

#UNIVERSITÉSENGHOR

université internationale de langue française  
au service du développement africain

**A major player in training and  
capacity building for executives  
on African development**

# The institutional Francophonie



Direct operators

TV5MONDE

AUF



RÉUNIR  
LES DESTINS,  
RESPECTER  
LES DIVERSITÉS

AïMF



#UNIVERSITÉSENGHOR  
université internationale de langue française  
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Permanent ministerial conferences



CONFÉRENCE DES MINISTRES  
DE LA JEUNESSE ET DES SPORTS  
DE LA FRANCOPHONIE



# Vision

To become a major player in the training and capacity building of executives in and for Africa.

In excellency and innovation

# Mission

To train, in French, creative executives capable of meeting the challenges of sustainable development in Africa.

# Overall presentation

Senghor University is an international organization, a direct operator of the Francophonie, created in 1989 by decision of the Heads of States and Governments who share the French language, during the Dakar Summit. Its headquarters are in Alexandria, Egypt, and its mission is to train, in French, creative executives capable of meeting the challenges of sustainable development in Africa and Haïti.

With a network of about 350 professors and experts from all over the French-speaking world, as well as collaborations with major national and international institutions, the University delivers excellent training programs of excellence adapted to the African context, in Alexandria, as well as in its 12 campus in Africa and Europe

Senghor University offers some 30 master's programs. Most of them are project management programs in four main fields of action that structure the University into as many departments: Culture, Environment, Management and Health.

Senghor University's short courses welcome about 800 auditors per year.

Through its training programs and its general mission, Senghor University contributes to all objectives of sustainable development.

In 2022, Senghor University has a network of more than 3,200 alumni.







# Senghor University in facts and figures

## Students at Alexandria campus

- 170 to 200 selected on a competitive basis for the Alexandria campus
- Average of 3000 applicants
- From 25 countries in Africa, Haïti and Europe
- Parity between women and men

## Admission requirements

- Bachelor degree
- Professional experience (1 year minimum)
- Less than 36 years old (for scholarship)
- Entrance exam (file | exam | interview)
- 130 scholarship holders (350€ registration fee/year)
- 30 (M1) + 40 (M2) non scholarship holders (3000€ registration fee/year)

- Non scholarship holders take the same service as scholarship holders

## International teaching staff

- 4 expatriate department heads to animate the academic life
- 150 external teachers from Africa, Europe and North America, including :
  - 60% university professors
  - 40% experts among the best in their fields

## Instances

- Board of Trustees
- Academic Council
- Management committee

## Study conditions and living environment

- 11 classrooms fully equipped for video conference

- 8 additional project rooms
- Francophone Digital Campus (AUF)
- Career, professional insertion and innovation Center
- Library (16 kBooks, 76 kEbooks, 520 electronic Journals, Egyptian knowledge bank)
- Audio and video recording studio
- General coverage of wifi + 52 PCs in free access
- Recreation and Sport facilities
- University Restaurant

## In our other campuses

- About 350 students in 12 countries
- About 20 running Master programs (mainly M2)
- About 200 teachers (professors and experts) from Africa, Europe and North America

## Alumni

- More than 3,200 in 2022





At Alexandria, the students benefit from decent housing offered by the University in the heart of the city of Alexandria giving them the opportunity to integrate into the Egyptian life.

At the University, they benefit from a stylish and peaceful environment of working.



# The alumni: a large network of development actors in Africa and Haïti

Senghor University has today more than 3,200 graduates (of which about 30% are women) who have completed their university studies in Alexandria or in one of its other campuses. They are spread over 42 countries around the world from Africa, Haïti, Asia and Europe.

An alumnus from Alexandria has been appointed to manage and animate the #ALUMNISENGHOR program



# External Campuses

As part of its development policy, external campuses are being opened on the continent to meet the growing needs in training and skills expressed by local partners since the Alexandria headquarters does not have the capacity to accommodate this.

- 12 Campuses + 2 campuses to open
- 15-20 running master programs
- ± 350 students





# A new campus under construction

In order to better respond to the growing need for higher education in Africa, a new campus is under construction in the city of Borg El Arab, a university hub in the making, with the support of the Egyptian government. The objective is to double the capacity of the Alexandria campus in order receive a new batch of students every year, whereas, at present, there is only one batch every two years.





# Competency-based training programs

**Current training programs at Alexandria have been designed with 5 main objectives:**

- to strengthen students' skills
- to strengthen the autonomy of students
- to make a greater use of the local socio-economical environment in the training
- to enhance the value of the internship and the thesis
- to bring the university closer to international standards

**Special emphasis is placed on cross-cutting skills, including critical thinking:**

- critical thinking
- communication
- creativity
- collaboration

**After one or two years of training, Senghor University issues a master's degree in development.**

# Active pedagogy

Senghor University promotes, in all of its training programs, active teaching practices that place the student at the heart of the training program and encourage learning. Thus, practical exercises, case studies, and role-playing are encouraged with the lecturers and the emphasis is placed on sharing experiences and acquiring practical, operational, and transversal skills. The program includes one project per semester and a departmental week during which students visit institutions and companies.





# Departments

The Departments are primarily responsible for the pedagogical engineering of all the training programs offered in Alexandria as well as on the Senghor Campuses. In Alexandria, they directly manage the 8 training programs, all of which are linked to the objectives of sustainable development



- Management of cultural heritage
- Management of cultural enterprises



- Management of protected areas and biodiversity
- Environmental management



- Governance and public management
- Project management



- International nutrition
- International public health



At Alexandria, students from all specialties can apply for a Master 2 in the cross-disciplinary specialization in Global Risk and Crisis Management. Since this specialization is only offered in M2, their application is part of the normal selection process for this master, which recruits students who have not completed the first year of the Master's degree in development at Senghor University.



# Technological revolution

The use of Information and Communication Technologies in education has been a common practice for years through the Department of distance learning. The realities of today's world have encouraged us to continue this momentum by implementing a digital revolution. This has proved very useful during the pandemic of COVID-19.

This technological revolution has been translated into four actions:

- adoption of Google Workspace Education
- fully collaborative work on single documents
- a lifetime email address for students
- a generalized Wifi



## Teaching & Learning

# List of master programs

## Master programs at Alexandria

- Management of Cultural Heritage
- Management of cultural enterprises
- Protected areas and biodiversity management
- Environmental Management
- Governance and Public Management
- Project management
- International Nutrition
- International Public Health
- Global Risk and Crisis Management

## Master programs in distance learning

- Management of Educational Systems
- Tourism and Cultural Heritage

## Master programs in our campuses

- International Project Management, Benin
- Economic Analysis and Policy, Burkina Faso
- Taxation and Business Management, Burkina Faso
- Environmental Law and Policy, Burkina Faso
- Environmental Management, Burkina Faso
- Project Management, Burkina Faso
- Project Management for Development Projects in Africa, Cameroon
- Project management for development projects in Africa, DRC
- International Project Management, Guinea

- International Relations - Development Europe-Africa, Hungary
- Innovative project management, Madagascar
- Public Management and Development Strategy, Senegal
- Transport and sustainable urban mobility, Morocco
- Urban planning and environment, Senegal

# List of most diplomas and certification courses

## Face to face or distance learning diplomas

- Administration and organization of parliamentary work, online
- Archaeology and Heritage, online
- Blue Economy, on demand
- Democracy, rule of law, citizenship and political engagement
- Political and security crisis management
- Nutrition education
- Sciences of information and libraries, online
- Sciences of archives, online
- Sports medicine, online
- Understanding and managing the blue economy, online or hybrid

## Certificates

- Administration and organization of parliamentary work, on demand
- Conservation of protected areas, on demand
- Design and management of public policies for youth, online
- Design and management of public policies for language planning, online
- Governance and management of civil society organizations, on demand
- Transform'ation, Senegal & hybrid

## MOOCs

- Understand and analyze the issues and actions of sustainable development
- Environmental law and protection
- Blue economy
- Economics and management of the environment and natural resources
- Gender equality
- Environmental assessment of development policies and projects
- Urban Mobility in Africa
- Peace and Security in Africa
- 7 Moocs in the field of the Management of Protected Area in collaboration with the International Union for Conservation of Nature (IUCN)

# Doctoral school: towards interdisciplinary research in African development

For the past 30 years, Senghor University has been offering a Master's degree in African development in nine specialties. In order to extend its influence, its links with society and to better respond to the major challenges of human and sustainable development, it has opened a doctoral program and deepened its research activity, always on the theme of African development.





# Master programs in Culture

## Semester 7

- English
- Writing and personal presentation skills
- Computing and Internet Certificate (C2i)
- International Business Driving License (IBDL)
- State of law, democracy and development
- Francophonie and Globalization
- African art history
- Culture and Development
- Cultural public policies
- Intellectual property law
- Innovation and cultural entrepreneurship
- Digital : understanding the new deal
- Creative project (6 credits)

## Semester 8

- Methods and tools for setting up projects
- Leadership
- Societal marketing
- Information monitoring and documentary research
- Culture departmental Week
- Communication strategies
- Fundamentals of cultural leadership
- Audiovisual market
- Art market, restitution and circulation of artworks
- Culture economics
- Management of Cultural Institutions
- Partnerships negotiation
- Department project (6 credits)

## Semester 9 - Management of cultural heritage

- Basic principles of financial and accounting management
- Development economics
- Intangible heritage protection and transmission
- Vade-mecum for responding to a bidding or a consultancy offer
- Sponsoring and Patronage
- Inventory, conservation and restoration
- Archives management
- Libraries management
- Audiovisual heritage management
- National museums and monuments management
- Cultural heritage and new technologies
- Tourism and valorization of cultural heritage
- Specialization project (6 credits)

## Semester 9 - Management of cultural enterprises

- Basic principles of financial and accounting management
- Development economics
- Intangible heritage protection and transmission
- Vade-mecum for responding to a bidding or a consultancy offer
- Sponsoring and Patronage
- Legal status of cultural expressions
- Organization of festivals and of other cultural events
- Creative and cultural industries
- Design and financing of cultural projects
- Media and digital cultures
- Risk prevention in cultural activities
- Communication and valorization of cultural activities
- Specialization project (6 credits)

## Semester 10

- Thesis writing methodology
- Internship, thesis writing and defense (28 credits)







# Master programs in Environment

## Semester 7

- English
- Writing and personal presentation skills
- Computing and Internet Certificate (C2i)
- International Business Driving License (IBDL)
- State of law, democracy and development
- Francophonie and Globalization
- Environmental Sociology (introduction)
- Environmental economics (introduction)
- General ecology
- Environmental law (introduction)
- Environmental governance and international relations
- Climate change and development
- Creative project (6 credits)

## Semester 8

- Methods and tools for setting up projects
- Leadership
- Societal marketing
- Information monitoring and documentary research
- Environment departmental Week
- Environmental education and sustainable development
- Applied industrial ecology
- Urbanization and Sustainable Cities
- Sampling and data collection techniques
- Multivariate statistical analysis
- Geomatics applied to the environment
- Environmental assessment
- Department project (6 credits)

## Semester 9 - Management of protected areas and biodiversity

- Basic principles of financial and accounting management
- Development economics
- Sustainable agriculture and agroforestry
- Protected Areas and Wetlands
- Economic policies for environmental management
- Conservation policies and management effectiveness of protected areas in Africa
- Management plans and Monitoring of Protected Areas
- Tools for securing and conserving protected areas
- Ecological monitoring and species census and conservation techniques
- Financing and valorization of protected areas
- Biodiversity, ecology and conservation of protected areas
- Specialization project (6 credits)

## Semester 9 - Environmental management

- Basic principles of financial and accounting management
- Development economics
- Sustainable agriculture and agroforestry
- Protected Areas and Wetlands
- Economic policies for environmental management
- Environmental and social impact assessment
- Household waste management
- Sanitation, water quality and treatment
- Energy and Sustainable Development
- Decentralization and environment management
- Accidental risk management: Concepts, methods and Tools
- Specialization project (6 credits)

## Semester 10

- Thesis writing methodology
- Internship, thesis writing and defense (28 credits)





# Master programs in Management

## Semester 7

- English
- Writing and personal presentation skills
- Computing and Internet Certificate (C2i)
- International Business Driving License (IBDL)
- State of law, democracy and development
- Francophonie and Globalization
- Project design and management
- State's role and action
- Decentralization and local development
- OHADA law
- Entrepreneurship and enterprise development policies
- Creative project (6 credits)

## Semester 8

- Methods and tools for setting up projects
- Leadership
- Societal marketing
- Information monitoring and documentary research
- Management departmental Week
- Contemporary management models
- Quality and performance management
- Strategic management
- Governance and public management practices
- Innovation management
- Department project (6 credits)

## Semester 9 - Governance and Public Management

- Basic principles of financial and accounting management
- Development economics
- Financial management
- Intercultural management
- Project risk management
- Economy and public finances
- Human resource management
- Public-private partnership
- Design, Management and Evaluation of Public Policies
- Governance and public management practices
- E-governance and modernization of African administrations
- Specialization project (6 credits)

## Semester 9 - Project Management

- Basic principles of financial and accounting management
- Development economics
- Financial management
- Intercultural management
- Project risk management
- Project team management
- Planning and operational monitoring of projects
- Project evaluation
- "Project finance
- International project management
- Project marketing
- Specialization project (6 credits)

## Semester 10

- Thesis writing methodology
- Internship, thesis writing and defense (28 credits)





# Master programs in Health

## Semester 7

- English
- Writing and personal presentation skills
- Computing and Internet Certificate (C2i)
- International Business Driving License (IBDL)
- State of law, democracy and development
- Francophonie and Globalization
- World Health Organization (history, ethics, socio-anthropology)
- Globalization, indicators, inequalities, determinants of health
- Health policies - Health systems
- Nutrition and balanced diet: the fundamental basis
- Epidemiology and prevention of infectious and tropical diseases
- Vaccines - Global Health
- Creative project (6 credits)

## Semester 8

- Methods and tools for setting up projects
- Leadership
- Societal marketing
- Information monitoring and documentary research
- Health departmental Week
- Health departmental week
- Epidemiology
- Quantitative data analysis and processing
- Qualitative data analysis and processing
- Methodology in Public Health
- Medicines in developing countries
- Clinical trials
- Department project (6 credits)

## Semester 9 - International nutrition

- Basic principles of financial and accounting management
- Development economics
- Environment and health
- Non-communicable diseases: epidemiology and prevention
- International health institutions
- Nutrition and dietary concepts and fundamentals
- Microbiological food safety et quality assurance
- Food Security
- Malnutrition deficiencies (epidemiology and prevention)
- Diet and nutrition survey
- Specialization project (6 credits)

## Semester 9 - International public health

- Basic principles of financial and accounting management
- Development economics
- Environment and health
- Non-communicable diseases: epidemiology and prevention
- International health institutions
- Evaluation of health strategies
- Sexual health and "gender approach" - Adolescent health
- Reproductive health
- Maternal health
- Hospital management in Southern Countries
- Epidemiological surveillance and monitoring: epidemiology and prevention
- Specialization project (6 credits)

## Semester 10

- Thesis writing methodology
- Internship, thesis writing and defense (28 credits)





# Master program in Global risk and crisis management

## Semestre 10

- Basic principles of financial and accounting management
- Development economics
- Accidental risk management: concepts, methods and tools
- Environment and health
- Risk prevention in cultural activities
- Project risk management
- Public action and risk management
- Environmental management
- Economic intelligence
- Emergency and crisis management
- Humanitarian crisis management
- Conflict prevention, peace and security
- Specialization project (6 credits)

## Semestre 10

- Thesis writing methodology
- Internship, thesis writing and defense (28 credits)





→ Catégories

Acteurs

- Cellule dédiée à l'innovation pédagogique
- ⇒ Former les enseignants
- ⇒ Faire appel aux alumni
- ⇒ Lister les bonnes pratiques
- ⇒ Sensibiliser les enseignants et les étudiants
- ⇒ Se tenir des ateliers thématiques
- ⇒ Favoriser le rayonnement de l'aplan de l'école

Clients/étudiants

- Envoi de lectures personnalisées
- ⇒ Exercice en début de séance
- ⇒ Veille informationnelle (Actualité de la semaine)
- ⇒ Renforcer l'art oratoire et les techniques de prise de parole (Cours Florent)
- ⇒ Simulation et jeu de rôle
- ⇒ Organisation d'un colloque sur le thème
- ⇒ TEBx

Moyens/ressources Logistique

- Salle équipée de tableaux interactifs
- Un ordinateur par étudiant.



# Strategic Plan 2022-2025

## #1

### Providing a unique training experience

Listening to the needs and demand for training, strengthening the skills-based approach and the employability of students through the content and methods of training and increasing distance learning activities

## #2

### Developing research activities

Making the teaching program and doctoral school operational, developing interdisciplinary research activities and forging new partnerships with the scientific community

## #3

### Consolidating the status of an entrepreneurial university

Developing the activities of the Observatory of entrepreneurial initiatives and practices, supporting student entrepreneurship and ensuring that the University remains a partner of choice for training or development projects in Africa

## #4

### Consolidating institutional development

Updating the institutional and organisational framework of the University, building staff capacity, supporting the network of national alumni associations and further developing campuses and partnerships

## Values





# Values



