constitutif d'UE (ECUE)	Volume des heures de formation présentesielles (14 semaines)				Nombre de Crédits accordés		Coefficients		Modalité d'évaluation	
				Cours	TD	TP	Autres	ECUE	UE	ECUE	UE	CC	Mixte
1	Practical activity IV	Fondamentale	end-of-study dissertation (research paper / internship report / case-study replication / business plan)**	00.00	00.00	00.00	00.00	30	30	15	15	x	
Total				00.00				30	30	15	15		

**** In any case, the student will have to take a one-month internship in a venue of his choice, provided it is related to the field of business and communication.**

Coordinatrice du mastère

Sihem Arfaoui
26-10-2022



Directeur de l'institut

Sedki

