

## The National School of Trade and Management of Dakhla organises, in partnership with the Open University of Dakhla, a Master Course on “*Economic Intelligence and Prospects of Territorial Development*”

Course Objectives	Skills to be acquired		
<p>This course is intended to train high-level executives with potentials to understand and figure out issues and stakes of economic intelligence and territorial development.</p> <p>It is concerned essentially with:</p> <ul style="list-style-type: none"> <li>Identifying the concepts and their contribution in terms of territorial management,</li> <li>Emphasizing the utility of territorial intelligence to accelerate town development and build competitiveness capacities on the one hand, and acquire the ability to implement territorial intelligence approaches within the region on the other,</li> <li>Mastering the tools and methods of economic intelligence and territorial monitoring,</li> <li>Identifying the requirements of economic intelligence to support territorial development,</li> <li>Assisting “governance bodies” within the territorial authorities in better understanding and promoting the territorial space, thinking about its future, enhancing its attractiveness, and drawing up new projects that aim to create jobs and wealth,</li> <li>Predicting changes that may target the economic poles and sectors within the territorial authorities,</li> <li>Providing economic and technological development agents with useful and relevant information to implement their projects,</li> <li>Harnessing the strategic information to serve innovation and transfer of technology, export tools and economic development.</li> </ul>	<ul style="list-style-type: none"> <li>Understanding and figuring out the economic intelligence mechanisms as well as issues and stakes of territorial development prospects,</li> <li>Implementing and steering a collaborating monitoring system within the territorial authorities,</li> <li>Understanding the principles of risk management and analysis, and developing territorial strategies,</li> <li>Creating and steering a crisis unit,</li> <li>Identifying information risks, influence and counter-influence strategies, and lobbying groups within the territorial authorities.</li> </ul> <tr> <th colspan="2" data-bbox="1055 788 2047 828">Course Job Prospects</th> </tr> <p>The course seeks to prepare professionals specialised in Economic Intelligence, Risk Management and Security, and boost managers’ skills in terms of monitoring/analysis within the territorial authorities.</p> <p>Graduates can work as senior executives in local governments and administrations or territorial development agencies, and serve as Territorial Intelligence Project Managers, Strategic Monitoring Managers or any other position that enables them to develop strategic options for the territorial authorities, including:</p> <ul style="list-style-type: none"> <li>Executive responsible for territorial and economic intelligence,</li> <li>Executive responsible for economic intelligence within the territorial authorities,</li> <li>Executive responsible for implementing economic intelligence mechanisms within the territorial authorities.</li> </ul>	Course Job Prospects	
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		<b>Course Units</b>	
<b>Admission requirements</b>	<b>Semester 1</b>		
	<b>Unit 1</b>	Economic intelligence: basics, approaches, instruments and techniques	
	<b>Unit 2</b>	Comparative policies in terms of economic intelligence	
<b>Admission criteria</b>	<b>Unit 3</b>	Introduction to prospect: origins, philosophies, and approach tools and methods	
	<b>Unit 4</b>	Strategic prospect and planning	
	<b>Unit 5</b>	Territorial space and economic dynamism	
	<b>Unit 6</b>	Economic information management	
<p><b>Required degree:</b> undergraduate degree or equivalent</p> <p>This Master Course is open to students and Moroccan as well as international executives who hold an undergraduate degree or a recognised equivalent. It is also open to graduates from higher education institutions in Morocco, African countries and Member States of the Economic Intelligence African Associations Forum, the African Network of Francophonie Houses and the International Network of Open University of Dakhla.</p>	<b>Semester 2</b>		
	<b>Unit 1</b>	Economic security of territorial authorities	
	<b>Unit 2</b>	Institutions and territorial authorities	
	<b>Unit 3</b>	Economic diagnosis of the territorial space	
	<b>Unit 4</b>	Strategic monitoring systems	
	<b>Unit 5</b>	Influence strategies	
	<b>Unit 6</b>	Territorial marketing	
<b>Selection Process</b>	<b>Semester 3</b>		
	<b>Unit 1</b>	Techniques for protecting information assets	
	<b>Unit 2</b>	Disaster management and crisis communication	
	<b>Unit 3</b>	Risk management and analysis	
	<b>Unit 4</b>	Geo-economics of the world	
	<b>Unit 5</b>	Town Planning and Sustainable Development	
<ul style="list-style-type: none"> <li>• Application review</li> <li>• Written test</li> <li>• Interview</li> </ul> <p><b>NB:</b> applicants have to successfully pass the scheduled tests and get the required score to be admitted.</p>	<b>Unit 6</b>	Foreign languages (English or Spanish)	
	<b>Semester 4</b>		
	<b>Unit 1</b>	Internship or dissertation	