



## Editorial *Our 38th Issue!*

Thirty-eight is the number of newsletters published by the University of Manouba to date. When first launched, in January 2020, we wrote that "To celebrate its twentieth anniversary, the University of Manouba continues to innovate and embarks on a new adventure and publishes this monthly newsletter. UMA newsletter is designed as a meeting space to report and inform stakeholders of the various activities undertaken by the University in order to develop the University we have endeavored to build".

Four and a half years later, 38 newsletters have been published. 38 editorials have been written, 38 distinctions and 38 personalities of the month have been celebrated and several hundred activities have been covered.

These 38 newsletters are a valuable archive that reflects the path taken by the UMA community acting for a changing University. Everything, or almost everything, has been regularly reported here thanks to the painstaking work of the communication cells of the UMA and the institutions. It is a legacy that testifies to a collective and regular organization to select appropriate and evolving content.

The editorials have often been a lively platform that has allowed the UMA to cast a critical eye on key issues and submit proposals aimed at strengthening the legitimacy of the public university on the national scene, expanding its impact at the global level. For example, issues relating to North-South collaboration and the role of universities for tomorrow's societies have been widely discussed, as well as those relating to the deadlines for public contracts, reforms, training and career advancement, emeritus awards, language teaching at university and the training roadmap. These various newsletters also served as a support for the UMA to clarify its position and the approach adopted in the face of successive crises and difficulties that have not failed to arise, including the Covid crisis between 2019-20, the withdrawal from WOCMES in May 2021, the student strikes in January 2022, the trial for violation of academic freedom in April 2023 and the threatening rumors of a return to the practices of appointing senior academic officials in 2024.

Throughout these years, these 38 newsletters have been as many occasions where we have sought to inform about the activities and to promote the dynamics of the UMA fully aware of contributing to building a multidisciplinary, modern and responsible public University, at the service of an open Society, aspiring to democratic functioning and global prosperity.

Thus, the efforts undertaken to modernize the University and its components were reported through the publication of a quality policy, the awareness of administrative and educational staff of the process and approach, ethical issues and learner satisfaction as well as through the generalization of budget management by objectives, the efforts to digitalize processes and training and the revitalization of the observatory for a factual approach and decision-making based on evidence.

The dynamics that helped to forge the identity of the UMA have also been highlighted with the aim of creating a vibrant and committed community that we hope will last. Particularly highlighted were the activities that helped maintain an environment conducive to sharing and releasing energies, such as the Integration Days, the Doctoriales, the Symposium, Manouba Networking Day and the end-of-year celebrations. The activities of the research laboratories, student clubs and 4Cs have been widely publicized and the creation of the UMA-PEE and the publication of *Mémoire reconstituée: pour une Histoire des Humanités à l'Université Tunisienne*, a major work of the year 2024 retracing the history of the humanities and social sciences departments of the Tunisian University, were celebrated as marking milestones.

Throughout these 38 issues, the newsletters have reflected the achievements of this term, placed under the sign of growth, sharing and innovation. Thus, the birth of the first engineering school using English as medium of instruction in Tunisia, the 40th anniversary of the first national computer engineering school, the accreditation of the UMA as the first entrepreneurial university in Africa and the MENA region by NCEE, the ASSIIN labeling and the EUR-ACE accreditation of 75% of eligible engineering training courses as well as the privileged positions of the UMA in the various THE Rankings have been covered. The success of *Insaniyyat-2022*, a major academic event in 2022 which made Tunis the capital of human and social sciences, and the creation of the UNESCO chair supporting the international leadership of the UMA in the field of social responsibility and sustainable development goals remain other markers documented by the Newsletter.

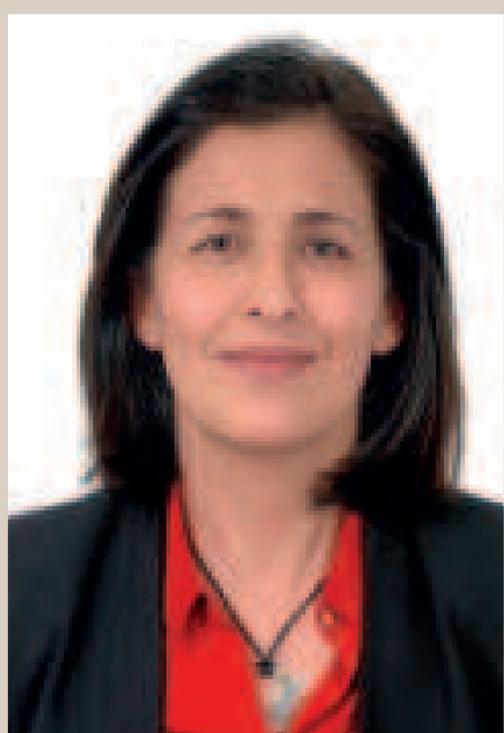
But, as we announced at the beginning, by publishing this monthly bulletin, the UMA projected the newsletter as a periodic encounter intended to report and inform stakeholders of the various activities undertaken by the University to build the desired university model. Thanks to everyone's effort, the formula seems to have fulfilled an information and liaison role. But on closer inspection, it is more than that. Despite some irregularities, it will indisputably have been a source of pride and inspiration for the entire community cementing our identity. Mission accomplished. On this July 31, 2024, the day Presidency is handed over to the next team, let us therefore wish long life to UMA Newsletter, hoping to discover together the thirty-ninth issue at the start of the 2024/2025 academic year.

Jouhaina Gherib  
*President*  
Manouba University

## Table of contents

Person of the Month .....	2	UMA's Corporate Social Responsibility .....	6
Number of the month .....	2	Just published.....	7
Word of the Month .....	2	UMA Institutions.....	7
Distinction of the Month .....	2	Election Output .....	9
News.....	3	PAQ - News.....	9

**Pr. Jouhaina Ghérib**  
**President**  
**University of Manouba**



Jouhaina Gherib is a Professor of Strategic Management at ISCAE. She holds a PhD from the University of Paris 1-Panthéon Sorbonne in France and an HDR from ISG-University of Tunis. With over 60 scientific publications and conference communications, her research focuses on strategic decision-making, corporate social responsibility, entrepreneurial orientation, and sustainable development goals (SDGs).

In 2011, she was elected Vice-President in charge of scientific research and international relations at the University of Manouba. She was re-elected in 2014 and later became the sixth President of UMA in 2017, a historic achievement as the first Tunisian woman to hold this position.

As President, Jouhaina Gherib is committed to strengthening the identity of UMA, increasing the visibility of the university's scientific research, and aligning the quality of education with international standards. She is dedicated to the well-being of the entire UMA community. Using technology and culture as catalysts, she facilitates interdisciplinary collaboration, fosters connections between UMA members, and amplifies the university's societal impact. Her goal is to contribute to the sustainable modernization of Tunisian society by educating responsible and innovative citizens who are both rooted in their context and connected to the world.

Jouhaina Gherib is actively involved in civil society and has served on various committees responsible for higher education and research system reforms at both national and international levels. Since its inception, she has been the Executive Director of the United Nations Global Compact Network (UNGC) in Tunisia and currently serves as a board member. In 2022, she was elected as a board member and Vice-President for Africa of the International Association of Universities (IAU), founded in 1950 under the auspices of UNESCO. She leads the working group on higher education and research for sustainable development, bringing together universities from five continents.

Number of the month

38 : Number of UMA Newsletters published during the period 2020-2024.

Word of the month

**Certification:** "Procedure by which a third party provides written assurance that a product, process or service conforms to the requirements specified in a standard" (ISO).

**Certification :** « Procédure par laquelle une tierce partie donne une assurance écrite qu'un produit, un processus ou un service est conforme aux exigences spécifiées dans un référentiel » (ISO).

**مصادفة :** الإجراء الذي يقدم من خلاله طرف ثالث تأكيدًا كتابيًا بأن المنتج أو العملية أو الخدمة تتوافق مع المتطلبات المحددة في المعيار " (ISO).

Distinctions of the month

"Shared knowledge" prize to Prof. Hilligje Van't Land and Prof. Hichem Rifi



**May 8:** For the year 2024, the "shared knowledge" prizes were awarded to Prof. Hilligje Van't Land and Prof. Hichem Rifi in tribute to their contributions to research activities and their brilliant publications in their specialties, respectively on comparative French-speaking literature and the rhetoric and poetics of the imaginary.

A ceremony, for this purpose, was organized on the sidelines of the UMA symposium "Liberty/Responsibility binomial" at the Carthage el hadatha amphitheater on May 8, 2024.

Arab Students Starpack Competition



**May 27:** At the Arab Students Starpack Awards Ceremony in Egypt, ESSTED students won the top three prizes in the visual packaging and structural packaging categories.

The first gold prize in the visual packaging category was awarded to a student enrolled in the master's program in digital design for her project entitled "Joy of Connected Packaging".

In the structural packaging category, the first gold prize was awarded to a student in the co-constructed master's program in packaging design technologies, with a project entitled "Reusable Packaging for 100% Natural Native Cereal Products".

Finally, the second silver prize in the same category was awarded to a student in the master's program in digital design for her project "Gift Box for Tunisian Olive Oil".

These distinctions highlight the excellence and innovation of the projects of these future design professionals.

ENSI obtains ISO 9001:2015 and ISO 21001:2018 Certifications



**May 31:** The National School of Computer Science has obtained ISO 9001:2015 and ISO 21001:2018 certifications.

The ISO 9001:2015 certification attests that ENSI has implemented a Quality Management System (QMS) that complies with international standards, thus guaranteeing high-quality educational services.

At the same time, the ISO 21001:2018 certification recognizes ENSI as the first institution of the University of Manouba to implement a management system for educational organizations (SMOE). This system ensures that ENSI meets the needs of learners while continuously improving its teaching practices.

Obtaining these certifications with 0 non-conformities demonstrates the effectiveness of ENSI's processes and the commitment of its staff to maintaining high standards.

Congratulations to the entire ENSI family for this exceptional achievement.

UMA Ranks First in Entrepreneurship in Africa and the Middle East



**July 3:** Manouba University was honored as the first "Entrepreneurial University in Africa and the MENA region" during a special ceremony at the Ibn Khaldoun Auditorium at the Cité des Sciences. This prestigious "Entrepreneurial University" accreditation is awarded for a period of three years by the National Centre for Entrepreneurship in Education (NCEE) in the United Kingdom.

Chaired by its management, this recognition represents a significant milestone for the institution in the field of innovation and support for entrepreneurship. The event was attended by high-level personalities from the higher education and research sector, who were treated to detailed presentations on the accreditation process and the challenges faced in achieving this esteemed status. Experts shared insights on best practices for successfully completing the accreditation journey and the benefits of joining international networks of entrepreneurial universities.

The presence of government and international representatives added a global dimension to this celebration. In addition to the presence of the accreditation certificate, certificates of membership in international alliances of entrepreneurial universities were awarded to several other institutions, highlighting the growing importance of entrepreneurship in higher education. This recognition is a testament to the University of Manouba's ongoing dedication to driving innovation, supporting emerging entrepreneurs, and contributing to the economic development of the MENA region and beyond.

**5th Edition of the ECOFIGES Doctoral Days**



**May 3:** The fifth edition of the ECOFIGES Doctoral Days was held at the Golden Tulip Taj Sultan Hotel in Yasmine Hammamet. This annual event provided a valuable platform for doctoral students to present their research, exchange ideas and receive constructive feedback from their peers and experts in the field.

**ISIS School of Castres visit UMA Engineering Schools**



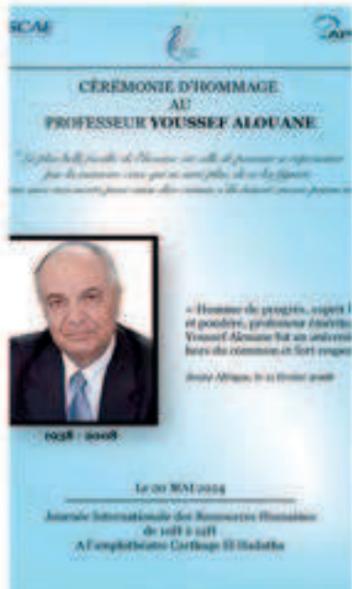
**May 9:** A delegation from the ISIS school in Castres, the first school in France to train engineers specializing in E-Health, visited the three engineering schools in La Manouba: ISAMM, ENSI and MSE. The aim of this visit was to explore opportunities for collaboration between the institutions, particularly in the field of digital health. Discussions took place to set up joint research, training and expertise exchange projects.

**National Days for the Promotion of Research**



**May 15:** As part of the National Research Promotion Days at the Cité des Sciences, UMA academics had the opportunity to present their work, exchange ideas and build links for future collaborations.

**Tribute to Professor Youssef Alouane**



**May 20:** As part of the International Human Resources Day, UMA paid a moving tribute to Prof. Youssef Alouane at the Carthage El Hadetha amphitheater.

**The Minister of Foreign Affairs, Migration and Tunisians Abroad at the University of Manouba**

**May 28:** On National Diplomacy Day, that coincided with the 68th anniversary of the Ministry of Foreign Affairs, HE. Nabil Ammar, Minister of Foreign Affairs, Migration and Tunisians Abroad participated in a conference organized by the Higher Institute of History of Contemporary Tunisia on "Tunisian foreign policy: Consolidation of national sovereignty and support for just causes". Ms. Jouhaina Gharib, President of the University of Manouba, Mr. Khaled Ouedi, coordinator of the conference, Mr. Hael Al Fahoum, Ambassador of the State of Palestine, the Governor of Manouba, several former ambassadors of Tunisia, a large number of students from the universities of Manouba, Sousse and Jendouba, the new class of secretaries of foreign affairs of the International Diplomatic Academy of Tunisia, as well as several journalists and executives of the ministry participated in the event.

**"MESRS Cloud" Launched**



**June 5:** UMA participated in the inauguration of cloud computing services for higher education and scientific research, called "MESRS Cloud". This project, initiated by the Ministry of Higher Education and Scientific Research, aims to modernize academic infrastructures by offering advanced cloud computing solutions.

**Prism of Innovation and Entrepreneurship**



**June 5:** The Carthage El Hadetha Amphitheater of the University of Manouba hosted a special day entitled "The Prism of Innovation and Entrepreneurship". This event brought together students, faculty, and professionals to explore advances and opportunities in the fields of innovation and entrepreneurship.

**Second Edition of the ISCAE – ESC Summer Symposium**



**From July 10 to 12:** ISCAE and ESCT organized the second edition of their Summer Symposium. Professor Sadok El Ghoul, from the University of Alberta, Canada, was present as Keynote Speaker.

**Doctoral School Day at the University of Manouba**



**June 14:** A Doctoral School Tour Day was organized at the Carthage El Hadetha Amphitheater. This event, marked by enthusiastic participation and fruitful exchanges, was crowned with success.

**Honorary Consul of Tunisia in Korea visits UMA**

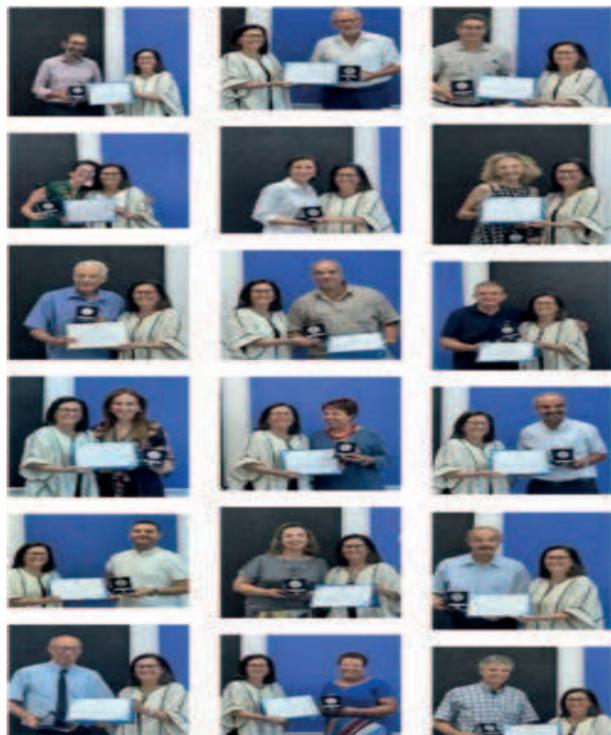


**June 14:** The Honorary Consul of Tunisia in Korea visited the University of Manouba. Welcomed by the Rector of the university, he explored opportunities for academic and cultural collaboration between the two nations.

**Last UMA council meeting of the 2020-2024 term and prize distribution.**



**July 22:** On July 22, the final UMA council meeting for the 2020-2024 term showcased its accomplishments in governance, digitalization, academics, and education. During this event, prizes were given to members who made significant contributions to UMA's influence. The members expressed their well wishes to Professor Ameur Chérif, the new rector, who will carry on and enhance these initiatives in the future.



**Pr. Ameur Cherif, newly elected UMA rector 2024-2027**



**July 23:** Prof. Ameur Chérif was unanimously elected as the new rector of the University of Manouba (UMA) for the period 2024-2027, as well as his vice-presidents, Prof. Azza Frikha and Prof. Nabil Khaldoun Grissa. On this occasion, we extend our sincere congratulations to him.

**DIRASA Project**



**From July 24 to 31:** As part of the cascade training courses planned in Work Package 3 (Strengthening the skills of university, academic and administrative staff in research management and quality assurance) of the DIRASA project (Definition of a renewal of governance and research in Tunisia), a training course on the themes of "Doctoral studies", research ethics and scientific integrity, research and research units, international projects and research, valorization of research results and the research-innovation-transfer link, was held at the headquarters of the rectorate.

## 11<sup>th</sup> International Interdisciplinary Symposium of the University of La Manouba: Freedom/Responsibility

**From May 8th to 10th:** The University of La Manouba organized its 11th international interdisciplinary symposium, which focused on the binary of Freedom/Responsibility. This pair, which has become timeless and almost detached from reality, has been brought back to the forefront by current events on both national and global scales.

While the philosophical questions surrounding this pair have been explored by renowned thinkers such as Plato, Aristotle, Averroes, Thomas Aquinas, Ibn Khaldoun, and many others, it is now being revisited in the context of the individual's pursuit of liberation.

What does freedom (in legal, political, etc. terms) mean today? What are its boundaries and limitations? And what about moral responsibility—be it ethical or political? Whose role is it to define and articulate these concepts and their parameters?

To structure the debate around the freedom/responsibility dynamic, five key themes were proposed: Knowledge, commitment, and freedom; Institutions, businesses, and responsibility; Science, technology, and ethics; Forms of expression and communication; and Freedom, information disorder, and ethical issues.

The symposium began with inaugural speeches by Pr. Hichem Rifi, Vice-Rector of the University of La Manouba, on the "limits of language, limits of the world, and free imagination," and Ms. Hilligje Van't Land, Secretary General of the International Association of Universities (IAU), on "moving from restricted freedom to increased responsibility: the role of universities in the framework of the 2030 agenda and the SDGs."



<p><b>Panels discuss Tunisian Literature and History</b></p>  <p><b>From May 8 to 10:</b> As part of the 11th Symposium of the University of Manouba dedicated to the reflection on the relationship between the concepts of "freedom - responsibility", the FLAHM organized two panels:</p> <ul style="list-style-type: none"> <li>the first celebrated on May 8 at the Al-Hadetha amphitheater and devoted to Tunisian literature in French between freedom and responsibility, moderated by Pr. Farah Zaïem.</li> <li>The second panel, moderated by Pr. Moncef Taieb, was held on May 10 in Room 4C of the ESC and had as its theme Writing the history of Tunisia: Knowledge and uses. This last panel opened a space for the debate on African, Tunisian identity and on the responsibility of the historian in the face of the new challenges of today's reality.</li> </ul>	<p><b>Masterclass on "Opportunities for Responsible Research: Focus on SDGs and Fundraising"</b></p>  <p><b>May 9:</b> As part of the 11th edition of the International Interdisciplinary Symposium of the University of La Manouba, a masterclass was organized at the Higher Institute of Multimedia Arts of Manouba (ISAMM) under the theme "Opportunities for Responsible Research: Focus on the SDGs and Fundraising". It provided a platform to explore the Sustainable Development Goals (SDGs) and funding strategies for responsible research.</p> <p><b>Round Table on Migration between Freedom and Mobility Issues</b></p>  <p><b>9 May:</b> A roundtable on migration focused on freedom and mobility issues. It was held at IPSI, examining the right to freedom of movement, taking into account the realities of migration policies, national security and socio-economic impacts.</p>	<p><b>Round Table on Art and Culture between Freedom, Creativity and Social Responsibility</b></p>  <p><b>May 9:</b> A round table was organized on "Design: creative freedom and social responsibility", led by two specialists in the field. Founders of innovative permaculture projects, a company awarded for its sustainability in 2021, and a brand specializing in recovery and recycling participated in this event. The discussions highlighted how these initiatives combine creativity and societal commitment to meet contemporary challenges.</p> <p><b>Round Table on Women academics: Professional Commitments and Social Responsibility</b></p>  <p><b>May 9:</b> A roundtable was held under the theme "Women academics: Professional Commitments and Social Responsibilities", exploring the challenges and successes of women in academia.</p>
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## End of the academic year 2023-2024 ceremony and awards

**July 17:** The UMA organized the end-of-year party for the 2023-2024 academic year at the Carthage La Modernité amphitheater. The occasion was a good opportunity to reward teachers, research laboratories, students, clubs, managers and administrative and worker agents as well as new retirees. Here are the distinctions awarded:

### Distinctions for UMA Flagship Events and Achievements:

- Insaniyyat:** Chiraz Latiri & Asma Said
- Symposium:** Samiha Khelifa, Nabil Cherni, Imen Ben Romdhane, Sihem Kchaou & Kmar bendana
- EAD-MND:** Jihene Charrak
- Raqmyat :** Sihem Najjar
- Ranking :** Dorra Ellouze, Foued Ben Said and Ines Mhissen
- Newsletters :** Hajer Bellalouna
- UMA PEE Accreditation:** Chiraz Bassoumi
- Observatory:** Jihene Ouakdi
- Politics DD :** Samiha Khelifa, Ines Mhissen and Amel Bouderbala
- PAQ-DGSU :** Ameer cherif
- Manouba University Press:** Hichem Rifi and Mohamed Drissi
- UMA top publisher award:** Pr. Wadii Boulila (2023: 24 publications Q1 – Q2)
- Special award for the most cited researcher of the UMA:** Pr. Imen Khanchel (ESCT): Article cited 28 times in 2024, 7 publications impacted in Q1 in 2023.

### Distinctions for Research Laboratories:

- Research laboratory "Translation, communication and heritage" (LR18ES12)** chaired by Pr. Farah Zaïem (11 articles in indexed and impacted journals (Scopus/WOS), 8 books and 25 book chapters)
- Research laboratory "Sciences and Technologies of Information and Communication and Design and the Environment" (STICODE, LR99ES26)** chaired by Pr. Narjes Bellamine: 94 articles in indexed and impacted journals (Scopus/WOS), 1 book and 4 book chapters
- Research laboratory "Accounting, Management, Finance and Strategy" (ECCOFIGES, LR99ES24)** chaired by Pr. Rym Bouderbala: 57 articles in indexed and impacted journals (Scopus/WOS), 3 books and 8 book chapters

### Awards for Students:

#### Top students by level of study:

- Mayar Chaabani:** Bachelor's degree in Management Information Technology, specializing in Business Intelligence from the Higher School of Digital Economy, Average 17.28
- Oussama Bouaouina:** Master's degree in Foreign Languages, Literature and Civilizations, specializing in German from the Faculty of Letters, Arts and Humanities of Manouba, Average 16.5
- Rania Massaoudi:** National Diploma of Engineer in Applied Sciences and Technology, specializing in Computer Science and Multimedia from the Higher Institute of Multimedia Arts, Average 15.73

**Nour Oueslati:** Doctorate in Veterinary Medicine from the National School of Veterinary Medicine of Sidi Thabet, Average 15.26

### Top students by field of knowledge:

- Economics and management:** Mayssa Essegir from the Higher Institute of Accounting and Business Administration, Bachelor's degree in Management Sciences, specialty Accounting Sciences, Average 17.08
- Engineering and technological sciences and arts and crafts:** Ranim Ben Sassi from the Higher Institute of Biotechnology of Sidi Thabet, Bachelor's degree in Biotechnology, specialty Biotechnology and pharmaceutical industries, Average 15.66
- Agricultural sciences, biotechnology, environment and sport:** Zakiya Souiki from the Higher Institute of Sport and Physical Education of Ksar Saïd, Bachelor's degree in Sciences and techniques of physical and sports activities: Education and motor skills, Average 16.21
- Literature, languages, human and social sciences, education and teaching:** Amal Elkefi from the Higher Institute of Specialized Education, Bachelor's degree in Specialized Education, Average 14.92

### Awards for Clubs:

- Best project award related to the Sustainable Development Goals:** Elite Council ESEN Entourage of the Higher School of Digital Economy
- Best club award for the animation of university life and the promotion of the individual and collective well-being of students in the establishment:** ENSI Robotics Association of ENSI and AIESEC Manouba of ESCT
- Best action award for community work and the spirit of citizenship:** Joker ESEN d and Club Radio ISBST

### Awards for Associations:

Association of Multimedia and Audio Visual-AMAVI, of the Higher Institute of Accounting and Business Administration & Amicale University of Manouba.

All the award-winning managers and administrative agents are listed in the following link:

Congratulations to all the award-winners and good luck!



2024 Competition of "My thesis in 180 seconds"

1	Université de La Manouba	AMANDY BEN ALI
2	Université de La Manouba	IBRAHIM ENNEDE
3	Université de Manouba	ELHADI BEN ELHADI
4	Université de Manouba	SIYAM BOUMELAL
5	Université de Manouba	SABRA GAZDA
6	Université de Manouba	SAHWA OUBAI
7	Université de Manouba	WAFIA BENJALAN MOUJ
8	Université de Manouba	YAMINA AMROUCHE
9	Université Virtuelle de Tunis	NAWEL EN NEJIB ABDELLEZIZ
10	Université de Manouba	SEM ELALOU
11	Université de Manouba	KARIM TOUJANI
12	Université de Manouba	SALAH HANNES

May 3: Our congratulations to Ms. Amary Ben Ali, doctoral student at the Ecoffiges Doctoral School who won third prize in the "My thesis in 180 s - 2024 Edition" Competition.

TIMUN Event simulates Diplomatic Debate on the Lake Chad Basin Conflict



May 30-31: The FLAHM TIMUN Club organized its annual diplomatic debate simulation meeting, choosing for the occasion the bloody conflict in the Lake Chad Basin region (2009).

UMA Institutions End-of-Year Ceremonies

ISES



June 21: The closing ceremony of the 2023/2024 school year at the Higher Institute of Specialized Education in Manouba was chaired by the Minister of Social Affairs. On this occasion, prizes were awarded to 24 students of the "Wahda Al-Irada" unit for their achievements in various fields such as cosmetics, sewing, leather, gardening, tourism, decoration and carpentry. The Minister also paid tribute to the retirees who contributed to the success of the institution. The event was enriched by various artistic presentations, highlighting the talents of the disabled children of the institute. Congratulations to the winners.

FLAHM



July 3: The Faculty of Letters and Human Arts awarded prizes to the most brilliant students. The ceremony, filled with emotion and recognition, highlighted the remarkable talents of the winners, emphasizing the importance of academic excellence in the influence of the university community. Congratulations to the winners.

ESEN



July 4: The end-of-year party of the Higher School of Digital Economy (ESEN), in the conference room of the technopole, allowed the presentation of trophies of excellence to the winners of the 2023/2024 academic year, as well as trophies of gratitude to the clubs and certificates of recognition to the student delegates. A surprise ceremony paid tribute to the Director of ESEN for his years of dedicated service since 2011. The warm atmosphere highlighted the recognition and gratitude of the ESEN community. The musical entertainment, provided by the Apollo club, was particularly appreciated by all participants. The organization of the event was provided by the Joker club, helping to make this party a moment of celebration and recognition for the entire ESEN community. Congratulations to the winners.

ESSTED



July 4: The end-of-year party at the École Supérieure des Sciences et Techniques de Design (ESSTED) was a memorable event for all participants: students, parents, teachers and staff members. The atmosphere was filled with joy and conviviality, creating precious memories for everyone. The good atmosphere was there, and the entire community shared moments of happiness and celebration. Congratulations to the winners.

End of Year Ceremony 2024 at ISAMM



July 7: The closing evening of the 2023-2024 academic year brought together many influential personalities of ISAMM. Under the supervision of the President of the University and the Director of the Higher Institute of Multimedia Arts of Manouba (ISAMM), the winners of the different courses were honored for their achievements during the academic year. Congratulations to the winners.

Celebration of the End of the 2024 Academic Year at ESCT



July 16: The end of the 2023-2024 academic year was marked by a series of festivities. The Higher School of Commerce of Tunisia (ESCT) congratulated its undergraduate and graduate students as well as its new doctors. These celebrations reinforced the spirit of community and excellence at ESCT, while highlighting the institution's commitment to promoting academic success and high-level research. Congratulations to the laureates.

End of Year Ceremony 2024 at ISCAE



July 24: The end-of-year ceremony was an opportunity to congratulate ISCAR students for their dedication and continued efforts throughout the year. The professors and administration were also praised for their unwavering commitment and invaluable support. The success of this event would not have been possible without the involvement of the ceremony organizing committee, as well as the dynamism of the AISEC club. Congratulations to the winners.

Information Days on University Admissions

Admission Information Day at UMA



July 16: The President of the University of Manouba opened the Regional University Admission Day at the Higher Institute of Multimedia Arts. This event brought together institutional representatives and many new graduates. The initiative aims to enlighten young people in their academic choices and guide them towards a fulfilling professional future.

ESEN



July 18, 19 and 20: The Higher School of Economic and Commercial Sciences (ESEN) took part in the National Information Days on University Orientation, organized at the Cité des Sciences. This event is a unique opportunity for future students to discover the different courses offered by ESEN, to interact with teachers and current students, and to receive valuable advice for their academic future. ESEN's participation underlines its commitment to guiding and supporting young people their educational journey.

ENMVT



July 16: The National School of Veterinary Medicine (ENMVT) took part in the orientation day organized by the University of La Manouba for new graduates. The event aimed to help new students learn about the various courses and academic opportunities available to them. ENMVT took the opportunity to present its educational program, state-of-the-art facilities, and the various career opportunities offered by veterinary medicine. ENMVT faculty members and students were present to answer questions from new graduates and guide them in their choice of academic path. Brochures and leaflets detailing courses, practical internships, and research projects were distributed to provide comprehensive information to prospective students. Emphasis was placed on the importance of veterinary medicine in society, covering areas ranging from animal health to food safety and biomedical research.

ISES



July 16: ISES participated in the regional media day organized by the UMA at ISAMM. This day was an opportunity for the institute to make itself better known and to present its missions and programs. In addition, information leaflets were distributed to baccalaureate graduates to introduce them to the specialized education division.

**ISAMM and the National Chamber of Women Business Leaders sign partnership**



**May 2:** ISAMM signed a partnership with the National Chamber of Women Business Leaders, affiliated with UTICA. This partnership offers students new employability prospects and valuable expertise to promote their professional integration. Planned actions include access to workshops, seminars and demonstrations; realization of concrete projects (communications, documentaries, digital content); field visits and internships with partners and participation in scientific meetings and discussion panels.

**FLAHM and the Alliance Française of Tunisia Sign Cooperation agreement**



**May 3:** FLAHM signed a partnership agreement with the French Alliance of Tunisia with a view to collaboration between the FLAHM 4C Center and the Alliance in the framework of language certification.

**UNESCO Higher Education Chair Agreement**



**June 25:** An agreement was signed between the UMA and the UNESCO Chair on Higher Education for Sustainable Development in Africa (2024TN2779). The event brought together Ms. Jouhaina Gherib, President of the UMA, Mr. Amer Cherif, Vice-President of the University, Mr. Saber Sebai, Director of ISCAE as well as several professors of the Institute and representatives of UNESCO in Tunisia and Morocco.

**Academic Cooperation Agreement between ECOFIGES and the FSEGT doctoral school**



**July 17:** A scientific cooperation agreement was signed between the Ecofiges doctoral school of the University of La Manouba and the doctoral school in Economics and Management of the Faculty of Economics and Management of Tunis. This agreement aims to strengthen academic and research ties between the two institutions, thus facilitating the exchange of expertise and resources. This strategic collaboration will allow the two doctoral schools to share their knowledge and skills in economic and management research. In addition, it will pave the way for joint research projects, seminars and conferences, as well as publication opportunities in renowned academic journals.

**Signing of an Agreement between FLAH and National PEN Tunisia**



**July 12:** The Faculty of Letters and Human Arts (FLAH) has recently entered into a partnership agreement with National PEN Tunisia. The main purpose of this agreement is to promote literature and encourage research in the humanities. As a result of this collaboration, students and researchers will have the opportunity to participate in various literary events, seminars, and author residencies. This partnership signifies FLAH's dedication to culture and academic excellence, while also providing support to National PEN Tunisia in its mission to foster literary creation in Tunisia.

**New University Alliance between UMA and Istanbul Aydin**



**July 29:** Manouba University has taken a significant step towards its international development by signing a cooperation agreement with Istanbul Aydin University in Turkey. The signing ceremony was attended by the Turkish Ambassador to Tunisia, the President of Istanbul Aydin University, and their delegation.

The meeting brought together prominent representatives from Manouba University, including the new university President, Vice President, and directors from various institutes and faculties. The discussions focused on ways to enhance collaboration between the two institutions in scientific and research fields.

This agreement marks the beginning of a promising collaboration, aimed at fostering academic and scientific exchanges and creating new opportunities for students and researchers from both universities.

**Partnership between ECOFIGES and Amadou Mahtar University of Senegal**



**July 30:** The director of the Ecofiges doctoral school, Prof. Nadia Abaoub, had the privilege of welcoming a delegation from Senegal consisting of Prof. Ibrahima Cisse, rector of Amadou Mahtar MBOUW University, and Pr. Babacar Ndiaye, director of the UFR of Economics and Management. This visit signifies the start of promising opportunities for collaboration and exchanges between the two institutions. The discussions primarily revolved around cooperation in research, teaching, and the creation of joint programs.

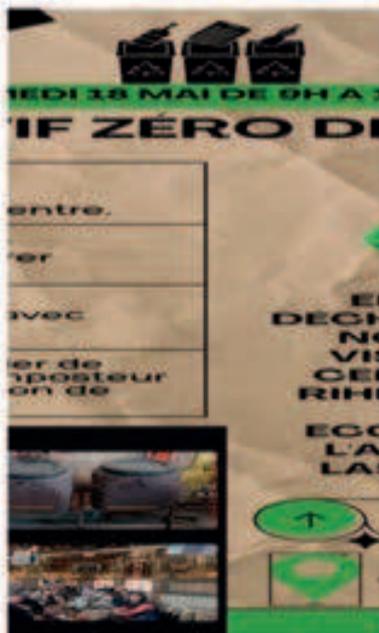
UMA Corporate Social Responsibility

**Collaboration between ISES and the Abysses Plongée Association**



**May 18-19:** In order to enhance collaborative efforts with the Abysses Plongée Association, the Higher Institute of Specialized Education organized an educational camp in Ghar El Melh, Bizerte. This initiative was specifically designed for the beneficiaries of the Specialized Education and Professional Rehabilitation Unit "Al Irada". The program encompassed a variety of sports, recreational, and cultural activities, all aimed at promoting environmental awareness and fostering a sense of citizenship among individuals with disabilities.

**Discovery outing on Green Energy and Eco-responsible Trade**



**May 18:** The 4C-FLAHM Center organized, in collaboration with its partner, the Tunisian association for sustainable development objectives ATODD, a discovery outing on green energy and eco-responsible trade as well as an introduction to sustainable development and the circular economy.

**Palestinian Journalist Wael Al Dahdouh received by UMA President**



**May 28:** The University of Manouba had the honor of welcoming the famous journalist Wael Al Dahdouh for a dynamic and enriching exchange session.

**Scientific Event on the Sustainability of Heritage**



**From 22 to 27 June:** a scientific event was held around the theme of sustainability in the field of heritage. This event is part of the DAAD project "GreenMuseumHub: Sustainable Futures for Museums and Heritage Sites", involving three university partners: the Julius Maximilians University of Wurzburg in Germany, the Helwan University in Egypt, and the University of Manouba in Tunisia.

**Reconstituted Memory  
For a History of the Humanities at the Tunisian Universities**



A collective work titled "Reconstituted Memory, For a History of Humanities at the Tunisian University," directed by Pr. Hichem Rifi and prefaced by Pr. Juhaina Ghérib, has recently been published by Publication Universitaires de la Manouba, First edition 2023.

The purpose of this work is to contribute to the reconstitution of the memory surrounding certain locations of modern knowledge in the history of education and cultural history of our country, specifically focusing on the departments of human and social sciences at the Tunisian University from the 1960s to the 1990s.

The authors have drawn from their own recollections, the testimonies of their predecessors, and information gathered from articles and books to provide insights into the origins of these departments.

They have also outlined the departments' history by recalling the memories of the founders and subsequent generations of the university. Throughout the chapters, the subtext reveals fragments of the memory of the Tunisian University.

As we engage with the text, we will rediscover the past of this educational and research institution, established after gaining independence, as part of the foundational projects that accompanied the turning point in the history of contemporary Tunisia. This period

witnessed the emergence of a modern society and a more educated and qualified Tunisian population, which led to new criteria for social stratification.

The university played a pivotal role in our contemporary history, training generations of individuals who contributed to the development of the new Tunisia. In the years following independence, it provided the urgently needed training for new executives to replace the departing French civil servants, teachers, engineers, and technicians.

These dedicated young professionals successfully managed the transition of administration and other institutions. Additionally, graduates, particularly those recruited from the numerous middle and high schools established during the 1960s and 1970s as part of the policy to expand education, have spread across the country, bringing the enlightenment and contributing to the formation of a new spirit and the emergence of new aspirations.

Eminent professors have contributed to this collective work. Below is the table of contents in both Arabic and French:

**Sommaire**

**Préface**  
Pr. Juhaina Ghérib, Présidente de l'UMS ..... 7

**Sciences Économiques**  
Abdelkader Bouaz : L'émergence de l'enseignement des sciences économiques et gestion en Tunisie et en Algérie ..... 19

**Langues et Littérature française**  
Farah Zetou : Histoire de l'enseignement de la grammaire française et de la linguistique dans les départements de français à l'université tunisienne ..... 23  
Sami Marzouk : Aperçu sur l'histoire de l'enseignement de la littérature française à l'Université de la Manouba ..... 29

**Géographie**  
Habib Dhala : La géographie tunisienne : Mémoires des lieux, mémoires des hommes ..... 43

**Histoire**  
Nourredine Dergal : Éléments pour une histoire de la formation des sections de l'histoire de Tunisie (1963-1980) ..... 109  
Houcine Jallil : Les études archéologiques dans les établissements universitaires de Tunisie, de 1970 à 1982 ..... 133

**Langues**  
Hichem Trabelsi : Le département d'anglais en Tunisie ..... 161  
Mohamed Naïf Ben Jemaa : Le Département d'anglais de la Faculté des Lettres, Arts et Humaines de la Manouba : Sources fondatrices de l'enseignement tunisien ..... 203

**Journalisme et communication**  
Leah Chevalier : L'histoire d'un enseignement alternatif à l'ENP de 1963 à 2000 ..... 211

**Sociologie**  
Lila Ben Salem : Proposer la sociologie en Tunisie ..... 231  
Entretien avec Sylvie Manella

**الفهرس**

1. لجنة التهيئة جهة عربية، رئاسة الشرق في حفل الإفتتاح ..... 9

2. عبد الجيد القرني: المحولات القاعمة الترجيحية في العصر الحديث ..... 15

3. محمد مجرب في السجلات الكتابية للتخصصات العلمية ..... 25

4. رجاء بن سلامة: الوقوف على أحوال التراث المكتوب في زمن الرقمنة ..... 49

5. سامي بن عامر: المنهج التي حافظت للذاكرة الإنسانية وموشها في ..... 65

6. فرادى في عصر المتاحف العربية وسؤال من مبروها الثقافي ..... 85

7. قرين علة: إنسانيات تونس 2022: الطاعنات حياة الفلص ..... 91

**المحتوى**

1. سامي بن عامر: العهد العثماني للقرن الحادية عشر، مسيرة قرن ..... 429

2. كاتون ..... 447

3. العات ..... 478

**"Insaniyyat International Forum - Tunis 2022, Humanities: Inaugural Conferences"**

**June 2024:** A book entitled "Forum international Insaniyyat - Tunis 2022, Humanities: Inaugural Conferences" has just been published. This book is a compilation of the inaugural conferences held during the Insaniyyat International Forum in Tunis in 2022.

Eminent professors contributed to the writing of this collective work, we reproduce below the two summaries in Arabic and French:

**الإنسانيات**

**الإنسانيات**

**الفهرس**

1. أليخاندرو دي مورا جوهانا غهريب، Présidente du Forum ..... 11

2. Soufiane Bekkila : Les conditions structurelles : Parcours d'émancipation des sciences sociales de Maghreb ..... 19

3. Hassan Benmouna : Au carrefour des sciences humaines et sociales (SHS) et du couple des sciences et langues vivantes : la notion de crise entre polysémie et élaboration conceptuelle ..... 27

4. Samia Ben Achour : Le droit en son état de crise : Droit de crise et crise du droit ..... 39

5. Hassan Rachid : Dilemme et enjeux des sciences sociales au Maghreb ..... 71

6. Olga Lescot : La philosophie arabe : Histoire et historiographie ..... 89

7. Béla Bag : Perspectives sur l'étude et l'enseignement de la littérature arabe post-moderne dans les universités françaises et étrangères ..... 113

8. Abdellatif Kaoui : Crise ou essor des humanités ..... 121

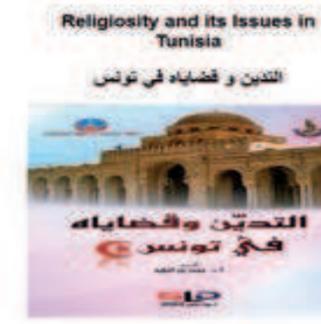
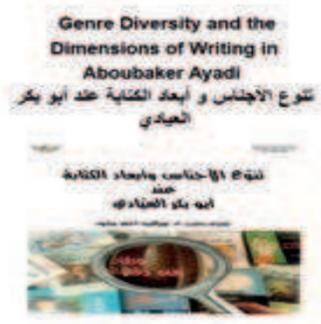
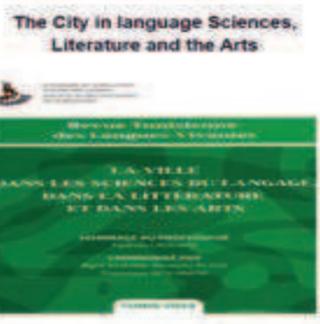
9. Sabelle Camero d'Albin : Travaux de littérature arabe contemporaine : ouvrage, responsabilité, date ..... 129

10. Mohamed Ben Benabdallah : La Révolution tunisienne et l'histoire linguistique ..... 143

11. Habib Dhala : L'écrit régional en Tunisie : De la polysémie à l'effet subversif à la composition / discussion préliminaire ..... 167

12. Henda Mansour : La représentation du genre dans le cinéma tunisien : 2011 et après ? ..... 189

13. Mercedes Valde : Enjeux et défis des humanités scientifiques à l'heure de la science ouverte ..... 229



**Echoes from UMA Institutions**

**Grand Prix of Thoroughbred Horse Racing: Prize of the National School of Veterinary Medicine**



**May 19:** The Kassar Said Racecourse hosted the prestigious Grand Prix des Courses des Chevaux Pur Sang, also marking the Prix de l'École Nationale de Médecine Vétérinaire de Sidi-Thabet. This highly anticipated event brought together 15 purebred Arabian horses aged 4 and over, from a purely Tunisian lineage, for an exciting Group 2 race over a distance of 1600 meters. The star of this race was the 4-year-old filly named "NOOF". Daughter of the stallion MOUSSOUL and the mare KAMMOUCHA, "NOOF" demonstrated an exceptional performance under the direction of jockey Salim Ferchichi. Trained by Nizar El Ghabri and owned by Haras Ahmed Essaied, "NOOF" led the race with impressive command, captivating the spectators present.

**Educational visit to the Agricultural Institute of Tébourba**



**May 21:** Students from the second and third levels of the gardening workshop at the "Al Irada" Unit of ISES recently organized a field visit to the Agricultural Institute of Tébourba. The purpose of the visit was to help them understand the significance of agricultural training and its impact on both society and the economy. Additionally, the students had the opportunity to explore the various agricultural specialties that the Institute offers.

**ISES participates in an educational camp in Ghar El Meih**

**From May 18 to 19:** ISES and Abysses Plongée partnered to co-organize an educological camp in Ghar El Meih. This event aimed to provide a unique experience for young people by integrating education and ecology. Participants had the opportunity to engage in hands-on workshops and theoretical sessions focused on marine environment conservation. This event showcased the dedication of ISES and the University of La Manouba to raising ecological awareness and training future generations.

**Training on children's rights**



**June 20:** ISES organized an interactive workshop led by Mr. Karim Chetour, Child Protection Delegate of Manouba, in the presence of the Secretary General of the Institute, on the theme of children's rights. The discussions covered several areas, including the fundamental principles of children's rights, the Convention on the Rights of the Child and the Charter of the Rights of the Child.

**ISES honors top-ranking students**



**June 28:** A ceremony held at ISES brought together the institute's executives as well as the parents of the honored students. During this ceremony, students who successfully completed their bachelor's and master's degrees in special education were honored for their outstanding academic achievements.



Visit to the Startup Village



**May 24:** After the agreement was signed between MEDIANET and ESC Tuna, students from the Master's program "Customer Relationship Management and Digital Marketing (GRCMD)" had the opportunity to visit the Startup Village. They were warmly greeted by the CEO of MEDIANET and then attended a conference that provided valuable insights into digital communication and content creation. This visit not only introduced the students to the concept of the Startup Village, but also offered a memorable day filled with the exchange of expertise in digital marketing.

Activity of the "Marketing Methods" research laboratory



**May 27:** The "Marketing Methods" research laboratory organized a training workshop entitled "Ethics and Innovation: AI in Scientific Research". This event was hosted by Ms. Ameni Ben Ali and Ms. Feriel Chouchene, whom we warmly thank for their contribution.

Obtaining National Student Entrepreneur Status



**June 10:** ESCT is proud to announce that two of its students have recently achieved the esteemed National Status of Student Entrepreneur. This recognition was bestowed upon them by the "Pôle de l'étudiant entrepreneur" of the University of Manouba, reaffirming their dedication and talent in the field of entrepreneurship.

9th International Conference on Digital Economy (ICDEc2024)



**From May 9th to 11th:** As part of the 9th International Conference on Digital Economy (ICDEc2024), held at the Faculty of Legal, Economic and Social Sciences (FSJES - Soussa) of Mohammed V University in Rabat, Morocco, over 70 participants gathered in a friendly and well-organized atmosphere to share ideas and discuss the latest trends in emerging technologies and their impact on the digital economy.

The conference served as a dynamic platform that brought together researchers, experts, and professionals from various fields, including computer science, management information systems, and information systems, with specialists in marketing, finance, and management.

Faculty-Researcher Day (JEC 2024)



**May 16:** The Tunisian Association of Teachers-Researchers in Economics (ATEN) and the Higher School of Digital Economy (ESEN) had the pleasure of welcoming Prof. Javier G. Rodriguez Ruiz from the National Autonomous University of Mexico. He presented a seminar entitled "Influence of ICT and Household Assets on the Penetration of the Digital Economy in Mexico".

Accredited Student Entrepreneur



**June 10:** Six students from the Higher School of Digital Economy (ESEN) have achieved the prestigious National Status of Student Entrepreneur. We extend our congratulations to Mohamed Koussay Ben Hamda, Amery Bayoudh, Omar Said, Siwar Mhamdi, and Rania Loukil for attaining the Innovator level (level 2), as well as Mohamed L'wed for reaching the Promoter level (level 3).

ESEN Talents: The Dynamic Showcase of Young Graduates



**June 18:** ESEN Talents is our school's "showcase" platform, designed to showcase the skills of our recently graduated students. It allows our various partners to access dynamic CVs, offering an intelligent search by skill that facilitates the matching between job offers and targeted profiles.

ESEN Talents plays a key role in the digitalization of ESEN's information system and in strengthening the links between the school and its socio-economic environment.

Review of the activities of the 4C Center



**June 18:** The 4C Center experienced a particularly dynamic period from March 1, 2022 to May 30, 2024. A total of 285 beneficiaries participated in the activities offered by the center, among which 245 obtained certifications from MICROSOFT, EDX, and COURSERA.

End of mandate ceremony under the sign of recognition at ESEN



**June 21:** The end-of-term ceremony for 2020-2024 at ESEN was marked by expressions of gratitude to the entire ESEN community for the remarkable work accomplished. The event was honored by the presence of Ms. Joughaina Gherib, President of the University of La Manouba. During the ceremony, the Director of ESEN, on behalf of the entire ESEN family, paid tribute to Ms. Gherib for her exceptional efforts in favor of the University of La Manouba and its institutions, as well as for all of public higher education. Her commitment, first as Vice-President (2011-2017), then as President (2017-2024) of the University of La Manouba, was praised and appreciated.

Business Computing Degree Information Session



**July 22:** ESEN invited 2024 graduates to attend an information session on the Business Computing degree online. It was provided by ESEN students Beha Aroua, Marham Aloui and Mohamed Khalil Manai.

40th Day Ceremony to commemorate the Late Pr. Souheil el Chamli by FLAHAM



**May 3:** The FLAHM and the university association commemorated the fortieth day of the death of the late Prof. Souheil el Chamli, an emblematic figure of union activism, who died on March 9, 2024.

Activity of the Tunisian Regions and Heritage Resources Research Laboratory



**June 26:** The Tunisian Regions and Heritage Resources research laboratory, in collaboration with its partners, the Cervantes Institute, the IRMC, organized an international conference on the founding father of sociology and modern history Ibn Khaldun, entitled Ibn Khaldun Thought and Common Heritage. This international conference was able to bring together various foreign and Tunisian specialists of international stature who were able to exchange the results of their various works on the sustainability of Ibn Khaldun's thought.

Study Day on "Game and Playfulness in Classical Arabic Literature"



**June 28:** The "Semiotic Research and Computational Linguistics" laboratory organized its 29th study day on the theme "Games and playfulness in classical Arabic literature."

Central Asia Delegation visit ISAMM



**May 17:** A delegation from Central Asian universities was welcomed at the Higher Institute of Multimedia Arts of Manouba (ISAMM). This visit marks the beginning of promising discussions for collaborative projects concerning student and staff exchanges, as well as joint research projects.

ISAMM at the 40th edition of the Artisanal Creation Show



**From May 24 to June 2:** ISAMM, in partnership with the National Chamber of Women Business Leaders (CNCFE), participated in the 40th edition of the Artisanal Creation Fair, held at the Palais de la Foire du Kram.

Visit of Prof. Bruno Ianazzo from the Università degli Studi di Perugia to ISAMM



**June 4:** Prof. Bruno Ianazzo from the Università degli Studi di Perugia (Italy) was welcomed to ISAMM to explore the possibilities of partnership between our two institutions.

Obtaining National Student Entrepreneur Status



**June 5:** ISAMM is proud to announce that two of its brilliant students from the Master of Media Engineering have recently obtained the prestigious National Status of Student Entrepreneur. This recognition was awarded to them by the "Pôle de l'étudiant entrepreneur" of the University of Manouba, thus testifying to their commitment and excellence in the field of entrepreneurship.

Special Tribute to Pr. Joughaina Gherib, President of the University of Manouba (2020-2024)



**July 8:** Under the leadership of Director of the Higher Institute of Multimedia Arts of Manouba, Ms. Joughaina Gherib, President of the University of Manouba, was honored for her sustained efforts and continued support for the Institute during her term from 2020 to 2024.

We express our sincere gratitude and wish her every success and achievement in her future professional endeavors.

International Conference on Identity and Innovation



**June 22-23:** An international and multidisciplinary conference titled "The Encounter between Identity and Innovation: An Explosive Brake on Creativity" was held over two days. The conference adopted a hybrid format, with online sessions via Zoom and a physical presence on the first day at ESSTED, EBSTED, in collaboration with the Arab Democratic Center (DAC) in Berlin and the Higher Institute of Arts and Crafts of Gabes (ISANG), organized and chaired the conference. Dr. Mejda Achour Othmani served as the chair, while Dr. Asma Manai directed the conference. The conference proceedings were published on June 22, 2024, on the official website of the DAC.

First Edition of Denden Design Days



**From June 27 to 28:** The Tunisian Alliance of Designers organized the first edition of the Denden Design Days, a series of meetings and debates centered around the theme "Design reflections for scientific and entrepreneurial development". One of the highlights of the event was a presentation by Ms. Naila Jendoubi, who discussed the Professional Master in Design for Sustainable Development and Responsible Entrepreneurship. During her presentation, she showcased the success stories of two young entrepreneurs who had graduated from the program. In the afternoon, a round table discussion titled "Designers of Tomorrow" took place, focusing on the innovative perspectives of young designers in the field.

Thoughts on the Future of Design

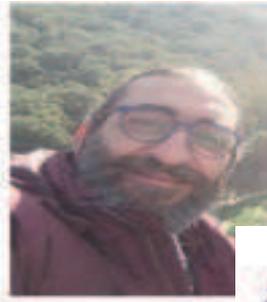


**June 27:** A round table discussion was organized to focus on the book "20 years of ESSTED: Our Designers Here and Elsewhere". The discussion aimed to highlight the unexpected journeys of upcoming designers. Three main themes were explored during the discussion. Firstly, the unconventional aspect of design, showcasing the diverse and unique paths taken by the designers featured in the book. Secondly, the designers' ability to adapt to complex environments and turn challenges into innovative opportunities was discussed. Lastly, the flexible and agile mindset of designers was highlighted, revealing the lesser-known aspects of their profession.

UMA Governance



Azza FRIKHA



Ameer CHERIF



Nabil Khaïdoun GRISSA



Imed HIDRI

New members of the UMA council



Atef MALEK



Farah ZAIEM



Rim BOUDERBALA



Faiza DERBAL



Tarek HAJJI



Yousra SEGHIR



Nesrine BEN YAHIA



Afef JEMAL



Med Ridhâ AMAMOU



Norhene CHABCHOUB

Elected directors of UMA Institutions



Saber SEBAI



Iskander BELHAJ



Moncef TAIEB



Jihene OUKADI



Anja HABACHA



Imed Riadh FAREH



Neïla BALI



Raouf DHAOUADI



Sadok HAMMAMI



Rim DRIOUICHE CHAOUACHI



Lamia BEN EZZEDINE



Nadia ABAOUB



Naoufel ABBES

PAQ-News



Manouba University Team Visit Ezzitouna University

May 14: As part of the activities of the Quality Support Project for the Development of Governance and University Strategy (PAQ DGSU UMA), a team from the University of Manouba (UMA) visited Ezzitouna University. This exchange mainly focused on preparation for the PMP (Project Management Professional) certification.