

MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH

M'HAMED BOUGARA UNIVERSITY/ BOUMERDES



Under the high patronage of
PROFESSOR YAHI MUSTEPHA, RECTOR OF THE UNIVERSITY OF BOUMERDES
THE FACULTY OF LETTERS AND LANGUAGES
DEPARTMENT OF ENGLISH

Announce the organization of a:

WORKSHOP

April 15, 2025 – 9:30 AM

"START-UPS AND FOREIGN LANGUAGES STUDENTS: MEETING CHALLENGES AND UNLOCKING OPPORTUNITIES"

"الشركات الناشئة وطلاب اللغات الأجنبية : مواجهة التحديات واغتنام الفرص"

"START-UPS ET ÉTUDIANTS EN LANGUES ÉTRANGÈRES : RELEVER LES DEFIS ET SAISIR LES OPPORTUNITES"

Dr Karima BOUHARROUR-BENHAMMANA

President of the workshop

➔ **Interactive workshop to explore opportunities and challenges
for foreign language students in start-ups**

1. Opening (9h30)

- Allocution of Pr Noureddine LABESSIR, Dean the Faculty.
- Allocution of Dr Karima BENHAMMANA Head of Department

A welcoming word to the participants in the workshop themed "Start-ups and Foreign Languages Students: Meeting Challenges and Unlocking Opportunities":

The activity aims to address Ministerial Ordinance 1275 as far as foreign language students are concerned. The workshop will bring together a variety of activities that should arouse interest, encourage active participation and provide useful insights that will encourage foreign language students to actively embrace the objectives underpinning this initiative. The workshop offers a balanced mix of theory, practice, and interaction to maximize the workshop's impact on foreign language students, engage interest, encourage active participation, and provide useful insights.

2. Interactive Introduction (09h30-10h00)

- **Theme Presentation:** Introduce the theme and objectives of the workshop.
- **Interaction with the presents to** gauge knowledge on start-ups and the role of foreign languages in business.
- **Case Studies:** Identify language-related opportunities and challenges for its international growth.
- **Testimonial:** eventual testimonials relating success stories due to language skills.

3. Startup: A Theoretical and Inspirational Presentation (10h00-10h30)

By Dr Amel khireddine, department of English

- **Opportunities:**
 - Importance of languages in international start-up development.
 - Sectors where language skills are major assets (tourism, tech, international trade, translation, etc.).
- **Challenges:**
 - Intercultural communication issues.
 - Language barriers affecting negotiations and marketing.
- **Perspectives:**
 - How foreign languages can diversify products/services.

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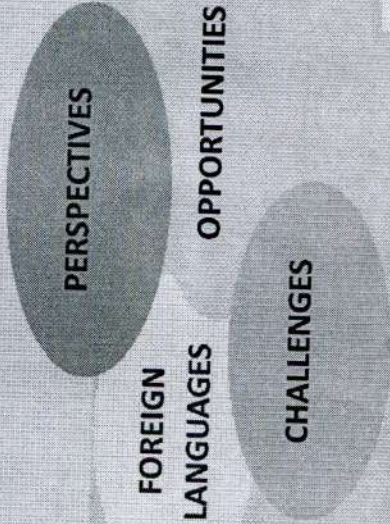
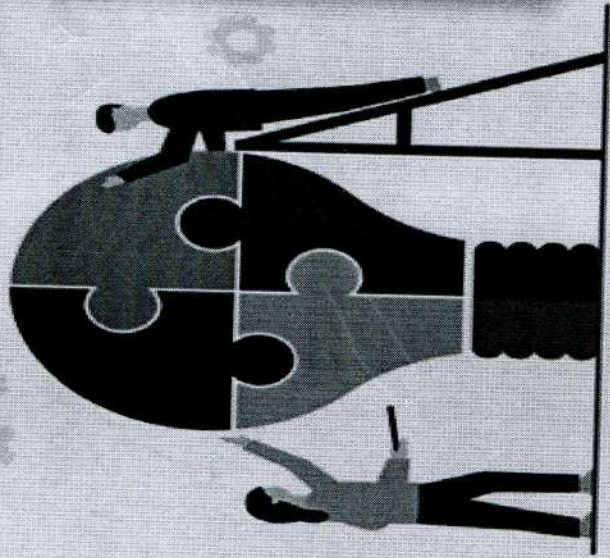
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القرار الوزاري رقم 1275

ORGANIZED BY

Dr Karima BOUHARROUR-BENHAMMANA

EXPLORES POTENTIAL
OVERCOME CHALLENGES
BUILD SUCCESSFUL START-UP.

Department of English – 4th floor Room 404