

جامعة أبو بكر بلقايد

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UNIVERSITY OF TLEMCEEN

جامعة أبو بكر بلقايد تلمسان

كلية العلوم الاقتصادية والتجارية وعلوم التسيير
قسم علوم التسيير

برنامج السداسي الثاني السنة الثالثة

The university of Abou Bekr Belkaid. Tlemcen

Faculty of economics, business and management sciences.

management sciences department.

Third year public management: “second semester programme

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Lecture one:

Banks and enterprises

People borrow money to purchase homes, cars, or to create an enterprise they don't have the money for at the moment they want to make operation. So, what financing is, as well as different types of financing used every day.

What is financing?

In simple words, financing is the act of providing money for a project.

In relation with banks, financing means asking any financial institution like bank or finance company to lend money, under a contract to repay in the future. In other words, when you create an enterprise, if you do not have all the cash for it, the situation needs to a bank for financing and covering it. In other words, financing is borrowing money with a promise to repay that money and some additional fee, or interest, over a period of time.

Why do banking institutions loan money to people?

People, especially money dealers want to earn interest, for loaning out their money.

Types of finance

Finance is majorly divided into three segments: Personal Finance, Corporate Finance, and Public Finance.

1- Personal finance

Personal Finance is managing the finance or funds of an individual and helping them achieve the desired goals in terms of savings and investments. Personal Finance is specific to individuals and the strategies depend on the individuals earning potential, requirements, goals, time frame, etc. Personal finance includes investment in education, assets like real estate, cars, and life insurance policies, medical and other insurance, saving and expense management.

2- Corporate finance?

Corporate Finance is about funding the company expenses and building the capital structure of the company. It deals with the source of funds and the channelization of those funds like the allocation of funds for resources and increasing the value of

the company by improving the financial position. Corporate finance focuses on maintaining a balance between the risk and opportunities and increasing the asset value.

3- Public finance?

It is related to states. It includes long term investment decisions related to public entities. Public finance takes factors like distribution of income, resource allocation; it aims at the economic stability. Funds are obtained majorly from taxes, borrowing from banks or insurance companies.

Lecture two:

Knowledge management

AIMS OF THIS COURSE: Provide an understanding of the concepts of information, knowledge and their management, and give an overview of available tools for managing both information and knowledge in order to make you understand the needs of an actual organization and accordingly build action plans for its information and knowledge management.

1- DATA, INFORMATION AND KNOWLEDGE

Data: are the minimal semantic unit and correspond to primary elements of information. It can be a word, number, sound, picture....

INFORMATION: Information can be defined as a set of data processed. Data can be transformed into information which is the communication of knowledge or intelligence, and is able to change the way the receiver perceives something, impacting on their value judgments and their behaviours.

KNOWLEDGE: Knowledge is derived from information by applying rules to it. Knowledge always needs a rule.

2- INTRODUCTION TO KNOWLEDGE MANAGEMENT.

People need such systems in an organization for helping to share, access, and update business knowledge and information.

knowledge management is the important area of focus for businesses and for employee support teams in these organizations.

3- THE HISTORY KNOWLEDGE MANAGEMENT.

Knowledge management was first utilised in the 1980's but has been a recognised discipline since the early 1990's.

4- WHAT IS KNOWLEDGE MANAGEMENT?

'Knowledge Management (KM) is the process of capturing, developing, sharing, and effectively using organisational knowledge. It refers to a multi-disciplined approach to achieving organisational objectives by making the best use of knowledge.'

5- CONCLUSION.

Knowledge is of central importance to advanced economies; Knowledge is key to organisational performance; Organisations and work have become more knowledge intensive.

GRAMMAR: Final 's'

Lecture three:

Job Interview Skills

• How to Answer Job Interview Questions in English:

- 1- "TELL ME A LITTLE ABOUT YOURSELF."
- 2- "WHAT ARE YOUR STRENGTHS?"
- 3- "WHAT ARE YOUR WEAKNESSES?"
- 4- "WHERE DO YOU SEE YOURSELF IN FIVE YEARS?"
- 5- "WHAT DO YOU KNOW ABOUT OUR COMPANY?"
- 6- "ARE YOU GOOD AT DEALING WITH CHANGE?"
- 7- "DO YOU WORK WELL UNDER PRESSURE?"
- 8- "HOW DO YOU MAKE IMPORTANT DECISIONS?"

• How to run an effective meeting:

- ✓ INTRODUCTION
- ✓ WHY ARE MEETINGS IMPORTANT?
- ✓ WHAT ARE THE TYPES OF MEETINGS?
- ✓ WHAT MAKES A BAD MEETING?
- ✓ TIPS FOR EFFECTIVE MEETING.
- ✓ MORE VOCABULARIES ABOUT MEETING.
- ✓ CONCLUSION.

Video: 08 common Interview question and answers - Job Interview Skills

The video link: <https://www.youtube.com/watch?v=1mHjMNZZvFo>

Lecture four:

Definition of enterprise governance

Enterprise governance is defined as “the set of responsibilities and practices exercised by the board and executive management with the goal of providing strategic direction, ensuring that objectives are achieved, ascertaining that risks are managed appropriately and verifying that the organisation’s resources are used responsibly,” according to a study by the International Federation of Accountants.

In other words enterprise governance is the structure and relationships that control, direct, or regulate the performance of an enterprise and its projects, portfolios, infrastructure, and processes.

At the centre of enterprise governance is the balance between “conformance” and “performance.”

Dimensions of enterprise governance

“There are two dimensions of enterprise governance – conformance and performance – that need to be in balance.

Conformance is also called “corporate governance.” It covers issues such as board structures and roles and executive remuneration. Codes and/or standards can generally address this dimension, with compliance being subject to assurance/audit.

The performance dimension focuses on strategy and value creation. The focus is on helping the board to: make strategic decisions; understand its appetite for risk and its key drivers of performance; and identify its key points of decision-making.”

Enterprise Governance Management:

Enterprise Governance Management (EGM) is the discipline of applying technical tools and resources to the full range of governance needs, to govern at the highest level and deliver long-term success and sustainability.

Lecture five:

How to describe charts, graphs, diagrams and tables in the presentation of economic data.

1- GRAPHS, CHARTS, DIAGRAMS AND TABLES.

A lot of professional, technical writing contains charts graphs, diagrams, photographs, illustrations of all sorts, tables, pie charts, bar charts, line graphs, flow charts, and so on.

2- WHY DO YOU NEED TO USE CHARTS, GRAPHS, DIAGRAMS, AND TABLES IN ECONOMIC DATA AND ANALYSIS?

A lot of business presentations are focused on data and numbers. Charts and graphs... especially charts, are the most important tools to represent data and developing trend in various aspects. They give a clear and quick read of the relationships presentations in the data that are too numerous or complicated to be described adequately in the text and in less space.

3- HOW TO DESCRIBE CHARTS, GRAPHS, DIAGRAMS AND TABLES

To express the movement of the line, you should use appropriate verbs, adjectives, adverbs and prepositions depending on the kind of action you need to show. For this, you should use the following vocabulary:

Verbs

Adjectives

Adverbs

Prepositions

EXAMPLES:

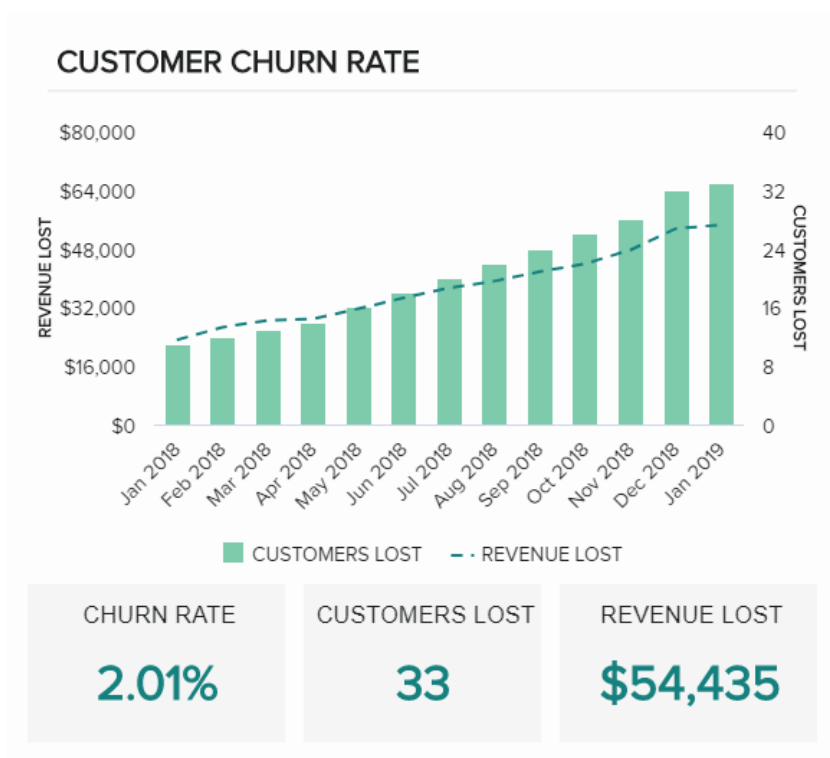
***Verbs:** rise, increase, climb, go up to....

***Adjectives:** sharp, rapid, huge, dramatic....

***Adverbs:** dramatically, rapidly, hugely, considerably, substantially, significantly, slightly, minimally.... There is also a list of **adverbs** to describe the *speed of a change*: rapidly, quickly, suddenly, steadily, gradually, slowly.

***All prepositions**

Exercise: analyse the following graph bars;



Lecture six:

Reading and analysis for getting more economic vocabularies

Marketing is a set of techniques having the aim of evaluating the need and the intentions of the consumer and according to these data to work out strategies in order to affect decisions of purchase.

The first technique of marketing intervening only after the production and simply takes charges of the interests of the manufacturer up to the final point of sale. Today, marketing took an importance much larger in the strategy of the enterprise. In the large companies, marketing precedes the manufacture of product. It includes market research and the development of the product, the design and tests.

The management of marketing comprises planning, the organization, the direction and the control of the decision-making concerning the ranges of products, the price determination, promotion and the services. In the majority of these fields, marketing has total control, like the development of the range of product; its role is primarily. In other cases, the service marketing of a company has the load of the physical distribution of the products, determining the distribution systems which will be used and supervising the profitable flow of goods of the factory to the places of storage.

Questions

1) - Answer the following questions according to the text or by using your knowledge.

a- What is the main goal of marketing?

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.....
.....

b- Mention the differences that marketing takes at the present?

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c- What does the management of marketing include?

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.....

d- What is meant by “the flow of goods from the factory to the places of storage”?

The distribution; The production; The Advertising

2) -find the words that are close in meaning to the following.

A set = ; The enterprise =

3) - find the opposite in meaning to the following. 2 point

The majority ≠ ; The final ≠

6) -Fill in the gaps with appropriate prepositions.

1) The government spent over £3.5m a research and development project.

2) The government invest £6.5 billion the IMF a construction project.

3) The accountants advised us to repay 15% of what we borrowed the banks.

4) Inflation rose half a per cent last month.

5) Sales increased by 200 units to stand 5200.

More management information :

Management skills are essential for any ambitious leader. Whether you are an entrepreneur, current manager or soon-to-be manager, we have created a guide of the top management skills to help you on your leadership journey.

Video link: <https://youtu.be/5n4josMijng>