



أَرْوَاحُ الْمَلَائِكَةِ
• أَرْوَاحُ الْمَلَائِكَةِ



الجمهورية الجزائرية الديمقراطية الشعبية
وزارة التعليم العالي والبحث العلمي



Ministry of Higher Education & Scientific Research



ensia

The National School of
Artificial Intelligence
المدرسة الوطنية العليا للذكاء الاصطناعي



SIDI ABD-ALLAH / SOUTH-WEST OF ALGIERS

SECTION - 1

G-1

G-2

G-3

G-4

G-5

YOU MUST MEMORISE

YOUR SERIAL NUMBER

Your number according to ID list

+ [Your **SECTION** number

Your **NUMBER** in your Section]

10 [S1-05]

18 [S1-20]

Let us start please pay attention, from:

Today: Tuesday, Sept. 26 , 2023

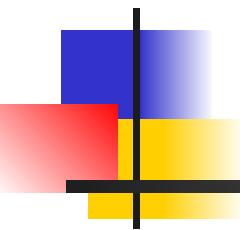


Location

Amphi 2

[Ecole Nationale Supérieure de l'Intelligence Artificielle]

ALGIERS - ALGERIA



FOLLOWING IS YOUR **NEW** COURSE IN DETAILS

DURATION : 15 WEEKS (22.5hrs)

TOTAL NUMBER OF
CHAPTERS

20

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Artificial Intelligence Curriculum

YEAR
02

SEMESTER
01

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Welcome

To

UE Transversales 4.1

Coefficient 1 / Credit 2



Introduction
to Business

Course
Syllabus
(2023-2024)

Section: 1

10:10-11:40
Tuesdays

ALL
NECESSARY DOCUMENTS CHAPTERS AND
ASSIGNMENTS WILL BE PROVIDED
THROUGH **CLASS-ROOM**

م.و.ع.ذ.ب.

NHSAI



YOUR
INSTRUCTOR



م.و.ع.ذ.ب.

ENSIA

Mohand Said Oukil, PhD

PROFESSOR OF HIGHER EDUCATION

Email: mohandsaid.oukil@ensia.edu.dz

[https://scholar.google.com/citations?
view_op=list_works&hl=en&user=HmfRaU8AAAAJ](https://scholar.google.com/citations?view_op=list_works&hl=en&user=HmfRaU8AAAAJ)

Tel: 06 64 63 41 79

**[TO BE USED IN CASE OF EMERGENCY ONLY
AND NOT AFTER 8PM]**

Contact hours:
11:45 - 12:15

Course DESCRIPTION

This "Introduction to Business" course is aimed to develop your understanding of business fundamentals through 20 chapters with learning design supported by real-world examples, videos, games and case studies.

Key topics include: the world of business at large (commerce-distribution-import-export), ethics, marketing, mgt principles/processes, Human Resources, financial & non-financial operations/aspects, innovation, START-UP creation and more.

In brief, this course is designed to introduce you to management concepts and theories, and to provide you with tools in analysing and solving management problems that you could face in the future as managers in different phases of planning, organising, leading and controlling.

Learning OUTCOMES

Learning outcomes of this course for you will be grasping at the many concepts of business such as managing, organising, caring about human relations, marketing, controlling, leading, dealing with finance, ethics, growth and sustainability It also shows the methods and procedures used by managers of different levels to arrive at **effective decisions** for **highest performance possible**.

Please **BE CONSCIOUS** that questions of productivity and efficiency are crucial, fundamental and at the heart of growth and development

Course OBJECTIVES:

- **This very important course deals with a very critical subject in organisations, the economy, society and life in general. Although, it is basically designed to meet the needs of Business/Management students, but it also meets those of Science and Technology students (i.e., your case) for an adequate good understanding (PRIOR TO PRACTICE) of the world of business, namely the essential managerial functions, activities and responsibilities.**
- **PLEASE REMEMBER THAT TECHNOLOGY IS IMPORTANT ONLY WHEN IT IS ECONOMICALLY, SOCIALLY AND ENVIRONMENTALLY EXPLOITED.**
- **In the competitive environment of the new era, a today's student who could be tomorrow's manager (whether in the public or private sector) or auto-entrepreneur is expected to learn to become really COMPETENT in order to make good decisions, and deal with threats and take advantage of opportunities and challenges .**

..... Course OBJECTIVES:

So, for you to become a **COMPETENT MANAGER** in your startup, or in a public enterprise, you need to be skilled (in various mgt issues), innovative, inspiring, responsible and aware of ethical, environmental and of today's global threats.

FUNDAMENTALLY, YOU NEED TO BE A GOOD LEARNER, and this implies getting SOUND BUSINESS KNOWLEDGE AND PRPER CONTEXTUAL INSIGHTS.

The specific educational objectives are proper understanding of the different issues as reflected through the different chapters of the referenced book.

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WELCOME TO THE WORLD OF BUSINESS -VIRTUALLY-

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ENSIA

Entrepreneurship



Projects
START-UP

Finance
Decision making
Accountancy

Teams



Entrepreneurship



MANAGEMENT



Globalisation



Budgets



Entrepreneurship



Text Book
&
Lecturing

Basic Text Book: **COMPETENCY-BASED MANAGEMENT.**

Authors: **Slocum, Jackson, Hellriegel.**

Edition: **South-Western, Ohio. 10th Edition.**

LECTURES will be delivered using power point presentations, transparencies or video when necessary, and additional articles and documents will be provided besides other very important and useful references.

Supporting textbook:

Introduction to Business, 2018

Lawrence J. Gitman, Carl McDaniel, Amit Shah, Monique Reece

Linda Koffel, Bethann Talsma, James C. Hyatt.

Publisher: OpenStax

Rules & Conduct

You are expected to attend **ALL** lectures **AND ON TIME SHARP**;

- **Do not leave before the end of classes:**
 - Class duration is only 90 minutes OR 1:30 mn;
- You are asked to be aware of the **TURNITIN.COM USAGE MANUALS**:
<http://www.Turnitin.com/tutorial.html>;
- Avoid getting paid work from websites, such as: OPPAPERS>Com /
- Watch it when using ChatGPT 4-5-6 ... / Bard ... / Fin / Quillbot ..;
- You **MUST** put off or **AWAY** your Mobile during class, exams or quizzes;
- **BONUSES WILL BE POSSIBLE AT THE DISCRETION OF THE INSTRUCTOR;**
- **A DETAILED INSTRUCTIONS FILE WILL BE SENT TO YOU TODAY.**

Assignments

- You are **required** to submit one **(01) Individual Work (IW)**:
 - **What are your dreams in joining ENSIA?**
 - **Maximum 1 page (Font 12 / space 1.5);**
- You are also required to submit **(01) Team Work (TW)** involving **SEARCHING, READING & DISCUSSION** of provided themes. **Individual contributions will be checked for and evaluated;**
- Teams of five (5) members are formed FOLLOWING SERIAL NUMBERS as in registration lists, per section. Each team should elect a TL (team leader) and choose a theme from the suggested list end of this presentation. Advice: "THE SOONER THE BETTER";
- Each team should prepare a report (**Max: 02 pages: Font: 12 / space: 1.5**). **Reports submitted after the deadline may be accepted BUT WILL BE EVALUATED ON DIFFERENT SCALES according to delays (75%; 50%; 25%; 5%; 0%);**
- **Please note that missed quizzes may not be possible to take, whatever the reason may be. Missed Midterms subject to formal written and valid excuses.**

Quizzes & Exams

- **You will take:**
 - **One to three (1-3) Quizzes**
 - **(Best score in your favour);**
 - **One (01) Midterm exam;**
 - **One (01) Final.**

Quizzes and exams will cover material in your pdf files (70%) and lecturing (30%).

- **Questions may be a combination of True and False (T/F); Multiple Choice (M/C) and Essay types.**

Performance Evaluation

- Behaviour and Participation "BP" (*) = 05 %
- Quizz (10-15 Minutes) = 05 %
- Midterm exam = 20 %
- Individual Work = 05 %
- Team Work = 15 %
- **TOTAL CE** = **50%**
- **FINAL** = **50%**

TOTAL = **100%**

course AVERAGE / 20

: $(CE = 50\% + FINAL = 50\%) / 5$

(*): Records of excessive ABNORMAL BEHAVIOUR will negatively impact the BP.

Month/**Date** Content

Observation

September:

- 26 Course begins **Outline/ex.sheet ...**

October:

- 03 Chap. 1 **Exercises/applications**
- 10 Chap. 2 **Exercises/applications**
- 17 Chap. 3 **+Quiz-1**
- 24 Chap. 4 **Exercises/applications**
- 31 Chap. 5 **DEADLINE IW**

CLASS SCHEDULE ... Cont ...

November:

- 07 Chap. 6
- **14 MIDTERM**
- 21 Chap. 7 & 8
- 28 Chap. 9 & 10

Exercises/applications

**Debate
Exercises/application**

December:

- 05 Chap. 11 & 12
- 12 Chap. 13 & 14
- 12 Chap. 15 & 16

Case study

Deadline TW

January:

- 09 Chap. 17 & 18
- 16 Chap. 19 & 20

**Video
Debate**

FINAL EXAMS >> JANUARY 21-27, 2024

CHAPTERS

- 01- ✓ **Managing in a dynamic world;;
Learning from the History of Management Thought;**
- 02- ✓ **Ethics and Social Responsibility;
Assessing the Environment;
Managing Globally;
Fostering Entrepreneurship;**
- 03- ✓ **Formulating Plans and Strategies;
Fundamentals of Decision Making;
Using Planning and Decision Aids;
Achieving Organisational Control;
Motivating Employees;**
- 04- ✓ **Dynamics of Leadership;
Communicating Effectively;
Working in Teams;**
- 05- ✓ **Understanding Org. Culture and Cultural Diversity;
Designing Organisations;
Guiding Org Change and Innovation;**
- 06- ✓ **Managing Human resources.
Understanding marketing concepts and strategie
Understanding financial statements.**
- 07- ✓
- 08- ✓
- 09- ✓
- 10- ✓
- 11- ✓
- 12- ✓
- 13- ✓
- 14- ✓
- 15- ✓
- 16- ✓
- 17- ✓
- 18- ✓
- 19- ✓
- 20- ✓

TEAM WORK THEMES

Doing business in Algeria;

- Business and artificial intelligence;**
- Development of E-commerce in Algeria?;**
- Arguments for "Think Global and Act Local";**
- Culture, business integrity and ethics in business;**
- Finance and accounting good appliance;**
- Importance of social responsibility / human capital;**
- Algerian business culture;**
- HR > motivation and organisational culture;**
- Leadership and team working in the case of Algeria;**
- Communication in Algerian Organisations / society;**
- Corruption in Algeria and how to deal with it;**
- Your concern in the climate change debate;**
- Innovations and new technologies (^{ChatGPT}) in Algeria;**
- Economics/management / Business of Artificial Intelligence.**

YOUR TEAM NUMBER S...-..

WATCH THIS

**PLEASE REMEMBER THAT
CHEATING IS NOT ONLY BAD
BUT ALSO HARAM**

**YOUR GRADES AND REPUTATION WILL BE AT STAKE
AND FOLLOWING YOU ALL OF YOUR LIFE**

RECALL

- **October:**
 - > 17 >>>> **Quiz**
 - > 31 >>>> **Deadline IW**
- **November:**
 - > 14 >>>> **Midterm**
- **December:**
 - > 12 >>>> **Deadline TW**

FINAL EXAM >> Jan. .. / 2024

REMEMBER

- A- **DO NOT SPEAK** IN ANY OTHER LANGUAGE APART FROM ENGLISH, except when allowed;
- B- **DO NOT CHAT** OR KEEP LAUGHING OR SLEEPING DURING CLASS TIME;
- C- **DO PUT OFF** YOUR MOBYLE AND PARTICULARLY DURING EXAMS;
- D- **DO FEEL FREE** TO GO OUT IF NECESSARY WITHOUT ASKING FOR PERMISSION;
- E- **DO FEEL FREE** TO REPORT FIRST TO ME ANY ISSUE REGARDING THIS COURSE.

HIGHLY Recommended References

BOOKS:

- > **Introduction to Business, 2023** Heidi M. Neck and Christopher P. Neck, Sage, Australia;
- > **Understanding Business, 13th Edition, 2022**
William Nickels, Jim McHugh, Susan McHugh / McGraw Hill.
ISBN10: 1260894851 | ISBN13: 9781260894851
- > **Contemporary Business, 19th Edition, 2021**
Louis E. Boone, David L. Kurtz, Brahm Canzer
ISBN: 978-1-119-81259-3
- > **Foundations of Business, 2019**
William M. Pride, Robert J. Hughes, and Jack R. Kapoor,
the text is currently in its 6th edition.

JOURNALS - REVIEW:

- <https://www.scirp.org/journal/ojbm/>
- <https://www.scirp.org/journal/jssm/>
- <https://www.scirp.org/journal/jhrss/>

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THANK YOU

Q & A

