



"ELITE" PROFESSIONAL BACHELOR DEGREE IN BUSINESS ADMINISTRATION

Academic Supervisor: University of DOUALA



Technical Supervisor: Advanced School of Management and Commerce – ESSEC

The "ELITE" Professional Bachelor Degree in Business Administration is an innovative training program in Management placed under the academic supervision of University of DOUALA and the technical supervision of the prestigious Advanced School of Management and Commerce. Taking particular account of the specificities and challenges of our environment, this program ensures that everyone who benefits from the lessons, should be able to, thanks to their advanced knowledge of economics, should properly understand economic and social issues; by mastering the law, to act permanently in strict compliance with the law; thanks to the requirements of computer work, to acquire a perfect mastery of ICT; knowledge acquired in leadership, personal development and ethics, to act with wisdom and to be a locomotive for development.

This three-year program is organized as follows: two (2) years of core curriculum teaching, after which the student will choose one, out of **fourteen (14) specialties** offered in the third year (see attached specialties sheet).

- **Administrative Fees:** 20 000 FCFA
- **Registration Fees (academic tutorship fees and student association fees):** 115 000 FCFA
- **University Tuition Fees:** ■ Year 1: **495,000 FCFA** ■ Year 2: **495,000 FCFA** ■ Year 3: **645,000 FCFA**
- **Grants offered:** 50,000 FCFA to the first candidates registered before **September 30, 2023 (level 1)**
- **University Residences:** Equipped rooms including water, electricity: **35,000 - 45,000 FCFA**
- **Academic internships offered:** 6-8 months over 3 years
- **Training abroad in partner universities:** ESC PAU Business School (France); The International Telematic University UNINETTUNO (Italy).
- **Business partners:** Afriland First Bank, CCA Bank, AREA Assurance, CSPH, SCDP, TOTAL, BOCOM, ART, Promodis, Ferrero, OK FOOD, GUINNESS, UCB,
- **Starting date for the Academic Year:**
 - ✓ Level 1: **Monday October 16, 2023**
 - ✓ Level 2 & 3 : **Monday, October 2, 2023**

❖ Application deadline **October 10, 2023 at 5:00 p.m. sharp** on the YSEM campus

❖ ACADEMIC ORIENTATION: From Monday to Friday Between 08:00 a.m. and 17:00 p.m.

Telephone: 698 182 553/ 652 622 096 **Email:** ysem.essec@ysem.education

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.

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;

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.

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

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

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

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.

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.

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..



FIRST YEAR ADMISSION ON STUDY OF FILE INTO
"ELITE" PROFESSIONAL BACHELOR DEGREE IN BUSINESS ADMINISTRATION

REGISTRATION FORM

ONLY FOR THE ADMINISTRATION

File N °/	Average: _____	Decision of the Jury	<input type="checkbox"/>	<input type="checkbox"/>
			ADNAD
Registration Number:	MAGNET N °:	Academic Year: 20_____ / 20_____		
The type of academic scholarship:		Recommended by:		

Name and Surname: _____
(write in capital letters)

Date of birth: _____ / _____ / _____ Place of birth: _____ Sex:
(DD/MM/AA) M F

Email: _____ Phone: _____ / _____

Nationality: _____ First official language: _____

Region of origin: _____ Division of origin: _____

District of origin: _____ City of residence: _____

Marital status: _____ Current occupation: _____

Father's Name and Surname: _____

Father's Occupation: _____ Phone Number(s): _____ / _____

Email: _____

Mother's Name and Surname: _____

Mother's Occupation: _____ Phone Number(s): _____ / _____

Email: _____ City of residence: _____

Godfather or guardian' Name & Surname: _____

Occupation: _____ Phone numbers (s): _____ / _____

Email: _____ City of residence: _____

SECONDARY SCHOOL - DIPLOMA

N°	Title of Diploma (s)	Graduation Year	Grade	Last School Attended
1	Ordinary level			
2	GCE OL			
3	GCE AL			

UNIVERSITY

N°	Diploma or Level of study	Specialty	Level	Establishment	Academic Year
1					
2					

CHOICE OF PROGRAM AND SPECIALTY

<p>Professional Bachelor "ELITE" in Information and Communication Sciences and Techniques (STIC) Academic supervision: ASMAC/ESSTIC (Yaounde)</p>		
<p>Tick Two (02) specialties of your choice</p> <table style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <input type="checkbox"/> IT Business Analysis <input type="checkbox"/> Insurance <input type="checkbox"/> Management and Event Communication <input type="checkbox"/> Management Accounting <input type="checkbox"/> Finance <input type="checkbox"/> Supply Chain Management <input type="checkbox"/> Management of Territorial Communities </td> <td style="width: 50%; vertical-align: top;"> <input type="checkbox"/> Management of Tourist Destinations <input type="checkbox"/> Human Resource Management <input type="checkbox"/> Hotels and restaurants Management <input type="checkbox"/> Project Management <input type="checkbox"/> Marketing and Business Development <input type="checkbox"/> Applied Statistics and Operational Research <input type="checkbox"/> Money Banking and Finance </td> </tr> </table>	<input type="checkbox"/> IT Business Analysis <input type="checkbox"/> Insurance <input type="checkbox"/> Management and Event Communication <input type="checkbox"/> Management Accounting <input type="checkbox"/> Finance <input type="checkbox"/> Supply Chain Management <input type="checkbox"/> Management of Territorial Communities	<input type="checkbox"/> Management of Tourist Destinations <input type="checkbox"/> Human Resource Management <input type="checkbox"/> Hotels and restaurants Management <input type="checkbox"/> Project Management <input type="checkbox"/> Marketing and Business Development <input type="checkbox"/> Applied Statistics and Operational Research <input type="checkbox"/> Money Banking and Finance
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I, the undersigne _____

certify that the information given above is complete, authentic and correct.

Yaounde on _____

Signature

DOCUMENTS REQUIRED

1. A Cover letter
2. Certified photocopy of the birth certificate dated not less than 3 months signed by the competent authority
3. Certified photocopy of the GCE A/L or any other equivalent documents (for those still awaiting their certificates)
4. Photocopy of transcripts
5. Two 4x4 photos - Color
6. An A4 envelope addressed



**"ELITE" PROFESSIONAL BACHELOR IN COMMUNICATION
INFORMATION SCIENCE AND TECHNIQUES**

Academic Supervisor: University of YAOUNDE 2 SOA

Technical Supervisor: Advanced School of Mass Communication (ASMAC)



The "ELITE" Professional Bachelor Communication, Information Science and Techniques is an innovative and exclusive training program under the supervision of the prestigious **Advanced School of Mass Communication (ASMAC) of the University of Yaounde 2 SOA**. This program aims essentially to train the most competent managers in the fields of Communication, Information Science and Techniques.

This three-year program offers students to choose from the following five specialties offered from the first year:

Journalism • Corporate Communication • Publicity and Marketing • Documentary Information • Publishing

- **Administrative Fees:** 20 000 FCFA
- **Registration Fees (academic tutorship fees and student association fees):** 115 000 FCFA
- **University Tuition Fees:** ■ Year 1: **495,000 FCFA** ■ Year 2: **495,000 FCFA** ■ Year 3: **495,000 FCFA**
- **Grants offered:** 150,000 FCFA to the first candidates registered before **September 30, 2023 (level 1)**
- **University Residences:** Equipped rooms including water, electricity: **35,000 - 45,000 FCFA**
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- **Starting date for the Academic Year:**
 - ✓ Level 1: **Monday October 17, 2022**
 - ✓ Level 2: **Monday, October 3, 2022.**

❖ Application deadline **October 10, 2022 at 5:00 p.m.** sharp on the YSEM campus

❖ ACADEMIC ORIENTATION: From Monday to Friday Between 08:00 a.m. and 17:00 p.m.

Telephone: 698 182 553/ 652 622 096 **Email:** ysem.essec@ysem.education

SPECIALTIES IN SCIENCES, INFORMATION TECHNIQUES AND COMMUNICATION

PUBLISHING

Interlocutor of the author, the editor is a professional in the edition of; (books, music, film, radio and television programs...). He supervises the release of an editorial product. He watches over the different stages of its conception and coordinates its realization. As an editorial manager, the publisher is constantly looking for new talents to highlight.

Related occupations: editor, editor in chief, project manager edition. Editing training can also give access to the exercise of duties such as: editing assistant, editing secretary, proofreader, editor, model maker, computer graphics designer within a company.

Potential recruiters: all public and private companies and parastatals with a communication service; media companies; local authorities etc..

CORPORATE COMMUNICATION

Corporate communication Information and communication are at the service of the company, for its visibility, its economic growth, its reputation, its positioning, increasing market share.

Related occupations: press officer, director of communication, director, lobbyist, in charge of internal communication, responsible for external communication, responsible for event communication, Community Manager...

Potential recruiters: private, public companies, parapublic, companies in the industrial and tertiary, associations (NGOs, political parties, unions, educational establishments ...

PUBLICITY AND MARKETING

Interface between a product, a brand or the company and the customer. Maintaining and retaining acquired customers, looking for new customers and retaining them, but above all influencing their purchasing behaviour. To make known and sell a product by adapting the messages to the target and developing appropriate promotion and sales strategies to increase the market share of the product or company, and thus its turnover

Related occupations: advertising manager, product/brand manager, branding research manager, branding manager, customer manager, database manager, media planner, merchandising manager

Potential recruiters: private, public companies.

DOCUMENTARY INFORMATION

It is the management of documentary information in all its various forms and supports. It's about capturing, structuring and describe the contents of the working documents in circulation in an organization; to classify them so facilitate access and define the legal conditions of use.

Related occupations: documentation inspector, chief documentation service, director of documentation centers, assistant librarian, record manager, information system consultant, document monitoring officer, etc.

Potential recruiters: public administrations and private establishments.

JOURNALISM

It is training in the collection, processing and dissemination of information through a media medium.

Related occupations: journalist, editor, chief editor, correspondent, columnist, reporter, freelancer ...

Potential recruiters: media companies (radio, television, print media), consulting agencies, information agencies, digital press, etc.





**FIRST YEAR FIRST YEAR ADMISSION ON STUDY OF FILE INTO
“ELITE” PROFESSIONAL BACHELOR DEGREE IN SCIENCES, INFORMATION TECHNIQUES AND
COMMUNICATION**

REGISTRATION FORM

ONLY FOR THE ADMINISTRATION

File N °	Average:	Decision of the Jury	<input type="checkbox"/>	<input type="checkbox"/>
			ADNAD
Registration Number:	MAGNET N °:	Academic Year: 20	/ 20	
The type of academic scholarship:		Recommended by:		

CANDIDATE IDENTIFICATION

Name and Surname: _____
(write in capital letters)

Date of birth: _____ / _____ / _____ Place of birth: _____ Sex:
(DD/MM/AA) M F

Email: _____ Phone: _____ / _____

Nationality: _____ First official language: _____

Region of origin: _____ Division of origin: _____

District of origin: _____ City of residence: _____

Marital status: _____ Current occupation: _____

Father's Name and Surname: _____

Father's Occupation: _____ Phone Number(s): _____ / _____

Email: _____

Mother's Name and Surname: _____

Mother's Occupation: _____ Phone Number(s): _____ / _____

Email: _____ City of residence: _____

Godfather or guardian' Name & Surname: _____

Occupation: _____ Phone numbers (s) : _____ / _____

Email: _____ City of residence: _____

SECONDARY SCHOOL - DIPLOMA

N°	Title of Diploma (s)	Graduation Year	Grade	Last School Attended
1	Ordinary Level			
2	GCE OL			
3	GCE AL			

UNIVERSITY

N°	Diploma or level of study	Specialty	Level	Establishment	Academic Year
1					
2					

CHOICE OF PROGRAM AND SPECIALTY

Professional Bachelor "ELITE" in Information and Communication Sciences and Techniques (STIC)
Academic supervision: ESSTIC (Yaoundé)

Tick Two (02) specialties of your choice

- Corporate Communication
- Edition
- Documentary Information
- Journalism
- Advertising and Marketing

I, the undersigne _____

certify that the information given above is complete, authentic and correct.

Yaounde on _____

Signature

DOCUMENTS REQUIRED

7. A Cover letter
8. Certified photocopy of the birth certificate dated not less than 3 months signed by the competent authority
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