



جامعة أبو بكر بلقايد

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UNIVERSITY OF TLEMCCEN

جامعة أبو بكر بلقايد تلمسان

كلية العلوم الاقتصادية والتجارية وعلوم التسيير
قسم علوم التسيير

برنامج السداسي الثاني السنة أولى ماستر

The university of Abou Bekr Belkaid. Tlemcen

Faculty of economics, business and management sciences.

Management sciences department.

First year: program me" second semester" MASTER1.

Lecture one:

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 Part: suffixes and prefixes.

Prefixes and **Suffixes** are letters or groups of letters which are added to either the beginning of a word (prefix) or the end of a word (suffix) to change its meaning and/or function.

1- Common Prefixes

Prefix	Meaning	Example
anti-	against/opposite	_ antihero
bi-	two	_ bilingual
il-,in-, im-, in-, ir-, dis	not/without	_ impotent, irreg
inter-	between	_ interact
macro-	large	_ macroeconom
micro-	small	_ microeconomy
mis-	incorrectly	_ misunderstand
mono-	one	_ monolingual
re-	again	_ reuse

2-Common Suffixes

The most common suffixes are those used for creating various verb tenses (“-ing”, “-ed”), plurals (“-s”, “-es”) and adverbs (“-ly”),

Suffix	Meaning	Example
-er, -or	one who	_ teacher, actor
-ism	doctrine, belief	_ nationalism
-ist	one who	_ nationalist
-ness	state of being	_ happiness
-ship	position	_ relationship

Today's proverb or idiom:
'A chain is no stronger than its weakest link'.

Lecture two:

The definition of some business terms

Supply and demand: are the economic forces of the free market that control what suppliers are willing to produce and what consumers are willing and able to purchase.

In other words, supply pertains to how much the producers of a product or service are willing to produce and can provide to the market with limited amount of resources available. Whereas, demand is how much of that product or service the buyers desire to have from the market.

Enterprise business firm: the term often is applied to a newly formed venture. **Entrepreneur:** individual who initiates business activity. The term is often associated with one who takes business risks. **Estimate :** 1- To approximate 2- In statistics, single value (point) or interval (range) of an unknown population parameter based on a sample of the population .

Leadership : upper level of management that provides vision and direction for the company.

Liquidity : ability for individual or company to convert assets into cash or cash equivalents without significant loss.

Macroeconomics: study of the aggregate forces of a nation's economy as a whole. Using data like price levels, unemployment, inflation, and industrial production.

Management: 1. Combined fields of policy and administration and the people who provide the decisions and supervision necessary to implement the owners' business objectives and achieve stability and growth . the formulation of policy requires analysis of all factors having an effect on short –and the long term profit. 2. Key people in an organization. **Management science:** study of management, school of management emphasizing the use of mathematics statistics as an aid in resolving production and operations problems. A major objective is to provide management with a quantitative basis for decisions. **Manager :** person charged with the responsibility of administrating and directing an organization' s activities. **Market:** public place where products or services are bought and sold, directly or through intermediaries; also called marketplace.

Rules: The Pronunciation of the Final S

The final S is pronounced in three different ways. The Final S Pronunciation is based on the final sound of a word, before adding -s.

Rule 1: /s/

When word ends with a Voiceless sound like: p, t, k, f, th ث, the final "s" is pronounced as /s/. examples: make/ makes, put/ puts ...

Rule 2: /z/

When word ends with a Voiced sound m, n, ng, l, b, d, g, v, th ذ, r. Example: Car/ cars , arrive/ arrives, the final "s" is pronounced as /z/.

Rule 3: /ɪz/

When word ends with one of these sounds /dʒ/ج, /s/س, /z/ز, /ʃ/ش ' the final "s" is pronounced as /ɪz/. Examples: finish/ finishes, manage/ manages ...

Today's proverb or idiom:

'It costs an arm and a leg'

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>

Today's proverb or idiom:

'He who will not economize will have to agonize'

Lecture four:

Economic text reading and analysis

The Text: Financial management

Financial management entails planning for the future of a person or a business enterprise to ensure a positive cash flow. It includes the administration and maintenance of financial assets. Besides, financial management covers the process of identifying and managing risks.

The primary concern of **financial management** is the assessment rather than the techniques of financial quantification. A financial manager looks at the available data to judge the performance of enterprises. Managerial finance is an interdisciplinary approach that borrows from both managerial accounting and corporate finance.

Some experts refer to **financial management** as the science of money management. The primary usage of this term is in the world of financing business activities. However, financial management is important at all levels of human existence because every entity needs to look after its finances.

Questions:

1. Answer the following questions:

- a. What does financial management involve?
.....
- b. What is the main concern of financial management?
.....
- c. What does managerial finance mean?
.....
- d. What is the main use of financial management?
.....

2. Say whether the following statements are True or False:

- a. Financial management entails planning only to ensure a positive cash flow. (...)
- b. The assessment of financial quantification is the secondary concern of financial management (...)
- c. Managerial finance is a sub-variety of managerial accounting and corporate finance. (...)
- d. Financial management is the science of money management (...)

3. Find in the text words that are synonyms of the following:
 Principal = Accessible = word =

4. Find in the text words that are antonyms of the following:

Negative =/= lend =/= amateur =/=

5. Put the word between parenthesis (..) in the right place.

A. Financial management includes the administration and maintenance of financial assets. It covers the process of identifying and managing risks.(In addition)

.....

B. It is important at all levels. The primary usage of financial management is financing business activities. (but)

.....

6. Classify the following words according to their final S:

Entails –covers - risks – enterprises – borrows – experts – needs – activities-

/s/	/z/	/ɪz/
.....
.....
.....
.....

7. Translate into Arabic the following words :

The word in English	The word in Arabic
Financial management
Enterprise
Managerial accounting
Financial quantification
Money management

Lecture five:

The importance of human resource management in the public sector

1- WHY FOCUS ON HUMAN RESOURCE MANAGEMENT “HRM” IN THE PUBLIC SECTOR?

There are four main reasons for focusing on HRM in the public sector:

- (1) The lack of attention given to the public sector context in the HRM literature.
- (2) The importance of public sector services and the role of human resources in delivering these services.
- (3) The level of public investment in civil services and the need for agencies to maximize this investment.
- (4) The scale of the workforce- related challenges con-fronting public sector agencies.

2- WHAT IS PUBLIC SECTOR?

Public sector is the section of the economy that is owned and operated by the government not private businesses or individuals, and generally we can say that it is controlled by the state.

3- THE IMPORTANCE OF PUBLIC SECTOR SERVICES.

Public sector is usually comprised of organizations that **are** owned and operated by the government and exist to provide services for its citizens. It engages private enterprises to deliver goods and services.

4- HUMAN RESOURCE MANAGEMENT DEFINITION.

All planned and controlled activities of an organization to build and maintain the relation between employees and the organization in order to meet both business objectives and employees expectations.

It can be defined as all the practices, systems and procedures implemented to attract, acquire, develop and manage human resources to achieve the goals of an organization. Simply it is managing the employment relationship.

5- THE ROLE OF HUMAN RESOURCES IN DELIVERING PUBLIC SECTOR SERVICES.

The goal is to enable our organizations to attract, develop and retain talent by:

1. Hiring: ensure that the human resources available are a good fit for their tasks to which they are assigned.
2. Talent development.
3. Compensation: It consists of direct and indirect financial compensation, as well as nonfinancial compensation.
4. Safety: Protecting employees from injuries caused by work-related accidents as employees who work in safe environments and enjoy good health are more likely to be productive.
5. Labor relations: in countries where businesses are required by law to recognize a labor union and bargain with it in good faith if the firm's employees want the union to represent them.

GRAMMAR: Endings –ed pronunciation.

There are three different ways to pronounce the 'ed' ending: / Id / , / t / or / d / in regular verbs of the simple past tense or in adjectives.

Final -ed is pronounced /t/ after all voiceless sounds.

Voiceless consonant sounds: p, f, k, s, sh, ch, thث

Examples: Work → Worked, Ask → Asked, Fix → Fixed, Reduce → Reduced

Final -ed is pronounced /d/ after voiced sounds.

Voiced consonant sounds: b, v, g, z, dz ج , th ð, l, m, n, r

All vowel sounds are voiced.

Examples: earn → earned, manage → managed

Final -ed is pronounced /id/ after “t”, and “d” sounds.

Examples: add → added, adopt → adopted.

Today's proverb or idiom:

‘Don't put all eggs in one basket’

Lecture six:

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, grow, 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**

4- EXERCISE: illustrate the following line graph by using trends vocabularies.



GRAMMAR PART: The part of speech review, paragraphs and essay.