

Directorate of Information Systems, Communication and External Relations

**National Higher School of
Management
– Koléa University Hub –**

**DIRECTOR'S
MESSAGE**

NEWS

EVENT

**AGREEMENTS
AND
PARTNERSHIPS**

RESEARCH

OTHER





Director's Message

Professor Abdelhafid Dahia

The National Higher School of Management experienced an intense and transformative semester, driven by the commitment of its entire community. This dynamism was reflected in a diversity of initiatives: educational activities, scientific events, innovative projects, institutional partnerships, international outreach... all actions that demonstrate an open, high-performing, and forward-looking institution. Over the months, ENSM has strengthened its position as a major player in management education, combining academic excellence, pedagogical innovation, student entrepreneurship, and engagement with the socio-economic world.

Our interfaces, our research laboratory, our cells and committees, as well as all of our services, have contributed to building a meaningful momentum, aligned with the current challenges of higher education and sustainable development.

This bulletin offers an accurate overview of a year marked by strong collective engagement and meaningful achievements. It highlights the collaborative efforts of our faculty members, administrative, technical and support staff, students, and partners, whose professionalism, dedication, and initiative lie at the heart of our institution's progress. Through its academic programs, support structures, and cross-disciplinary projects, ENSM continues to pursue its mission of training responsible managers, capable of navigating a complex world while addressing the challenges of digital transformation, innovation, social responsibility, and sustainability.

I would like to extend my sincere thanks to all the teams who contribute daily to the advancement of our school.

ENSM continues to evolve in a demanding yet opportunity-rich environment. Together, we have demonstrated responsiveness, adaptability, and innovation.

Let us continue on this path with determination, ambition, and confidence.

**Professor Abdelhafid Dahia
Director of the School**

News



Meeting of the Board of Directors of the ENSM Economic Subsidiary

On July 2nd, the Board of Directors of the Economic Subsidiary of the National Higher School of Management convened for an ordinary session, with all its members in attendance.

This meeting was held as part of the strategic oversight of the subsidiary's activities, aimed at strengthening its governance and ensuring the proper execution of its missions in service of the institution.



ENSM organized the second edition of its Job Day

On July 1st, under the supervision of the Directorate of Information Systems, Communication, and External Relations, and in collaboration with the Future Managers Club, ENSM organized the second edition of its Job Day, an event dedicated to the professional integration of its graduates.

On this occasion, organizations from various sectors came to meet our young talents with the objective of recruiting candidates trained to the high standards of our management school.

ENSM distinguishes itself from other institutions through a unique approach to professional support: the separate organization of an internship forum and a Job Day. This format allows for targeted addressing of students' needs according to their level of progress, whether it concerns their internship search or their entry into the workforce.



News

24 Business Project Defenses within the Framework of the 008 Program

In June, 24 business project defenses took place as part of the 008 program, which complements and modifies the 1275 program. These defenses highlighted the diversity and richness of initiatives led by our students.

20 startup projects incubated within ENSM, 3 traditional business projects supported by the Entrepreneurship Development Center (CDE) and NESDA, 1 invention patent project backed by the Center for Technology and Innovation Support (CATI), as well as 2 startup projects from the National Higher School of Tourism (ENST) incubated at ENSM.

These presentations benefited from the support and evaluation of our professors, as well as colleagues from other institutions, industry experts, and socio-economic partners, all mobilized to enhance the quality and relevance of the projects.

This program confirms ENSM's commitment to entrepreneurship, innovation, and tangible connections with the socio-economic world.



7th Training Session for Traditional Project Holders at the ENSM's CDE

On May 25th, ENSM's Entrepreneurship Development Center (CDE) launched the 7th training session dedicated to project leaders, in strategic partnership with NESDA and the CDEs of the Koléa University Hub: CDE-EHEC, CDE-ESGEN, and CDE-ENSSEA.

The opening ceremony was held in the presence of the Director of ENSM, deputy directors, CDE managers and trainers, as well as representatives from NESDA.

This new edition reflects a strong collective momentum in support of student entrepreneurship and the development of innovative projects.

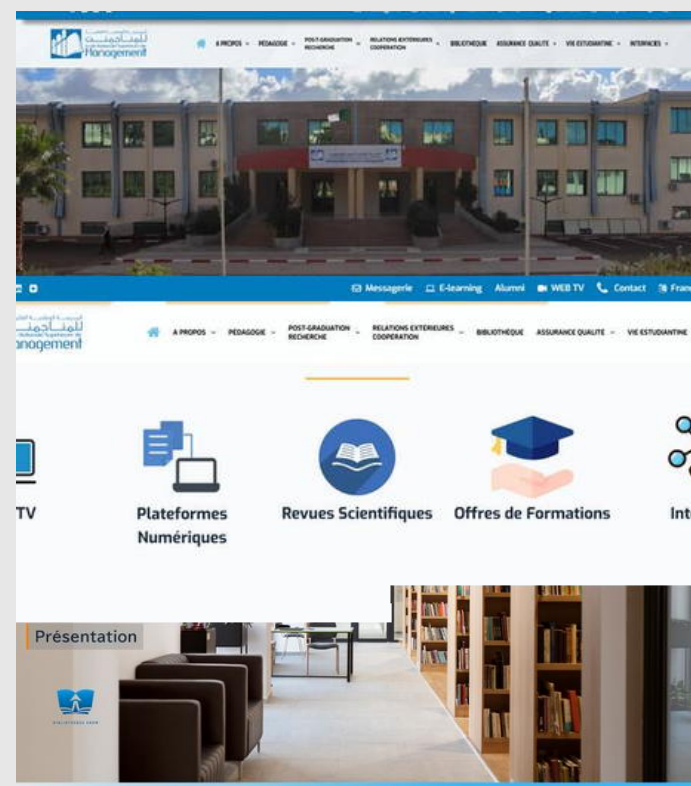


ENSM Launches Its New Website

ENSM is proud to announce the launch of its new website, designed to offer a smoother, more modern, and more intuitive experience for its various audiences: students, professors, partners, and prospective candidates.

This new platform features simplified navigation, quick access to key information (programs, admissions, news, events, projects, etc.), and a redesigned layout that better reflects the dynamic and innovative image of the school.

This website marks a new milestone in ENSM's digital communication strategy and strengthens its visibility at both the national and international levels.



News

Educational visit of MSSI Students to GAM Assurances

As part of its activities to foster connections with the professional world, students enrolled in the Master's program in Strategic Systems and Innovation Management (MSSI) participated in an educational visit to GAM Assurances.

Organized at the initiative of the Director of External Relations, Dr. Lydia Djennadi, and upon invitation from the company, this visit provided students with a concrete insight into the practices of the insurance sector, directly related to their academic training.



ENSM's Participation in the National Week of Information and Open Days on School and Career Guidance



ENSM took part in the activities of the National Week of Information and Open Days on School and Career Guidance, organized by the Education Directorate of the Wilaya of Tipaza.

Represented by the Directorate of Information Systems, Communication and External Relations, the school actively participated throughout the week. Through information booths, presentations, and exchanges with students, ENSM helped showcase its programs, career opportunities, and commitment to supporting prospective students.

This participation reflects the school's determination to strengthen its connection with high school students and to support their guidance toward promising fields aligned with their ambitions.

News

ENSM Hosts the 4th National Conference of Kafil El Yatim

As part of its mission of environmental and social responsibility, the school had the honor of hosting the 4th national conference of the management team of the Kafil El Yatim National Charity Association.

This event, held from May 1st to 3rd, 2025, brought together representatives of the association around the unifying theme: “Institutional Excellence... A Path to Leadership and Empowerment.”

Through this initiative, ENSM reaffirms its commitment to societal causes of general interest and its openness to partnerships with actors from the associative sector. The conference provided a platform for exchange, strategic reflection, and capacity building for association members working to support orphans across the country.



A Day of Reunion and Knowledge Sharing at ENSM



ENSM had the pleasure of welcoming Alumni, professors, staff, and students for Alumni Day. In a warm and friendly atmosphere, generations came together to share memories, experiences, and smiles.

This special occasion helped strengthen the bonds among those who, past and present, have shaped the history of our school.

A big thanks to the Future Managers Club for their involvement in organizing this wonderful day.

News

ENSM Strengthens Its Commitment to Continuing Education

On April 20th, Professor Abdelhafid Dahia, Director of the National Higher School of Management, officially announced the launch of a new training session organized in partnership with the GITRA Group.

Intended for managers across the group's various units, this initiative reflects a shared commitment to supporting continuing education and enhancing human resource skills.

This collaboration forms part of an ongoing effort to promote continuous professional development and foster a lasting connection between academia and the socio-economic sector.



Promoting Innovation: ENSM Raises Awareness about the President of the Republic's Award



As part of the awareness day dedicated to the President of the Republic's Award for Innovative Researchers, an event was organized at ENSM to encourage creativity and support researchers, professors, and doctoral candidates.

During this meeting, Dr. Nadia Gahlam and Dr. Leila Mohamed El Hadj delivered a detailed presentation on the award, its objectives, and the application procedures, enabling the school's scientific community to actively prepare for participation.

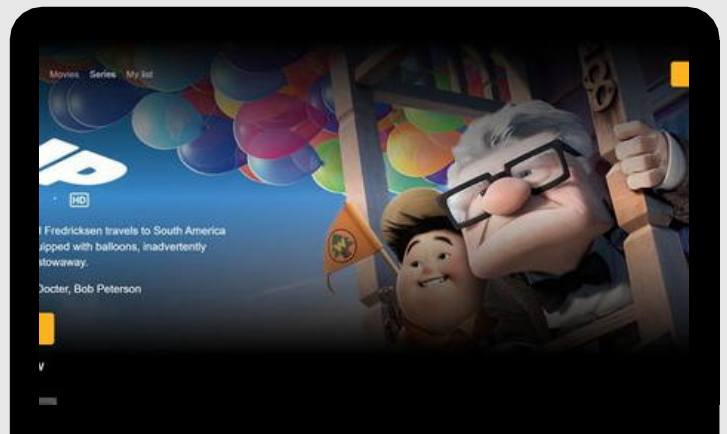
News

The First Startup Emerging from the ENSM Incubator Launches!

It is with great pride that we announce the launch of NETFARAJ, the very first startup incubated at ENSM!

This success marks a significant milestone in our commitment to innovation and student entrepreneurship.

Congratulations to Amine Ksouri, whose perseverance and vision have transformed an idea into a tangible project.



Strengthening the Entrepreneurial Ecosystem in Tipaza: ENSM Hosts the CDE Meeting



As part of the effective management of the Entrepreneurship Development Centers (CDE) in the Wilaya of Tipaza and with the aim of strengthening coordination among the various stakeholders, an important meeting was held on March 19 at the headquarters of the CDE of the National Higher School of Management (ENSM).

This meeting was marked by the official establishment of the local inter-CDE committee for the Wilaya of Tipaza, as well as discussions on the main focus areas of the collaboration agreement.

This event represents a key milestone in the structuring and strengthening of the CDEs' role in supporting project leaders and promoting entrepreneurial culture at the regional level.

News



ENSM Launches New English Language Training Session for Its professors

As part of its ongoing efforts to enhance skills, the National Higher School of Management (ENSM) has launched a new English language training session for its professors. This initiative is part of the school's continuous improvement strategy and responds to the Ministry of Higher Education and Scientific Research's (MESRS) requirements regarding internationalization.

ENSM Shines During the Visit of the Minister of Higher Education and Scientific Research

The school once again demonstrated its commitment and professionalism on the occasion of the official visit by the Minister of Higher Education and Scientific Research, Professor Kamel Baddari, accompanied by his team of advisors, central directors, and general directors. This visit, held at the Higher School of Commerce, aimed to highlight the achievements of the schools within the university hub through student-led startup projects and innovative ideas, with a view to their realization and contribution to national economic development.



ENSM Among the 30 Institutions Selected by the British Council

We are proud to announce that ENSM is among the 30 higher education institutions selected as part of a national university collaboration program. The school was represented by Dr. Lydia Djennadi, Deputy Director in charge of External Relations, at an event held on February 23rd by the British Council, in partnership with the Ministry of Higher Education and Scientific Research (MESRS). This program aims to strengthen academic collaboration between Algeria and the United Kingdom.



News

High School Students Visit ENSM: A First Step into University Life



On February 11th, ENSM had the pleasure of welcoming final-year Economics and Management students from Keddour Sidi Ali Mebarek High School in Koléa, accompanied by their teacher, Ms. Bounatirou Houneyda.

This visit gave the students an opportunity to explore the school's facilities, engage with our students and scientific clubs, and gain insight into the world of higher education and campus life.

Educational Visit of Master's MM Students to Decathlon El Djazair



Second-year Master's students in Marketing Management had the opportunity to visit Decathlon El Djazair as part of an educational field trip led by Dr. Yahiaoui Djalal Eddine.

This visit allowed them to apply their theoretical knowledge and gain firsthand insight into the real-world challenges of management and marketing within a major retail company.

Special thanks to the Decathlon team — and in particular to Ms. Djekhiou Ines — for their warm welcome and for sharing their expertise.

Events

Exhibition of the Library's New Acquisitions



On January 27 and 28, 2025, the school's library organized an exhibition showcasing its latest acquisitions, held in the main reading room on the first floor.

Students, professors, and administrative staff were invited to explore a selection of new books and documentary resources, further enriching the library's collection in support of learning and research.

Methodology Workshop on the Master's Thesis: Valuable Guidance for Our Students

An insightful workshop was organized for our second-year Master's students, focusing on the methodology for preparing their final thesis.

Led by our dedicated professors — Dr. Nabila Abid, Dr. Mehdi Bouchetara, and Dr. Nadia Gahlam — the session provided students with practical advice, constructive discussions, and high-quality academic support.



ENSM Organizes Workshop on Continuing Education as a Key Driver of Professional Excellence

On February 17th, ENSM held a workshop dedicated to continuing education, recognized as a true driver of performance for professionals and their teams in an ever-evolving environment.

Under the theme "Continuing Education: A Strategic Lever for Employee Excellence and Adaptability in a Changing World," this event brought together ENSM experts, members of the Blida Entrepreneurs and Industrialists Club (CEI), as well as the school's scientific clubs.

This workshop reflects ENSM's commitment to placing continuing training at the heart of its mission, aligning with the needs of the professional world and the values of collaboration and innovation upheld by our institution.



Events



Second Edition of the Quality Assurance Awareness Day

The Quality Assurance Unit organized an awareness session on quality assurance on February 25, 2025, bringing together the school's internal stakeholders. This second edition, dedicated to first-year Master's students, aimed to present the unit's missions while emphasizing the essential role that students play in the success of the quality assurance process.

Conference on Industrial Protection: A Milestone Event for Raising Awareness on Intellectual Property



On April 8, 2025, an insightful conference on industrial protection was held at our institution, marking a significant step in raising awareness among our students about the importance of intellectual property.

This event was organized by Dr. Amara Nesrine, Head of the Technology and Innovation Support Center (CATI), who is actively engaged in promoting innovation within the academic community.

We extend our sincere thanks to Mr. Lotfi Boudjedar, Assistant to the Director of the Algerian National Institute of Industrial Property (INAPI), for his valuable and enlightening contribution.

This conference aligns with our institution's commitment to educating young people who are aware of innovation challenges and prepared to safeguard its outcomes.

Events

Inspiring Meeting with Professor Ahmida Ferhat: A Catalyst for Ideas and Vocations

Professor Ahmida Ferhat is not only an expert in entrepreneurship but also a catalyst for ideas and a stimulator of reflection. During his conference on April 15, he captured the audience's attention with his impactful analyses and his ability to foster a rich and engaging dialogue.

Far more than a mere lecture, this event served as a true launching pad for future agents of change. We had the pleasure of welcoming students from several institutions on this occasion: Bouchaib High School, Technicom Koléa, and Les Cadets de la Mitidja. Their enthusiasm, curiosity, and openness brought a special energy to the exchange.



Exclusive Workshop on the Occasion of Yawm al-'Ilm: Spotlight on Algerian Scientific Excellence

On April 16, 2025, ENSM hosted an exclusive workshop focused on the publication strategies of the most cited Algerian researchers worldwide, according to the Stanford ranking.

This study, presented by Dr. Mehdi Bouchetara, PhD student Anaïs Zouambi, and Professor Messaoud Zerouti, highlights that:

- 85% publish at least three articles per year
- 60% have an H-index greater than 15
- 78% collaborate internationally
- 82% are proficient in academic English

Organized by the Directorate of External Relations and the local Visibility Committee, this event brought together professors, researchers, and doctoral students with a common goal: to strengthen the impact and visibility of Algerian research on the global stage.



Agreements and Partnerships



**Signing of a Cooperation Agreement
with the Algerian National Institute
of Industrial Property (INAPI)**



**Signing of an Agreement with the
Algerian Institute of
Standardization (IANOR)**



**Signing of an Agreement with
"الجمعية الخيرية الوطنية "كافل اليتيم"**

Scientific Events

Diving into Quantitative Methods: LIMGE Workshop



The LIMGE laboratory organized a training workshop aimed at doctoral students and professors, focused on a key topic: choosing quantitative methods in scientific research. This session enabled participants to gain a better understanding of the criteria for selecting quantitative approaches, their implementation, and the associated tools, all with the goal of strengthening research methodology skills.

Digital Marketing at ENSM: A Day Rich in Exchange and Expertise

The workshop took place on April 29, 2025, at ENSM, initiated by Dr. Yasmine Krim in collaboration with the Governance and Regulation of Networked Public Services research team from the LIMGE laboratory.

This event brought together experts, entrepreneurs, researchers, and students for two dynamic panels highlighting the key drivers of digital marketing, from ideation to strategic implementation.



Scientific Events



LIMGE Conference – Cross Perspectives on the Evolution of the Global Economy: What Prospects for Southern Countries?

The LIMGE laboratory organized a conference led by Professor Ferroukhi, featuring insightful contributions from Professors Hammoutene and Guendouzi.

This gathering provided an opportunity to explore the current dynamics of the global economy and its implications for Southern countries. The discussions focused on major economic challenges, emerging opportunities, and potential courses of action to build a more equitable and sustainable future.

We extend our sincere thanks to the distinguished speakers as well as to all participants for the richness of the debates and shared reflections.



National Symposium at ENSM: Rethinking Human Capital for Sustainable Development

As part of the 3rd edition of the ENSM Scientific Days, a national symposium was held on May 6, 2025, focused on “Financing, Governance, and Innovation: Rethinking Human Capital Management as a Lever for Sustainable Organizational Growth.”

This event was organized by the research teams “Governance and Regulation of Networked Public Services” and “Strategic Management, Competitive Advantages, and Foresight,” in coordination with the university research project (PRFU) “Energy Transition, Entrepreneurship, and Employment in the Context of Sustainable Development.”

The day brought together researchers, doctoral students, and professionals to deepen the discussion on organizational transformation through better valorization of human capital.



Scientific Publications

Quality Assurance In Higher Education As A Response To The Sustainable Development Goals In Algeria: Descriptive Study

Authors : Dr Lydia Djennadi, Dr Wissam Belimane

Journal : Revue de l'innovation

Utilizing Machine Learning for Financial Management in Healthcare.

Authors : Dr Islam Lebcir , Dr Ashish Kumar Tamrakar, Dr Chitkala Venkareddy, Shabarisha N, Anu Mehra, Dr P Kiran Kumar Reddy

Journal : Scopus South Eastern European Journal of Public Health

Key Drivers of Successful Business Leadership: The Case of Labeled Startups.

Authors : Dr. Amine Saba, Dr. Leila Mohammed EL Hadj, Prof. Mohamed Himrane, Dr. Loubna Nacer

Journal : Business ethics & leadership

Enhancing the Golden Triangle (Cost, Time, Quality) in Infrastructure Projects through Risk Management: A Case Study of the Algiers Metro Project

Authors : Ms Imene Mohammedi, Dr Wissam Belimane, Dr Mehdi Bouchetara

Journal : Journal of Corporate Governance, Insurance, and Risk Management

Blockchain and Smart Contracts in Consumer Transactions: Implications for Marketing and Finance

Authors: Dr Islam Lebcir, Dr Omar Kadi, Dr Kavitha Venkatachari, Deepak Sundrani, Dr Abhra Pratip Ray

Journal : Advances in Consumer Research

APPLICATION OF QUALITY TOOLS IN MANAGING CUSTOMER COMPLAINTS RELATED TO NON-CONFORMING PRODUCTS: CASE STUDY

Authors : Ms Dounia Abir Ghali, Ms Lamia Djelouahi, Dr Wissam Belimane, Dr Mehdi Bouchetara

Journal : Economics and Management

OVERCOMING RESISTANCE TO CHANGE: ANALYZING STRATEGIES OF THE ALGERIAN ACCOUNTING REFORM: CASE STUDY THE MINISTRY OF FINANCES

Authors : Dr Leila Mohammed El Hadj, Dr Amine Saba, Ms Aridje Reguia Mahmoudi, Dr Mehdi Bouchetara.

Journal : Slovak Journal of Public Policy and Public Administration

The role of Maritime Training in Algeria in achieving the Sustainable Development Goals

Authors : Dr Lydia Djennadi, Dr Wissam Belimane, Pr Linda Gardelle

Journal : Dirassat Journal Economic Issue

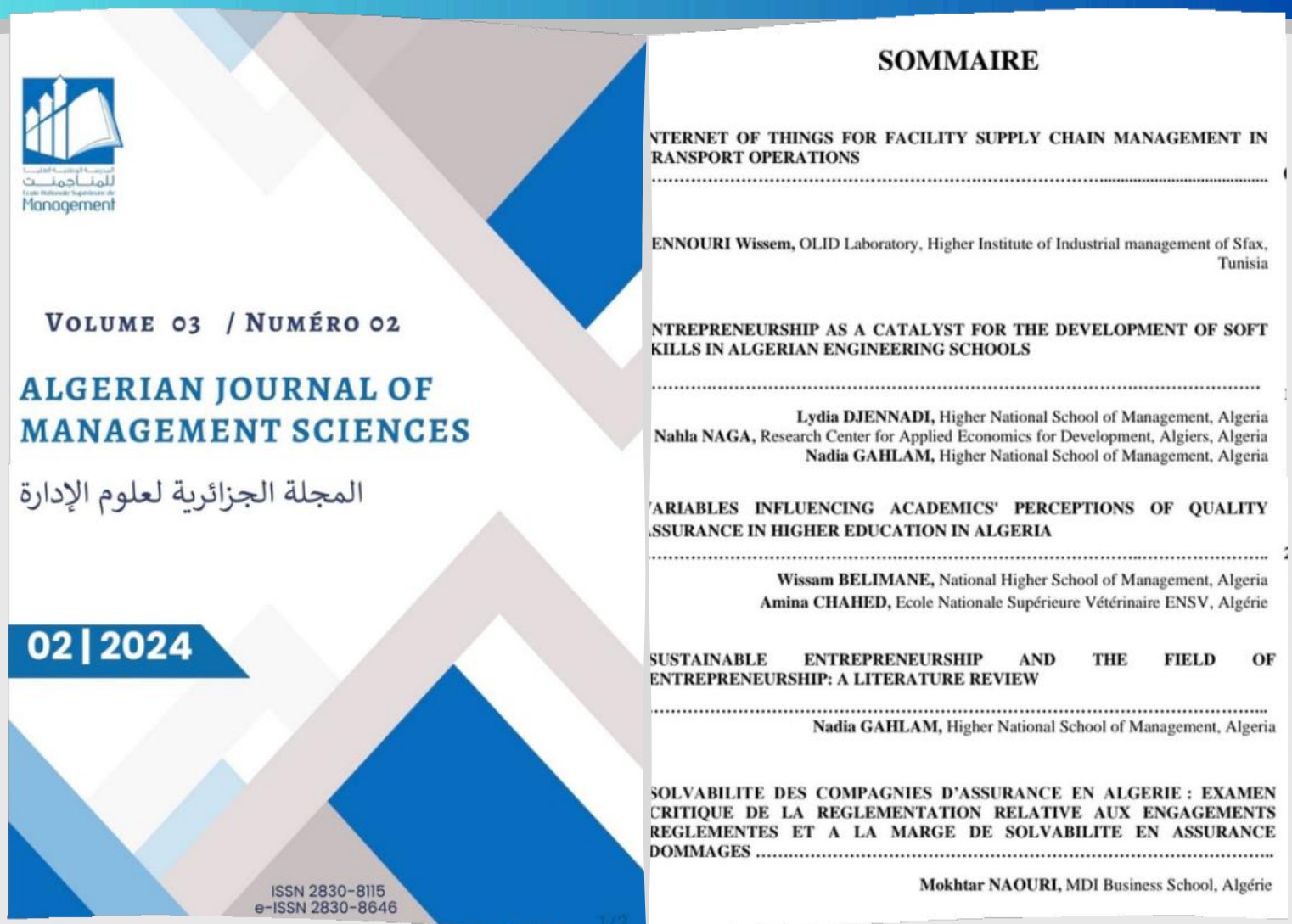
New Issue of the ENSM Journal

The National Higher School of Management is pleased to announce the publication of Volume 03, Issue 02 (2024) of the Algerian Journal of Management Sciences.

This issue includes scientific contributions on current topics in management sciences, notably logistics, entrepreneurship, quality assurance in higher education, and the regulation of the insurance sector in Algeria.

For more details, please consult the following link:

<https://asjp.cerist.dz/en/PresentationRevue/847>



Other topics

Entrepreneurial Activities



Launch of the 5th CDE Training Session

The 5th session of the joint training program between the higher schools ENSM, ENSSEA, EHEC, and ESGEN, in collaboration with NESDA, was officially launched on February 4 at the National Higher School of Statistics and Applied Economics.



Extraordinary Board Meeting – Approval of the Accelerator Project

The Board of Directors of ENSM held an extraordinary session on February 13, chaired by Professor Khaled Rouaski, with the participation of representatives from ministries, professors, administrative and technical staff, students, and members of the administrative team.

One of the key highlights of the meeting was the presentation of the Incubator's progress report by its Director, Dr. Nadia Gahlam, followed by the approval of the project to create a subsidiary in the form of a business accelerator.

This decision represents a major strategic step forward in supporting project leaders and strengthening the school's entrepreneurial ecosystem.

Congratulations to the Awardees of the 3rd "Innovative Project" Label

The management of ENSM, represented by Professor Abdelhafid Dahia, along with the entire administrative staff, extends its warmest congratulations to Wissam Akilal and Malak Nehouchi for being awarded the 3rd "Innovative Project" label.



Other topics

Entrepreneurial Activities



Congratulations on Securing Funding

The school's management, represented by Professor Abdelhafid Dahia, along with the entire administrative staff, extends its warmest congratulations to Mr. Nabil Derridj for securing funding granted by the CSVF committee.

This achievement is the result of his rigorous work, perseverance, and strong commitment.

It perfectly reflects the entrepreneurial potential within our community and paves the way for new and promising opportunities.



Entrepreneurship Awareness Day at ENSM's CDE

ENSM, in collaboration with NESDA trainers, organized an awareness day dedicated to its students, focusing on project idea generation and the discovery of NESDA's new support framework.

This event offered participants an opportunity to explore the entrepreneurial world, gain access to practical tools for transforming ideas into concrete projects, and benefit from the guidance of domain experts.



A 4th "Innovative Project" Label for ENSM

The National Higher School of Management is pleased to announce the awarding of the 4th "Innovative Project" label to our student Mohamed Amine Ksouri for his project Netferaj.

Our warmest congratulations go to the student and the incubator team for this achievement.



Other topics

Entrepreneurial Activities



Meeting of the Economic Projects Guidance Unit

A hybrid meeting of the Guidance Unit was held on April 3 at the ENSM Incubator, following the closure of project submissions under Scheme 1275 and its Amendment No. 008.

This meeting brought together unit members to review the progress of ongoing projects and to organize the next steps in support and follow-up.



Launch of a Training Series for Incubated Project Leaders

As part of its support for startup projects, the ENSM Incubator launched on April 6 a series of targeted training sessions for incubated project leaders.

These workshops aim to strengthen the key skills of student entrepreneurs at every stage of their project development, from idea generation to realization.

This structured initiative reflects ENSM's commitment to nurturing a new generation of well-equipped and visionary entrepreneurs.



Other topics

Entrepreneurial Activities



Launch of the 6th CDE Training Session

On April 8, ENSM's CDE launched the 6th entrepreneurship training session in partnership with the universities within the academic hub and with the strategic support of NESDA, held at EHEC. This unique opportunity aims to develop skills, strengthen the entrepreneurial spirit, and advance project development.



Business Coffee – Project Launch and Legal Framework: Law 18-07

Thanks to the initiative of the Incubator Director, Dr. Nadia Gahlam, an enriching Business Coffee session was organized around the theme: “Launching a Project Legally: Law 18-07.” Qualified speakers shared their expertise in a friendly atmosphere, fostering exchange, learning, and reflection on the legal aspects of entrepreneurship.

It was a key moment for all those wishing to undertake projects within a secure legal framework.

We extend our sincere thanks to all participants for their active presence and valuable contributions!



Other topics

Entrepreneurial Activities



Launch of a Trainer Training Session at CDE

On May 27, a training session dedicated to trainers was launched at ENSM's CDE, under the supervision of the Center Director, Professor Mohammed Himrane.



Funding Agreement for Wassila Belacel's Project

Congratulations to Wassila Belacel, enrolled at ENSM's CDE, who obtained funding approval for her project titled "Consulting and Sourcing Office."

This agreement was granted on June 25, 2025, during session No. 7/2025 of the Selection, Validation, and Funding Committee (CSVF) of the Algiers-Center Wilaya Agency.

Wassila Belacel completed the training organized as part of the 3rd training session of the ENSM CDE, in collaboration with partner centers: CDE-EHEC, CDE-ENSSEA, and CDE-ESGEN.



Other topics

Cultural and Sports Activities of the School

University Sports Awareness Days at ENSM



As part of the promotion of university sports, the National Higher School of Management organized awareness days through internal sports tournaments exclusively for Master's students on January 26, 27, and 28, 2025.

These events aimed to strengthen team spirit, promote a sports culture, and encourage students to adopt a balanced lifestyle throughout their academic journey.

Chess Tournament at ENSM

As part of promoting both sports and intellectual activities within student life, and in coordination with the coordinators of cultural, scientific, and sports activities from the national schools of the Kolea University hub, ENSM students organized an inter-school chess tournament.

This initiative, hosted at ENSM, successfully combined competitive spirit, strategy, and camaraderie, while strengthening the bonds between students from different institutions.



ENSM Participates in Sports and Cultural Activities in Tissemsilt



ENSM took part in the 15th edition of the mountain hiking event organized by the University of Tissemsilt, in collaboration with the Directorate of University Services of Tissemsilt, as well as the 8th edition of the National Photography Exhibition, held on February 21, 22, and 23, 2025.

Other topics

Cultural and Sports Activities of the School

International Women's Rights Day – Tribute to ENSM Employees

On the occasion of International Women's Rights Day, celebrated on March 8, the Director of ENSM presided over a ceremony honoring and expressing gratitude to the school's female employees, in the presence of the Secretary-General and Deputy Directors.

During this tribute, the Director emphasized the essential role of women in society, highlighting their valuable contributions across all fields, including within our institution.



Awareness Day on Risks Related to Excessive Screen Use

The ENSM Clinic, under the supervision of Dr. Amina Saad Essaoud, the school physician, and clinical psychologist Wassim Bouguera, organized an awareness day on the dangers of excessive screen use and the resulting forms of addiction.

This event provided students with information on the physical, psychological, and social effects of prolonged screen exposure while offering practical advice for a more balanced use of digital technologies.

Commemoration of May 8, 1945 – National Day of Remembrance

ENSM organized a series of activities to commemorate the National Day of Remembrance – May 8, 1945.

This event paid tribute to the victims of the May 8, 1945 massacres and reminded the academic community of the importance of passing on historical memory to younger generations.



Other topics

Cultural and Sports Activities of the School

Student Day Celebration – May 19

The National Higher School of Management (ENSM) celebrated Student Day on May 19 in a festive and inspiring atmosphere, with the presence of the School Director, administrative staff, professors, students, and alumni.

The ceremony began with the reading of a message addressed to students by the President of the Republic, Mr. Abdelmadjid Tebboune, delivered by the Director. This speech was followed by the screening of a film, an interactive quiz, a very enriching Alumni Talk conference, and the awarding of prizes to the winning teams of the sports tournaments.

Student clubs and the most active students in university life were also honored for their dynamism and contribution to animating the ENSM community.

One of the highlights of the day was the official launch of the very first startup incubated at the Koléa University hub, led by our student Mohamed Amine Ksouri. Congratulations to him for this remarkable entrepreneurial success!

Special thanks to the Cultural and Sports Activities Department, as well as all the clubs, for organizing this memorable event!



Other topics

Scientific Club Activities



Small Business Exposition – A Showcase for Craftsmanship and Entrepreneurial Spirit

The Future Managers Club successfully organized the Small Business Exposition, transforming the school's main hall into a genuine exhibition space.

Our student artisans proudly presented their handmade creations, demonstrating their creativity, skills, and entrepreneurial spirit.

This initiative highlighted artisanal entrepreneurship, created a space for exchange between exhibitors and visitors, and promoted a business culture within our student community.

Congratulations to the organizers, exhibitors, and visitors for making this exposition a warm, inspiring, and meaningful event.



LinkedIn Workshop – Enhancing Professional Online Presence

As part of its skills development activities, ENSM hosted a training workshop entitled Mastering LinkedIn Professional Growth Networking for its students.

The workshop was delivered by Saïd Khebbab, a Master's student in Strategic Management and Information Systems and an active member of the Skills Training Club.

The session generated strong interest and interactive exchanges, reflecting students' growing awareness of LinkedIn's importance in shaping their professional careers.



Other topics

Scientific Club Activities



Manager Tuesdays: A Day of Workshops Focused on Creativity and Sharing

Under the supervision of the Deputy Directorate of Information Systems, Communication, and External Relations, the CFC (Skills Training Club) and CFM (Future Managers Club) organized a new edition of "Manager Tuesday" featuring a series of practical and inspiring workshops:

- A photography workshop to develop artistic vision,
- A public speaking workshop to strengthen communication skills,
- An English Speaking workshop to practice English in a friendly environment.

These workshops reflect ENSM's commitment to promoting pedagogical innovation, student creativity, and collaborative learning at the heart of student life.



Student Elections: Renewal of the Executive Committees of the CFC and CFM Clubs



As part of ENSM's extracurricular activities, the general assemblies of the two student clubs—the Skills Training Club (CFC) and the Future Managers Club (CFM)—were held in the "Mohamedi Amal" conference room to elect new presidents.

Candidates for the presidency presented their programs to their respective club members.

Elected presidents are:

- Saïd Khebbab for the CFC,
- Abderrahmane El Karmiri for the CFM.

Other topics

Scientific Club Activities

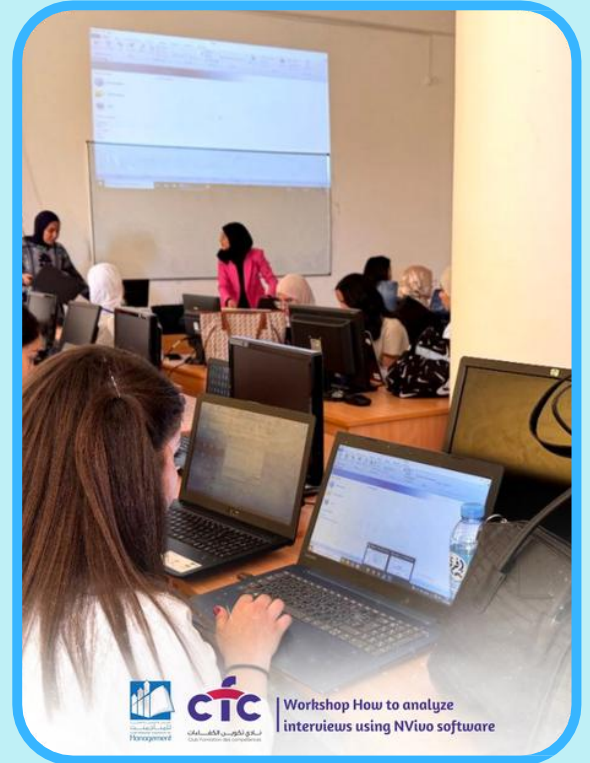


Practical Workshop: Analyzing Interviews Using NVivo Software

A hands-on training workshop was held at ENSM on the theme: "How to Analyze Interviews Using NVivo Software."

Led by Dr. Nacer Loubna and organized by the Skills Training Club (CFC), the workshop gathered a group of dedicated students eager to explore the fundamentals of qualitative analysis using one of the most powerful software tools in the field.

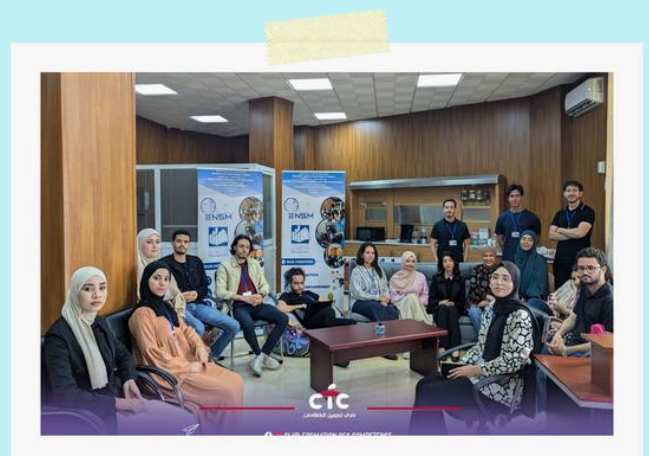
The primary objective was to familiarize participants with qualitative data analysis tools, providing them with a practical, interactive, and enriching experience.



Workshop "Web Development Career Path": An Immersion into Web Development Professions

As part of efforts to enhance digital skills and support students' professional integration, the Skills Training Club (CFC) organized a training workshop entitled "Web Development Career Path," led by a group of students specializing in software development.

The workshop stood out for its interactivity and the quality of exchanges, offering students the opportunity to ask questions, engage in enriching discussions, and immerse themselves in practical, high-value content.





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