

PROGRAM

Monday, September 5, 2022

9h00 – 9h30	Registration
9h30 – 10h00	<i>Plenary session</i> <ul style="list-style-type: none">• Vice President of USMBA in charge of Scientific Research and Cooperation, Pr. Brahim Akdim• Dean of the Faculty of Law, Economic and Social Sciences, Pr. Mohamed Bouzlafa• WEMAG Project Coordinator, Pr. Adnane Maalaoui• Local Organizing Committee Representative
10h00 – 11h00	<i>Overall insight of the University Course</i> <ul style="list-style-type: none">• General goals and specific objectives• Approach• Structure
11h00-11h15	<i>Coffee break</i>
11h15 – 12h00	<i>Hard skill courses</i> <ul style="list-style-type: none">• HS1: Business primary and support function• HS2: Marketing with focus on market segmentation
12h00 – 13h00	<i>Hard skill courses</i> <ul style="list-style-type: none">• HS3: Customer relationship management• HS4: Value creation• HS5: Stakeholder management
13h00 – 14h00	<i>Lunch</i>
14h00 – 15h00	<i>Hard skill courses</i> <ul style="list-style-type: none">• HS5: Stakeholder management• HS6: Organisation management• HS7: Human resource management
15h00 – 15h15	<i>Ice breaker</i>
15h15 – 16h30	<i>Hard skill courses</i> <ul style="list-style-type: none">• HS8: Financial analysis• HS9: Accounting management• H10: Supply chain management
16h30 – 17h00	<i>Debriefing and Discussion</i>



Tuesday September 6, 2022

9h00 – 10h00

Wrap-up of day 1

10h00 – 11h00

Design thinking: the theory

11h00-11h15

Coffee break

11h15 – 12h15

Design thinking in practice: academic case studies and industrial examples

12h15 – 13h15

Lunch

13h15 – 14h45

Parallel creativity workshops

14h45 – 15h00

Ice breaker

15h00 – 16h30

Parallel creativity workshops

16h30 – 17h00

Debriefing and Discussion



Wednesday September 7, 2022

<i>9h00 – 10h00</i>	<i>Wrap-up of day 2</i>
<i>10h00 – 11h30</i>	<i>Soft skill courses</i> <ul style="list-style-type: none">• SS1: Self-Assessment• SS2: Entrepreneurship mindset
<i>11h30 -11h45</i>	<i>Coffee break</i>
<i>11h45 – 13h15</i>	<i>Soft skill courses</i> <ul style="list-style-type: none">• SS3: Leadership• SS4: Team building
<i>13h15 – 14h15</i>	<i>Lunch</i>
<i>13h15 – 14h45</i>	<i>Soft skill courses</i> <ul style="list-style-type: none">• SS5: Negotiation• SS6: Design thinking (overview)
<i>14h45 – 15h00</i>	<i>Ice breaker</i>
<i>15h00 – 15h45</i>	<i>Soft courses</i> <ul style="list-style-type: none">• SS7: Failure overcoming
<i>15h45 – 17h00</i>	<i>Debriefing and Discussion</i>

Thursday September 8, 2022

<i>9h00 – 10h00</i>	<i>Wrap-up of day 3</i>
<i>10h00 – 10h45</i>	<i>Presentation of the Moroccan Entrepreneurship Ecosystem – Focus on Femal Entrepreneurship (by R&D Maroc)</i>
<i>10h45 – 11h30</i>	<i>Presentation of the Tunisian Entrepreneurship Ecosystem – Focus on Femal Entrepreneurship (by Injaz Tunisie)</i>
<i>11h30-11h45</i>	<i>Coffee break</i>
<i>11h45-13h15</i>	<i>Discussion on Strengths and weaknesses of the current Ecosystems in both Morocco and Tunisia (their ability to develop female entrepreneurship)</i>
<i>13h15 – 14h15</i>	<i>Lunch</i>
<i>14h15 – 14h45</i>	<i>Best practices</i> <ul style="list-style-type: none">• What to learn from European Entrepreneurial Ecosystems to develop female entrepreneurship? (IPAG, MBS, VIVES & HAIKARA)
<i>14h45 – 15h00</i>	<i>Ice breaker</i>
<i>15h00 – 15h45</i>	<i>How to better link WEMAG to the local Entrepreneurship Ecosystem in both Morocco and Tunisia (group discussion)</i>
<i>15h45 – 17h00</i>	<i>Wrap up of the group discussion</i>



Friday September 9, 2022

9h00 – 10h00

Wrap-up of day 4

10h00 – 13h00

Visit to local female enterprises

13h00 – 14h15

Lunch

14h15 – 16h15

*Ceremony - distribution of certificates to the teachers
who attended the training.*

16h15 – 17h00

Event Closing

