



“ELITE” PROFESSIONAL BACHELOR’S DEGREE IN BUSINESS ADMINISTRATION



Academic Supervisor: University of DOUALA

Technical Supervisor: Advanced School of Management and Commerce – ESSEC

Duration of training: 3 years

The "ELITE" Professional Bachelor's Degree in Management Sciences is a new and innovative training program in management placed under the academic supervision of the University of DOUALA and under the technical supervision of the prestigious **Ecole Supérieure des Sciences Economiques et Commerciales (ESSEC)**. Taking particular account of the specificities and challenges of our environment, this program ensures that any person benefiting from the teachings is able, thanks to his or her advanced knowledge of economics, to properly identify economic and social issues; through the mastery of the law, to act at all times in strict compliance with the law; thanks to the requirements of computer work, to acquire a perfect mastery of ICTs; to the knowledge acquired in leadership, personal development and ethics, to act wisely and to constitute oneself as a locomotive of development.

This three-year program is organized as follows: two (2) years of core teaching following which the student will choose a specialty among **fourteen (14) specialties offered** (see attached specialty sheet).

- **Academic Internships Offered:** 6-8 months over 3 years
- **Training abroad in partner universities:** EKLORE-ed (Pau, France); UNINETTUNO International Telematic University (Rome, Italy), Ecole des Hautes Etudes Commerciales - HEC (Montreal, Canada).
- **Corporate partners** in the finance, insurance, hospitality, agri-food, hydrocarbons, aeronautics, forestry, wood processing sectors, etc.
- **University residences** : Modern rooms equipped with water and electricity

SPECIALITIES IN BUSINESS ADMINISTRATION

INSURANCE

To cope financially with unforeseen events, individuals as well as companies take out insurance contracts. The customers are compensated in the event of an accident, theft or fire by the insurance company. Insurance training allows one to carry out commercial, technical and management in the area of underwriting or settlement of claims.

Associated professions: Responsible for customers; Insurance advisor; Compensation officer; Life Insurance Manager individual / collective; Insurance technician; etc

Potential recruiters: Insurance Companies (P&C and Life), General agents, Insurance brokers, MINFI, CIMA, Companies Reinsurance, Large companies; etc.

COMMUNICATION AND EVENT MANAGEMENT

Are you passionate about everything related to the organization of Events? Then you can opt for this specialty. The accent here is on communication of organization and communication of events. The Events Management Communicator is a manager capable of taking charge of design, preparations of material and logistical organization of all kinds.

Associated professions: Event strategist; Communication strategist, multichannel; Wedding planner; Production of shows; Event manager;

Potential recruiters: Event organizers; Great Restaurants and hotels; Public administration.

HUMAN RESOURCE MANAGEMENT

The Human Resource Manager is capable at the end of his/her training to recruit effective staff, manage contracts and pay slips and anticipate future needs, enhance careers and salaries, develop skills individual and collective, perform administrative monitoring personnel management (contracts, absences, leaves, medical visits, declarations to social organizations).

Associated professions: Human Resources Assistant; Responsible human resources; Directors; Managers; Recruitment officer; Job manager.

Potential recruiters: SMEs and large companies

BUSINESS ANALYSIS AND INFORMATION TECHNOLOGY

Do you want to combine IT and management, two of the fields most wanted on the job market, become specialist in the analysis, design and implementation of solutions in information technology. Graduates of this specialization have extensive knowledge in the field of analysis, design and development of information system.

Associated Professions: Database manager, Specialist of Applications, IT Project Manager, IT Consultant, Advisor in process implementation.

Potential Recruiters: IT Companies; Large companies; IT expert firm;

FINANCE

The finance profession does not only recruit enthusiast persons. These are trades that have a strategic dimension and offers a wide variety of outlets in financial services of all companies but also the Bank, the dung beetle sector, Insurance, Management Audit firms heritage.

Associated professions: Financial agent; Financial Analyst ; tax specialist; Account manager; Account Manager ; Charge of studies; Administrative and financial manager; Adviser customer base ; Financial director ; etc.

Potential recruiters: Financial institutions, Ministry of Finance; Large companies; Scholarships; etc

SUPPLY CHAIN MANAGEMENT

The Supply Chain Manager is an expert in the organization and management of transport operations and logistics services in local, regional markets, national and international. He develops and implements strategies to effectively integrate suppliers, manufacturers, warehouses, distributors, retailers and customers so as to produce to distribute the right quantities of products, to the right places and at the right time to reduce the costs inherent in the whole of the system, while meeting the service levels desired by customers.

Associated professions: Responsible for transport units; Manager stocks and supplies; Manager warehouse networks and platforms; Warehouseman; Freight forwarder and logistics provider; Authorized customs broker;

Potential recruiters: SMEs and large companies

MONEY BANKING AND FINANCE

The specialist understands the functioning of the financial markets, the financial risk hedging instruments and applies portfolio management techniques to determine its composition.

Associated professions: Branch manager; financial; Financial Analyst; Financial director; Wealth management; Trader (market operator); Technical salesman (salesman); M&A A

Potential recruiters: Banks, Microfinance Companies; COBAC, Public administration; etc.



MANAGEMENT OF DECENTRALIZED TERRITORIAL COLLECTIVITIES

The specialist in Management of Territorial Collectivities is charged according to the functions occupied, to advise, to assist local officials in the legal definition of policies local. In this sense it must participate in the development of the budget of a local authority and its control; Support a project in its legal and financial aspects, "Human resources", "evaluation", "ICT".

Associated professions: Territorial Attaché; Decision makers within local authorities and other public establishments; Agents attached to the tax collection service; Agent support for MINAT, municipal; Municipal officials; etc

Potential recruiters: Ministries, FEICOM, Local

ORGANIZATION MANAGEMENT AND TOURIST DESTINATIONS

The Manager of Tourist Organizations and Destinations develops tourism and hotel products and services and promotes them; he easily understands the functioning of structures can follow the major tourist trends. nationally and globally.

Associated professions: Tourist Marketing Director; Director of the production; Technical director ; Director of Cabinet of Advice ; Study and Project Director; Tourist Study Officer.

Potential recruiters: Ministry of Tourism and Leisure, Hotels; Travel agencies; Tourist attractions; Companies Air, etc.

HOTEL AND RESTAURANT MANAGEMENT

The hotel and catering manager ensures the management of finance, commercial and technical in all levels of the hotel and restaurant industry.

Associated professions: Hotel manager; Responsible for Restoration; Sales manager ; etc

Potential recruiters: Hotels; Restaurants; etc.

PROJECT MANAGEMENT

The specialist in Project Management and Control is capable lead business projects in any sector (industrial, service, commercial, technological, cultural), through development of understanding the business and acquiring theoretical knowledge and practical management skills of project.

Associated professions: Assistant to the project manager; Marketing assistant; Project Manager; Project planner; Construction Companies, Restaurants and hotels; Public

MANAGEMENT ACCOUNTING

Manager responsible for diagnosing and steering performance organizations, management control, system information and financial strategy of the company.

Associated professions: Responsible for economic studies in banks, companies, international organizations, etc.

Potential recruiters: Central Bank, Commercial Banks, Ministries, SMEs and Large companies; etc.

MARKETING AND BUSINESS DEVELOPMENT

The Business Development specialist is responsible for developing and implement strategies, business plans and Marketing tactics to increase revenue while improving business performance.

Associated professions: Sales manager; Customer Attaché; Sales representative; Sales manager.

Potential recruiters: SMEs and large companies.

APPLIED STATISTICS AND OPERATIONAL RESEARCH

The specialist in Statistics and Operational Research analyzes and performs statistical data processing. Moreover, he analyzes and models planning and management problems in the form of a mathematical program, solves them and proposes solutions

Associated professions: Statistician analyzes; Statistical developer; Data-Manager; Analyst in Operational research; Risk management analysis; etc.

Potential recruiters: Banks, Insurance Companies; SME, Large companies etc..