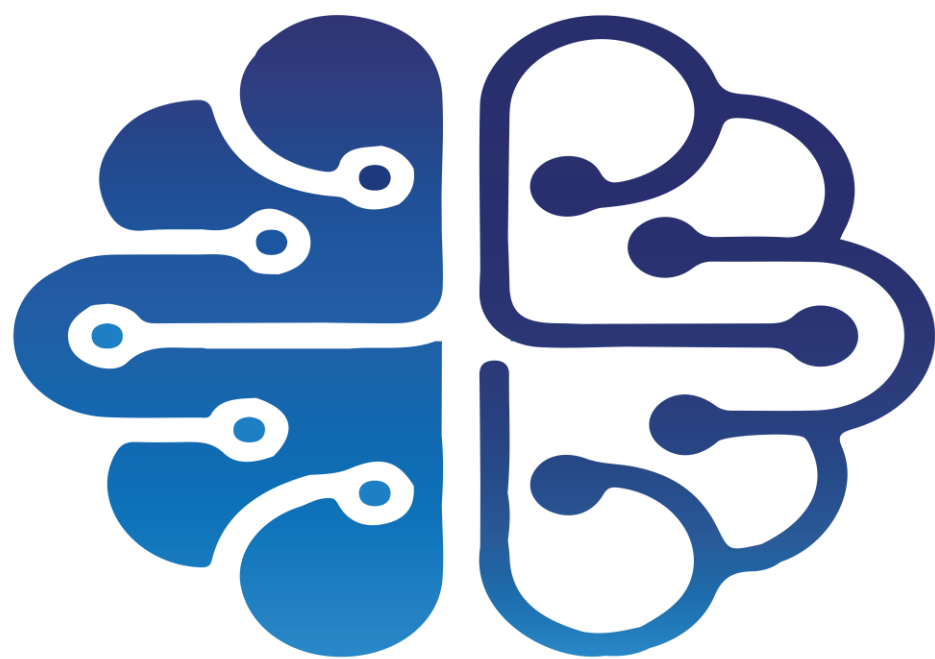


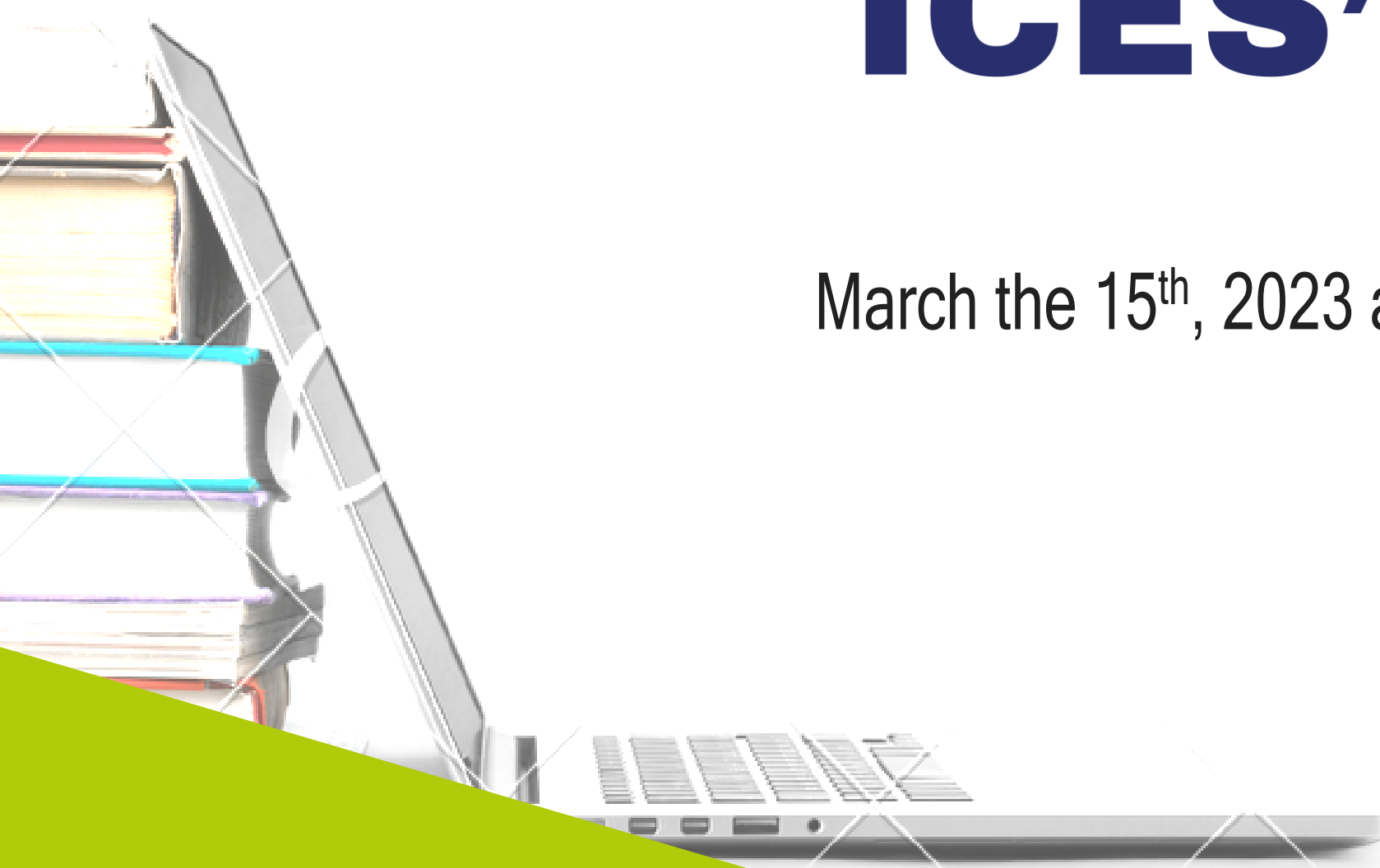
The 3rd edition of the
International Conference of the Educational
System:

Entrepreneurship & University



ICES'23

March the 15th, 2023 at 9:30 a.m.



09H30- 10 H00 Welcoming session

10H00- 10 H30 Official opening and addresses

- Pr. Abdellatif Moukrim, President of Hassan First University - Settat, Morocco.
- Pr. Abdelkader Sabil, Dean of the Faculty of Languages, Arts, and Humanities - Hassan First University– Settat, Morocco.
- Pr. Razane Chroqui, Conference Chairwoman, Hassan First University - Settat, Morocco.

10H30-11H00 Plenary Session

Moderator

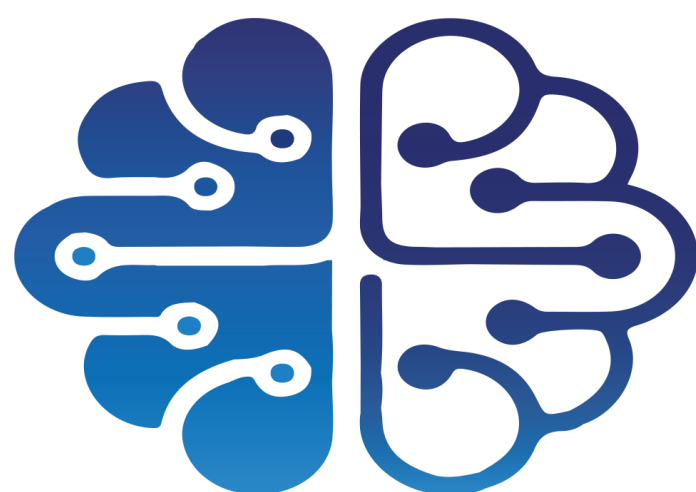
Pr. Razane Chroqui, Hassan First University, Settat –Morocco.

Keynote speaker



L'entrepreneuriat, levier majeur du développement économique régional

M. Salmane Belayachi
Directeur Général
Centre Régional d'Investissement de Casablanca-Settat



ICES'23

11H15-14H30 Conferences

Moderator : Pr. Hicham Jekki, Hassan First University, Settat –Morocco.



Reinventing the school model for the new world: Why and How ?

Pr. Fadwa Chakir
MACECE - Morocco



Entrepreneurship & Humanities

Pr. Abdelkader Sabil
Hassan the First University, Settat - Morocco



Quelles aptitudes développer dès l'Université pour devenir entrepreneur ?

M. Phillippe Beaujean
PhB- Belgique



Entrepreneurship & Cultural Industries

Pr. Razane Chroqui
Hassan the First University, Settat - Morocco



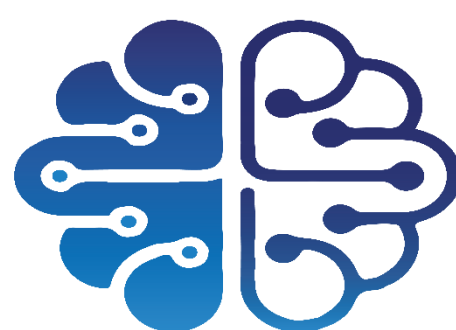
At the crossroads between university and entrepreneurship: methods and impact of entrepreneurial education on students' entrepreneurial attitudes and intentions

Dr. Juliana Hadjitchoneva
New Bulgarian University- Bulgaria



L'enseignement de l'entrepreneuriat à l'Université : Enjeux pédagogiques

Dr. Néné Kane
CREA - Mauritanie



ICES'23

15H30-17H00 Workshop

Parallel Sessions

Session 1

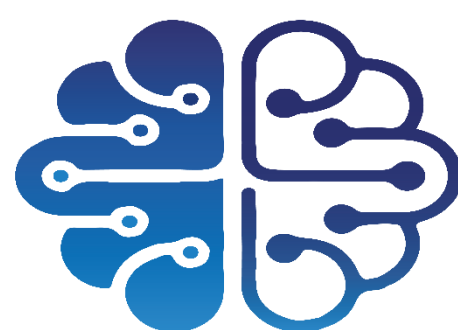
Room A

Chairwoman: Pr. Mounia Benjelloune	
Com 01	Online Learning & Global Leadership Development Latifa Belfakir Sidi Mohammed Ben Abdallah University
Com 02	Higher Education Practitioner's Intrapreneurship: Personal/Professional Investment Azize KOUR ENSIAS -Mohamed V University
Com 03	Can Entrepreneurial skills serve students of Humanities? Marouane ZAKHIR Chouaib Doukkali University
Com 04	University incubators in Morocco: a diversity of models and typologies Abdelouahed JITTOU & al. Hassan 1 st University, Settat - Morocco
Com 05	E-learning's contribution to the development of entrepreneurial skills Razane Chroqui & Saida Tayoub Hassan 1 st University, Settat - Morocco

Session 2

Room B

Chairman: Pr. Driss Harrizi	
Com 01	Intention entrepreneuriale des élèves ingénieurs au Maroc : quelle contribution des programmes d'appui et de financement Said El Ganich & Lalla Nezha Lakmiti Université Sultan Moulay Slimane & Université Hassan 1 ^{er}
Com 02	Chômage des jeunes : Analyse théorique contemporaine Fadwa Cherradi & Leila Skalli Université Hassan 1 ^{er} , Settat - Maroc
Com 03	Understanding Employability and its Development in Higher Education Oussama Ait Tejan Faculty of Arabic Language in Marrakech - University Cadi Ayyad
Com 04	Teaching entrepreneurship to students at the university as a means of promoting employability in Morocco: SALEEM project as an example Khadija Choujtani Mohammed V University - Rabat
Com 05	Youth Personal and Social Development: Towards Promising Cultural and Creative Entrepreneurial Perspectives Zakia MALIK Ibn Tofail University - Kenitra



ICES'23

Entrepreneurship is on the top list of many governments' agendas. It is considered a leverage for socio-economic, and societal development. It has become one of the most popular disciplines in the social sciences in recent years and is increasingly gaining importance in Academia.

Entrepreneurship's importance has run also parallel to research and pedagogy in universities around the world. The 3rd edition of the ICES aims at identifying the stakes and the challenges that the University is facing to spread and better an entrepreneurial mindset and culture amongst university students.

This conference is inspired by the Clarks' (1998) concept of "entrepreneurial university" and focuses on its role and place in the triple helix "University - Industry - Government". Universities are compelled to move beyond their traditional roles and models, assuming responsibility for socio-cultural and economic development.

The third edition of the "International Conference of the Educational System: Entrepreneurship & University" aims at bringing together scholars and university professors across the globe to exchange opinions, broaden their understanding of the topic and come up with innovative approaches and methods to forge entrepreneurial skills and to implement the entrepreneurship culture within higher education.

Topics of interest include, but not limited to:

- Entrepreneurship & students' academic knowledge.
- Entrepreneurship & humanities.
- Soft and life skills & Entrepreneurship.
- Cultural & Creative Industries and Entrepreneurship.

We welcome unpublished studies on these and other related topics dealt with using a variety of methodologies (analytical, exploratory, qualitative, quantitative, etc.).

Contact:
Pr. Razane Chroqui
iperformancemanagement@gmail.com
chroqui.razane@uhp.ac.ma