

# Mastère professionnel en Veille et Intelligence compétitive

## Semestre 1

| Libellé   | Cr | Coef | Nat  | Rg | Éléments d'enseignements              |             |           |           |                       |           |           |           |              |  |  |  |  |  |  |  |
|---|----|------|------|----|---------------------------------------|-------------|-----------|-----------|-----------------------|-----------|-----------|-----------|--------------|--|--|--|--|--|--|--|
| Culture générale et soft skills                     | 6  | 3    | FOND | MX | <b>Libelle</b>                        | <b>Coef</b> | <b>Cr</b> | <b>Rg</b> | <b>Volume Horaire</b> |           |           |           |              |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           | <b>Cr</b>             | <b>TD</b> | <b>TP</b> | <b>CI</b> | <b>Total</b> |  |  |  |  |  |  |  |
|   |    |      |      |    | Management des communautés virtuelles | 1           | 2         | MX        | 21                    | 0         | 0         | 0         | 21           |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           |                       |           |           |           |              |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           |                       |           |           |           |              |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           |                       |           |           |           |              |  |  |  |  |  |  |  |
| Tic et formation opérationnelle                     | 6  | 3    | FOND | MX | <b>Libelle</b>                        | <b>Coef</b> | <b>Cr</b> | <b>Rg</b> | <b>Volume Horaire</b> |           |           |           |              |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           | <b>Cr</b>             | <b>TD</b> | <b>TP</b> | <b>CI</b> | <b>Total</b> |  |  |  |  |  |  |  |
|   |    |      |      |    | Création et innovation technologiques | 1           | 2         | MX        | 21                    | 0         | 0         | 0         | 21           |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           |                       |           |           |           |              |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           |                       |           |           |           |              |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           |                       |           |           |           |              |  |  |  |  |  |  |  |
| Fondements de la veille et management du changement | 7  | 3,5  | FOND | MX | <b>Libelle</b>                        | <b>Coef</b> | <b>Cr</b> | <b>Rg</b> | <b>Volume Horaire</b> |           |           |           |              |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           | <b>Cr</b>             | <b>TD</b> | <b>TP</b> | <b>CI</b> | <b>Total</b> |  |  |  |  |  |  |  |
|   |    |      |      |    | Concepts et fondements de la veille   | 2           | 4         | MX        | 42                    | 0         | 0         | 0         | 42           |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           |                       |           |           |           |              |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           |                       |           |           |           |              |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           |                       |           |           |           |              |  |  |  |  |  |  |  |
| Management stratégique et si                        | 7  | 3,5  | FOND | MX | <b>Libelle</b>                        | <b>Coef</b> | <b>Cr</b> | <b>Rg</b> | <b>Volume Horaire</b> |           |           |           |              |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           | <b>Cr</b>             | <b>TD</b> | <b>TP</b> | <b>CI</b> | <b>Total</b> |  |  |  |  |  |  |  |
|   |    |      |      |    | Stratégie d'entreprise                | 2           | 4         | MX        | 42                    | 0         | 0         | 0         | 42           |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           |                       |           |           |           |              |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           |                       |           |           |           |              |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           |                       |           |           |           |              |  |  |  |  |  |  |  |
| Langue et théorie de décision                       | 4  | 2    | OPT  | MX | <b>Libelle</b>                        | <b>Coef</b> | <b>Cr</b> | <b>Rg</b> | <b>Volume Horaire</b> |           |           |           |              |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           | <b>Cr</b>             | <b>TD</b> | <b>TP</b> | <b>CI</b> | <b>Total</b> |  |  |  |  |  |  |  |
|   |    |      |      |    | Anglais des affaires 1                | 1           | 2         | MX        | 21                    | 0         | 0         | 0         | 21           |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           |                       |           |           |           |              |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           |                       |           |           |           |              |  |  |  |  |  |  |  |
|   |    |      |      |    |                                       |             |           |           |                       |           |           |           |              |  |  |  |  |  |  |  |

# Mastère professionnel en Veille et Intelligence compétitive

## Semestre 2

| Libellé                                  | Cr | Coef | Nat  | Rg | Éléments d'enseignements                           |             |           |           |                       |           |           |           |              |  |  |  |  |  |  |  |
|--|----|------|------|----|--|-------------|-----------|-----------|-----------------------|-----------|-----------|-----------|--------------|--|--|--|--|--|--|--|
| Stratégie digitale et identité numérique | 6  | 3    | FOND | MX | <b>Libelle</b>                                     | <b>Coef</b> | <b>Cr</b> | <b>Rg</b> | <b>Volume Horaire</b> |           |           |           |              |  |  |  |  |  |  |  |
|  |    |      |      |    |  |             |           |           | <b>Cr</b>             | <b>TD</b> | <b>TP</b> | <b>CI</b> | <b>Total</b> |  |  |  |  |  |  |  |
|  |    |      |      |    | Strategie digitale                                 | 1           | 2         | MX        | 21                    | 0         | 0         | 0         | 21           |  |  |  |  |  |  |  |
|  |    |      |      |    |  |             |           |           |                       |           |           |           |              |  |  |  |  |  |  |  |
|  |    |      |      |    | Identité numérique et eréputation                  | 2           | 4         | MX        | 42                    | 0         | 0         | 0         | 42           |  |  |  |  |  |  |  |
| Tic et formation opérationnelle          | 7  | 3,5  | FOND | MX | <b>Libelle</b>                                     | <b>Coef</b> | <b>Cr</b> | <b>Rg</b> | <b>Volume Horaire</b> |           |           |           |              |  |  |  |  |  |  |  |
|  |    |      |      |    |  |             |           |           | <b>Cr</b>             | <b>TD</b> | <b>TP</b> | <b>CI</b> | <b>Total</b> |  |  |  |  |  |  |  |
|  |    |      |      |    | Cadrage d'un projet                                | 1,5         | 3         | MX        | 42                    | 0         | 0         | 0         | 42           |  |  |  |  |  |  |  |
|  |    |      |      |    | Méthodes et outils de veille                       | 2           | 4         | MX        | 42                    | 0         | 0         | 0         | 42           |  |  |  |  |  |  |  |
| Culture générale et soft skills          | 7  | 3,5  | FOND | MX | <b>Libelle</b>                                     | <b>Coef</b> | <b>Cr</b> | <b>Rg</b> | <b>Volume Horaire</b> |           |           |           |              |  |  |  |  |  |  |  |
|  |    |      |      |    |  |             |           |           | <b>Cr</b>             | <b>TD</b> | <b>TP</b> | <b>CI</b> | <b>Total</b> |  |  |  |  |  |  |  |
|  |    |      |      |    | Data visualisation et reporting                    | 2           | 4         | MX        | 42                    | 0         | 0         | 0         | 42           |  |  |  |  |  |  |  |
|  |    |      |      |    | Knowledge management                               | 1,5         | 3         | MX        | 42                    | 0         | 0         | 0         | 42           |  |  |  |  |  |  |  |
| Intelligence territoriale (it)           | 4  | 2    | FOND | MX | <b>Libelle</b>                                     | <b>Coef</b> | <b>Cr</b> | <b>Rg</b> | <b>Volume Horaire</b> |           |           |           |              |  |  |  |  |  |  |  |
|  |    |      |      |    |  |             |           |           | <b>Cr</b>             | <b>TD</b> | <b>TP</b> | <b>CI</b> | <b>Total</b> |  |  |  |  |  |  |  |
|  |    |      |      |    | Intelligence territoriale                          | 1           | 2         | MX        | 21                    | 0         | 0         | 0         | 21           |  |  |  |  |  |  |  |
|  |    |      |      |    | Transformation digitale                            | 1           | 2         | MX        | 21                    | 0         | 0         | 0         | 21           |  |  |  |  |  |  |  |
| Langues et droit de l'informatique       | 6  | 3    | OPT  | MX | <b>Libelle</b>                                     | <b>Coef</b> | <b>Cr</b> | <b>Rg</b> | <b>Volume Horaire</b> |           |           |           |              |  |  |  |  |  |  |  |
|  |    |      |      |    |  |             |           |           | <b>Cr</b>             | <b>TD</b> | <b>TP</b> | <b>CI</b> | <b>Total</b> |  |  |  |  |  |  |  |
|  |    |      |      |    | Anglais des affaires ii                            | 1           | 2         | MX        | 21                    | 0         | 0         | 0         | 21           |  |  |  |  |  |  |  |
|  |    |      |      |    | Droit de l'information et propriété intellectuelle | 2           | 4         | MX        | 42                    | 0         | 0         | 0         | 42           |  |  |  |  |  |  |  |

# Mastère professionnel en Veille et Intelligence compétitive

## Semestre 3

| Libellé                                      | Cr | Coef | Nat  | Rg | Éléments d'enseignements                         |             |           |           |                       |           |           |              |    |  |  |  |  |  |  |  |
|--|----|------|------|----|--|-------------|-----------|-----------|-----------------------|-----------|-----------|--------------|----|--|--|--|--|--|--|--|
| Veille et culture entrepreneuriale           | 6  | 3    | FOND | MX | <b>Libelle</b>                                   | <b>Coef</b> | <b>Cr</b> | <b>Rg</b> | <b>Volume Horaire</b> |           |           |              |    |  |  |  |  |  |  |  |
|  |    |      |      |    |  |             |           | <b>Cr</b> | <b>TD</b>             | <b>TP</b> | <b>CI</b> | <b>Total</b> |    |  |  |  |  |  |  |  |
|  |    |      |      |    | Entrepreneuriat digital et création d'entreprise | 2           | 4         | MX        | 42                    | 0         | 0         | 0            | 42 |  |  |  |  |  |  |  |
|  |    |      |      |    |  |             |           |           |                       |           |           |              |    |  |  |  |  |  |  |  |
|  |    |      |      |    | Veille consulting                                | 1           | 2         | MX        | 21                    | 0         | 0         | 0            | 21 |  |  |  |  |  |  |  |
| Analyse quantitative et qualitative          | 7  | 3,5  | FOND | MX | <b>Libelle</b>                                   | <b>Coef</b> | <b>Cr</b> | <b>Rg</b> | <b>Volume Horaire</b> |           |           |              |    |  |  |  |  |  |  |  |
|  |    |      |      |    |  |             |           | <b>Cr</b> | <b>TD</b>             | <b>TP</b> | <b>CI</b> | <b>Total</b> |    |  |  |  |  |  |  |  |
|  |    |      |      |    | Design de la recherche                           | 1,5         | 3         | MX        | 42                    | 0         | 0         | 0            | 42 |  |  |  |  |  |  |  |
|  |    |      |      |    | Data analytics                                   | 2           | 4         | MX        | 42                    | 0         | 0         | 0            | 42 |  |  |  |  |  |  |  |
| Méthodologie et outils de gestion de projets | 6  | 3    | FOND | MX | <b>Libelle</b>                                   | <b>Coef</b> | <b>Cr</b> | <b>Rg</b> | <b>Volume Horaire</b> |           |           |              |    |  |  |  |  |  |  |  |
|  |    |      |      |    |  |             |           | <b>Cr</b> | <b>TD</b>             | <b>TP</b> | <b>CI</b> | <b>Total</b> |    |  |  |  |  |  |  |  |
|  |    |      |      |    | Gestion de projets                               | 2           | 4         | MX        | 42                    | 0         | 0         | 0            | 42 |  |  |  |  |  |  |  |
|  |    |      |      |    | Création de cellule de veille                    | 1           | 2         | MX        | 21                    | 0         | 0         | 0            | 21 |  |  |  |  |  |  |  |
| Tic et formation opérationnelle              | 7  | 3,5  | FOND | MX | <b>Libelle</b>                                   | <b>Coef</b> | <b>Cr</b> | <b>Rg</b> | <b>Volume Horaire</b> |           |           |              |    |  |  |  |  |  |  |  |
|  |    |      |      |    |  |             |           | <b>Cr</b> | <b>TD</b>             | <b>TP</b> | <b>CI</b> | <b>Total</b> |    |  |  |  |  |  |  |  |
|  |    |      |      |    | Outils du web 2                                  | 1,5         | 3         | MX        | 42                    | 0         | 0         | 0            | 42 |  |  |  |  |  |  |  |
|  |    |      |      |    | Séminaires et cas                                | 2           | 4         | MX        | 42                    | 0         | 0         | 0            | 42 |  |  |  |  |  |  |  |
| Economie des affaires                        | 4  | 2    | OPT  | MX | <b>Libelle</b>                                   | <b>Coef</b> | <b>Cr</b> | <b>Rg</b> | <b>Volume Horaire</b> |           |           |              |    |  |  |  |  |  |  |  |
|  |    |      |      |    |  |             |           | <b>Cr</b> | <b>TD</b>             | <b>TP</b> | <b>CI</b> | <b>Total</b> |    |  |  |  |  |  |  |  |
|  |    |      |      |    | Affaires économiques internationales             | 1           | 2         | MX        | 21                    | 0         | 0         | 0            | 21 |  |  |  |  |  |  |  |
|  |    |      |      |    | économie et environnement des affaires           | 1           | 2         | MX        | 21                    | 0         | 0         | 0            | 21 |  |  |  |  |  |  |  |

# Mastère professionnel en Veille et Intelligence compétitive

## Semestre 4

| Libellé | Cr   | Coef | Nat  | Rg   | Éléments d'enseignements |
|---------|------|------|------|------|--------------------------|
| Stage   | ---- | ---- | FOND | ---- |                          |