

Career & Alumni Center Magazine 2021 Report











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# TABLE OF CONTENTS 2021

- Meet our Alumni
- Meet our Recruiters
- SMU Alumni Association Elections
- Context: Why?
- Participants?
- SMU Guest Speaker Events
- Challenges EFMD
- Our EFMD ambassadors
- The Platform Events
- Corporate Partnerships
- Quantitative and Qualitative Data
- Job Fair 2020
- Employability Impact



The CAC requested from its students & Alumni many testimonials to see the impact of SMU on their career path, as well as some recruiters feedback

Our objective is to promote our Alumni and students on the job market.

Our community is a source of pride and our goal is propelled in terms of notoriety in relation to their success and their achievements. All this through the posts on our CAC LinkedIn and our social networks.

#### EMBA ALUMNI



The last two years have been very rich in activities carried out and efforts to reposition the SMU Alumni Association and raise the brand and awareness among the SMU University staff and Alumni and bring them closer to the values and good procinces of Alumni associations, worldwide. One of my self-imposed goals during this form as president of SMU Alumni Association (SAAI) has been to fester relationships among our Sound of Directors, Alumni members as well as students. Strong relationships have been critical to the success of our form. As fellow Alumni of SMU University, we quickly became colleagues, cultatorators and most of all friends. I'm cultification that the valuable relationships we have toged will continue well into the future. It has been a distinct and borer for me to serve as president of SAA. This has been one of the groutest suitsifactoms I have had in a volunteer role and definitely the most fun. I've been thankful for the opportunity tolled such a distinguished board of directors and copnessed all Alumni members. With each

Santral Bon Aldellah SSA President 2018-2020

passing year, we continue to see alumni who achieve notable accomplishments, represent us well and deepen our pride in SMO.





We all have the academic profoundities of theory, the architecture of corporate structure and finance. But when I chose to do this EMBA programm at MSB I was looking for the real world. The higher you go in an organization the less it becomes about technical skills and the more it becomes about leadership skills and what the EMBA programm offered is this way to start with how does the world works and then how does it some down to what I do in a company on a day to day basis.

It's a lot to get a degree, but in this programm you are here to be permanently part of a community with students from diverse backgrounds and to be learning over life of your carrier of a loop as you wont to.

I would'nt say ennough of how the professors and the programm staff committed to the success of this programm and the success of us as individuals.

It truelly made this an exceptional life experience

Gafizere Garibbi EMBA Alumni Testimonial Cohort 2017





The Executive MBA at MSB was a great opportunity for me to update my managerial skills and to broaden my vision of the business in a so fast-growing digital economy.

The excellent faculty, the well-designed curriculum increased my ability as an executive to understand matters and make decisions with a clearer view of the factors affecting today's complex business environment.

Mrs Anal Zahal

EMBA 2016

MSB





11

The Executive MBA offered me the opportunity to develop my leadership and general management skills through an exceptionally interactive and team-based approach to learning.

exceptionally interactive and team-based approach to learning.
Having a more technical background, I chose this MBA because it helped me move into management and think holistically when solving problems in an everyday business environment. The program has a strong international focus which makes it exciting and challenging, at the same time. Studying at MSB gave me the opportunity to work with some of the most remarkably dynamic academics and professionals whose experience was inspiring. The MSB Executive MBA experience has exceeded my expectations, in my opinion, it has been a positive leap towards my professional goals.

Charly Hentet

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#### HEC ALUMNI

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MSB is not just about learning business skills. It teaches you a mindset of opening up to both people and opportunities It builds both your confidence and your network. SMU encourages you to cease every opportunity to learn. Participating in various associations and holding positions that will allow you to gain experience. Our university is also one of the few businesses that offers part time student jobs At the end of the program, starting a business will seem really achievable. You will be laught by passionate experienced teachers and you will see your English drastically improve within few years. MSB affers various scholarships both for incellence and need base. HEC 2+2 programs allowed me to gain maturity before living a rich experience abroad. The program is a bridge to full international experience while still making economies, you will build an amount preferrical people from different. backgrounds and with different passions. Please do yourself a favor and live the full student life experience by participating in associations and events, he open to new experiences and appreciate every occasion to learn and have fun.

77

Sarra Sakkagh HEC student cohort 2017





I graduated from the ISC litternational Scholl of Carthagal with holeaurs ITs 27/20 in the scientific baccalournate series. After a sabbotical year where I learns German and other languages and did serious trainings, I heard about the MSB-HEC Montreal portnership. If was for me a discovery and I was able, after possing my entrainer tests, to integrate the program. From the first pear, I was able to establish a large network which, each in its own way, brought me added value and with whom I shared my experiences. This richness in the sharing of knowledge taught me a lot, whether it was from the inside with the students or from the outside with teachers or characters who came to lessify to their "auccess stories", I was also impressed by the quality of the backers, some if whom care expectally from MEC Montreal to give us classes. The extra-curricular atmosphere is also rich and omygressent throughout the various clairs that the campus affers. I consider the preparatory year to be very important to order to be at the level required to integrate the North American university system.

Maluk El mutto HEC1 student Testimonial cohort 2019

# MBM STUDENTS & ALUMNI



from Mediterranean School of Business is not that hard. The school's republics played a key role in allowing me to land the professional expensences that I snoght. My summer internation at Delicitie is experiences that I sought. My summer internating at Deloite is probably the best one I have had. Working in the financial advisory department was quite challenging for me but I had appropriate background knowledge acquired him MSB, as well as the support and guidance of the professors and faculty members. Other than technical knowledge, the school emphasions on soft skills and personality diversiopment, which nearly come in Nandy afterwards. I will forever channot the wonderful memories I have had at MSB, as well as the andisos lescons. I have learnt, I am committy a Project Management Officer-PMD at ENTRAC international, subsidiary of EPPM York tink better. BNTRAC is an international empirement, trading and consultancy company, fruided in 2001 8 goods and is specialized in the exportation of machinery and equipment in the Ot & Sas fields.

EPPM Isocieté mêrel is an engineering, procurement and project

EPPM Isociaté mèral is an engineering, procurement and project management company, dealing with projects in the Oil & Gar, Wister Treatment and Industry Nede: Imosisty Oil, projects!, EPPM is a Tunishin company but grew to become a multimational, with Interestate Innician company but grew to become a multimational, with Interestate Innician Company ARAMICO. I also worked at a stateg called Go My







strategy department of PwC Tunisia It was an opportunity to apply the business was easy for me to understand the tasks assigned to me. Thanks to the extensive knowledge I acquired from MSB courses, I was able to have a certain autonomy during the internship. The methodology of teaching at MSB enabled me to manage work pressure and time constraints in an effective manner. The internship on the other hand offered me the opportunity to apply theoretical concepts and see the industry perspective. Regarding my professional career, I plan to have an experience in the retail industry and aim to

reach a marketing manager position.





I co-founded my startap, Vyrel, while I was still student at MSB. therefore I did my final studies project within my company. At that time, the idea of starting my own budstess at a young age scentred like a dead-end for some and courageous decision for others but for my, it was the normal path I was born for. Entrepreneurship has always been a passion for me. I believe that we like in a cantinuous changing environment where entrepreneurs are leading actors. They are in the fresh my text recognite gaps and make a dirable change. Through vision and perseverance, entrepreneurs enhance their environment, take initiatives and help countries to thrive. They employ people and change lives. They are leaders and hope providers. They are the wealth of every country and the pride of every nation. This belief has always been my maintra and the reason that kept me push forward. Today, Yind became one of the most known and funded scartiges in Turinsa. It changed the lives of a hundred shousand users and helped hundreds of restaurance, it amploys more than twenty directors, and planning to expand outside the country.

Afra Chebbe





When I first joined MSB, I was hoping to learn more about business, develop my English and to build a network. All of my expectations were exceeded. MSB had a great impact on my professional and personal growth. During the two years of master program, we were led through a series of courses which examine the business from theoretical and practical perspectives to help me find my way to the entrepreneurial life. As a young entrepreneur, having my own company, I can say that MSB helped me to focus on what interested me most and gave me countless opportunities to take the next steps in my career by receiving a personal guidance from dedicated professors.

Anira Jerha MBM Marketing M2 - 2019

## MEDTECH STUDENTS & ALUMNI



I have reached a point in my studies where I feel very close to the real world. I am currently working an my capstone project in game development, which is integrated into a neuroscience project. The type of challenges that I have been faced with since I started this project, First, the tight deadlines and the unique take of the courses that we took on delivery has grown an impeccable sense of discipline in me, Second, I believe that the multicultural and diverse environment of the university has given me a great deal of confidence in dealing with individuals from different cultural backgrounds, given the great level of diversity at the university. I am certainly grateful for what I have learned at the university, whether in terms of soft or hard skills, and I aim to continue the effects of building a distinguished career of my own, in hopes to be a significant ambassador for MedTech, not only as an alumnus but also as an active contributor.

Ahraf Bruguerra Renewable Energy Engineering





During my software engineering curriculum, I not only gathered a strong technical skills background but also learned various soft skills including problem solving, public speaking, technical English communication and project management. Eve met amazing people and learned a lot from high level professors that participated in my career growth. Now I am a Software engineer, data scientist at Think-it IA Tech Tuniso-german company based in Tunis that works with international companies. I am proud of who I became and grateful for what I learned from Medtech.

Foton Econtra Ben Yuffer Software Engineering Alumna



MedTech University helped me compete successfully with other students from private and public universities here in Tunisia. For me it is no surprise that the best internship I had since my freshman year was the 2018-2019 junior year summer internship at MedTech with Dr. Hichem Kallel, where we worked on a Self-Driving Car using an Arduino board as a micro-controller. MedTech taught me much more than theories, it gave a new outlook on engineering and how technologies around us such as smartphones and computers were created. This education helped improve my social skills such as public speaking, learn hands-on in labs and even during the course and made me question how to keep innovating, which will absolutely help me in my future career.

Gruha Hamme Computer System Engineering student



I joined MedTech for engineering studies majored in Renewable energy. Through a teaching method based on continuous monitoring and the multitude of projects; we have acquired in depth theoretical and practical training. So, through the university network and our faculties, I was able to get a Graduation Project in Rostock in Germany, within the company Windrad engineering. My capstone project focused on the development of a new type of wind turbine. Indeed, it was carried out in collaboration with the University of Rostock and funded by the Federal Ministry of Economy and Energy. The autonomy in the work and the spirit of observation developed at MedTech got me accepted for an excellence scholarship to start a PHD on the same subject.

> Fator Julia (MedTech alumna - Class 2019) Renewable Energy Engineering

# UPM ALUMNI







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I graduated from MSB with a License in Management, I recently had the chance to launch my business which is an e-commerce that encourages responsible shoping. I would never have been able to do so and actions situat are achieving right new without the knowledge and skills I have acquired at university. The courses that we had were so relevant to the real DR and real issues, that correction, I left familiar with the solutions.

Irus ergel-UPM alarmiticless 2018 - Management







in my last year as an undergraduate at MSD, I heritated a long time whether to continue studying or to jump in the professional world straight away. Through extended discussions with factility members and many conferences held at MSB I finally find my path by smalling my company. I just obtained the filation Act Labet, there is still a long way to go but I am optimistic and confident for the future.

Short him Som UPM alumnus 2017 - Marketing



#### OUR RECRUITERS



We are seeking to have
Testimonials from
recruiters on their feedback
regarding the soft skills and
hard skills of our students
as well as their added value
in the team performance
and their relationship with
customers.



#### SMU ALUMNI ASSOCIATION ELECTIONS

Following to the General assembly of the SMU Alumni Association held on Saturday, September, 26th on MSB-MedTech Campus, we are proud to announce new mandate 2020-2022 elected Board members of the SMU Alumni association headed by the New President Ahmed Sami Meksi, our Fellow EMBA alumnus.

The elected board members for the Mandate 2020-2022 are as follow:

- "Houda Jarraya" EMBA alumni
- "Afef Hammami" EMBA alumna
- "Faten Fazzani" EMBA alumna
- "Othman Khefecha" EMBA alumnus
- "Mohamed Ali Ben Rhouma" EMBA alumnus
- "Kais Khanfir" EMBA alumnus
- "Zied Bacha" EMBA alumnus
- "Amel Zghal" EMBA alumna
- "Lamia Chaffai" EMBA alumna
- "Souha Meddeb" MBM alumna
- "Fatma Keskes" MBM alumna
- "Hedi Baccouche" MBM alumnus
- "Yassine Chaouech" MedTech alumnus
- "Mohamed Wali" UPM alumnus
- "Aymen Mejbri" UPM alumnus
- "Aicha Kallel" UPM alumna.



The Exceptional work and collaboration is definitely appreciated within the old mandate 2018/2020 of the SMU alumni association board members:

- "Souheil ben Abdallah" President
- "Olfa Melki" Vice President
- "Salma Gargouri" General secretary
- "Karim Laabidi" Deputy General Secretary
- "Iram ben Chelbi" Treasurer
- "Ayoub Zaafouri" Deputy Treasurer "Azza Latrach" the President of alumni community events committee



#### SMU GUEST SPEAKER

The Career and Alumni center invited guest speakers from different sectors with outstanding career paths to present us their experience or make a workshop about a specific topic.



Ways of personal branding has changed those last years and decades, video resume became a great way to highlight students or job seekers skills.

SMU aim to inspire its students to have the entrepreneurial mindset. Thus, we often have exceptional guest speakers that present how they succeeded in their projects. The 25th of November we had as quest Yahya Bouhlel, CEO and founder of the successful startup GOMYCODE.



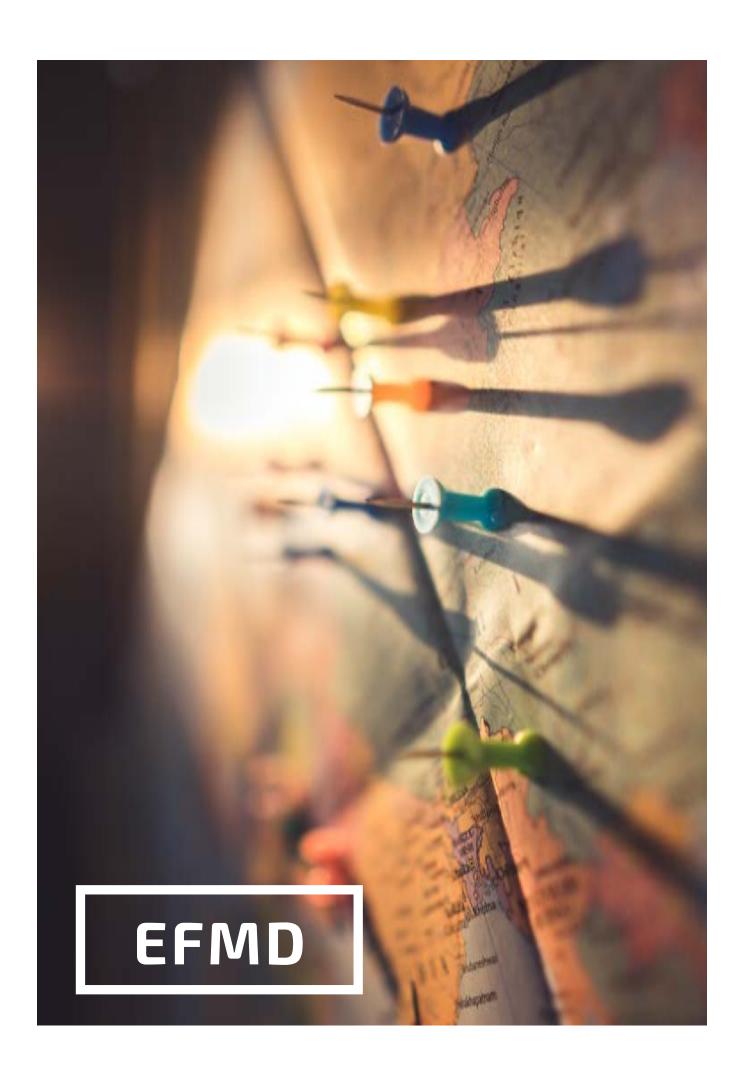


Sofrecom has showed its interest into our MSB and MedTech students. Ameni Ben Jaafar, the recruitment and integration coordination of Sofrecom to present capstone projects available for our students.



The CAC communicated about 13 challenges to kits students and Alumni during this summer 2020; the most interesting ones are as follows:

- The online job fair of Flat6abs and Fabskill on 28th of July.
- The ICT Accessibility Award by Moda & Seedstars challenge on 15th of August.
- Flat6labs Tunis Acceleration Program and SAP international Program Training on 13th of September.
- The Rambourg Foundation Prize for contemporary Art on 15th of September.
- The 2020 virtual Forum on strategic Roadmaps for Tunisia on 5th of October.



#### HIGHERED EFMD

Highered EFMD platform is one of SMU partner which allow our students and alumni to apply to international internship and international job opportunities. The SMU Career Center post twice a week opportunities to our community from the EFMD platform and promote one of these opportunities in our LinkedIn account.

Arij Ismail and Aziz Bachtarzi, students from SMU (MSB and MedTech) are our EFMD ambassadors. During December, they organized an info session to explain to learn:

- What is our exact role within the career center and Highered Platform!
- What is the purpose of Highered Platform!
- How you can find opportunities!

You can follow us on the CAC LinkedIn or on the "Highered EFMD Opportunities at SMU" Facebook page!



# THE PLATFORM EVENTS





Rethinking Internationalisation: A discussion to rethink how we can internationalise in times where movement is likely to be limited for an extended period of time. This event was held on the 14th of August.



Global MBA/Highered virtual fair: Recruiters from all over the globe connecting with students and alumni from top ranked schools.

This event was held on the 6th, the 7th and 8th of October.

Dare to Do More 2020-Europe: was a unique opportunity to pitch a big idea and complete a relational graduate role at PepsiCo, which will be held on 16th of October 2020









Sharing best practice workshop: A conference bringing together participants from the education and corporate sectors to discuss successes and challenges in digitizing L&D practices.



Pitch Perfect Challenge: A career coaching session on how to evaluate a short "elevator pitch", which will be held on November 9th



To ensure its mission, the CAC signed partnerships with national, multinational and international organizations to provide internships, job opportunities and regular connections to the job market to our students and Alumni; The SMU career center provides its partners with a wide range of benefits: During this summer, two new MOU contracts have been signed:

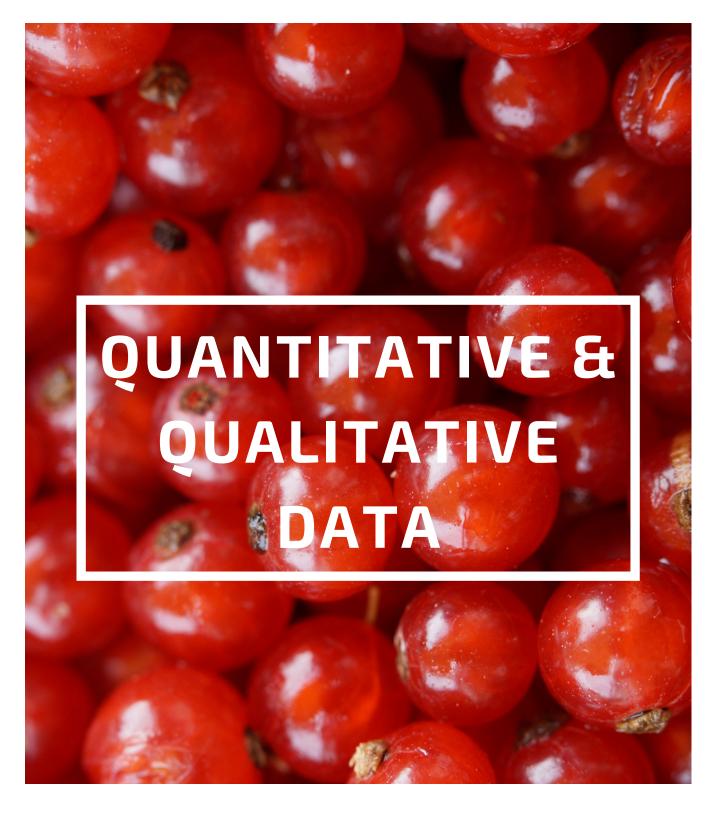


16/09/2020









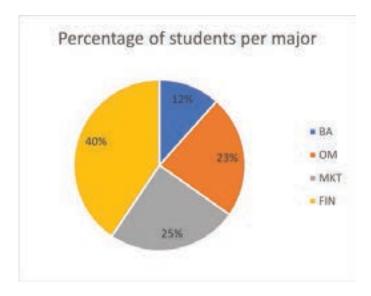
We value data concerning our Master 2 MBM and final MedTech students to collaborate with the right partner and seek news one corresponding to our needs while developing more the majors that are highly requested in the market.

Thanks to these data we can understand more the needs of the local and international market to adapt and develop our programs to get the higher rate of employability possible post-graduation.

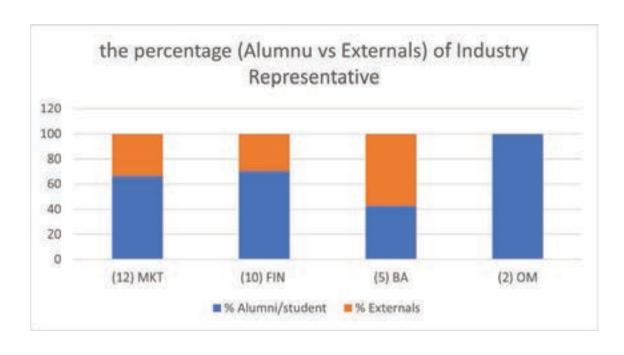
# QUANTITATIVE & QUALITATIVE **DATA**

#### FINAL PROJECT DEFENSES:

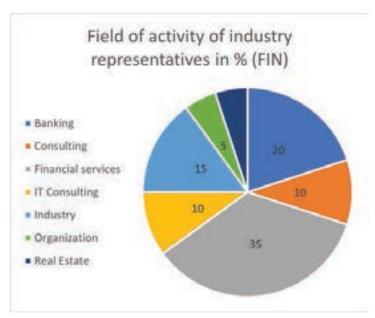
The table below figure out the percentage of students (69) who presented their Final project Defenses:

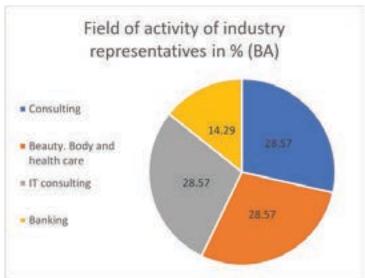


The table below shows the percentage of Industry Representative for both Alumni & Externals per major:

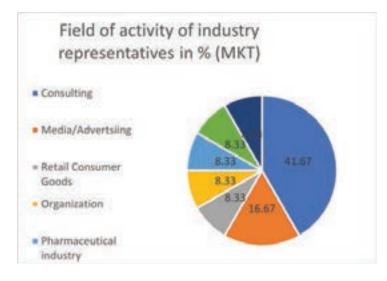


The tables below show the percentage of Field of activity (per major) for both companies where students did their PFE internship and Industry representatives:



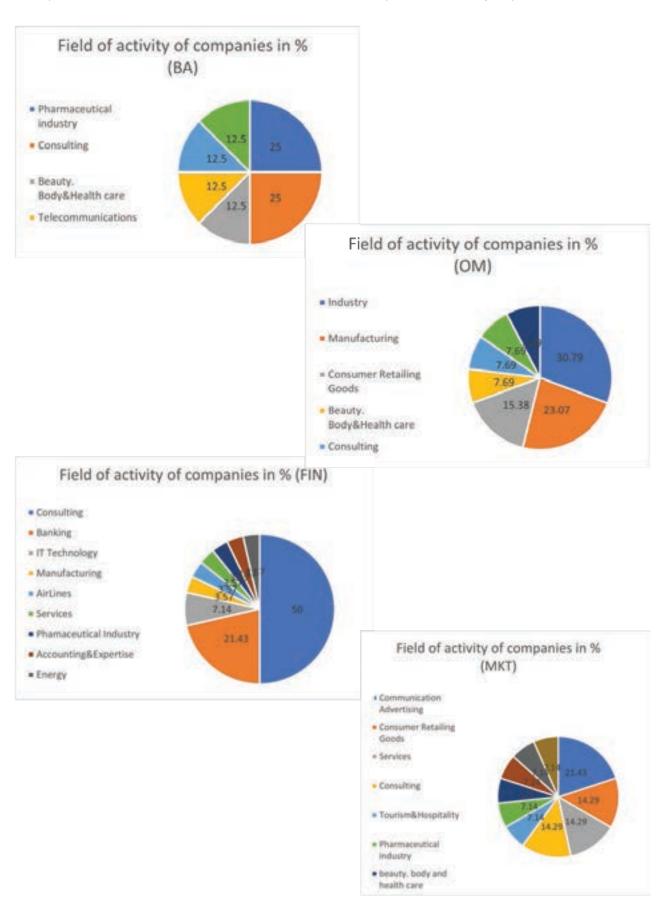


The table below show the percentage of Field of activity (per major) of companies where students did their PFE internship:



For OM major case the two industry representatives, both EMBA Alumni, work in the consulting field.

The tables below show the percentage of Field of activity (per major) for both companies where students did their PFE internship and Industry representatives:



#### **QUALITATIVE DATA**

#### **Example Topics in Marketing**

- Eco-sustainability/ Bio-Food/International Marketing
- Online Consumer Behavior, E-Commerce, Digital marketing, User-experience

#### Example Topics in Business Analytics

- Physicians segmentation based on multichannel Data
- Digital Attribution for digital Marketing optimization
- Data Management Maturity Model

#### **Example Topics in Finance**

- Social Impact bond's success Factors
- Specific and Microeconomics determinants of commercial banks profitability
- Determinants of leverage buyouts in MENA Region

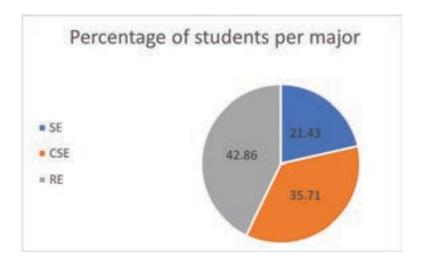
#### **Example Topics in Operation Management:**

- Contribution to the improvement of inventory management at habib thameur hospital
- Application of lean six-sigma dmaic methodology in the stirred yoghourt process



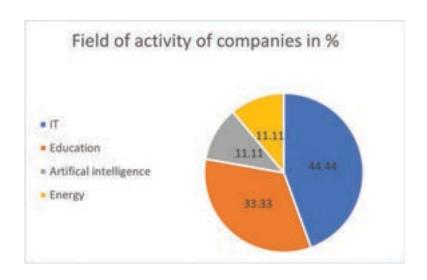
#### **CAPSTONE PROJECT DEFENSES:**

The table below figures out the percentage of students (14) who presented their capstone project defenses:



Due to Covid all jury members were composed of MedTech faculty except for one capstone project that had one industry representative from the company iCompass (IT) Mr Hatem Haddad.

The tables below show the percentage of field of activity for both companies where students did their capstone projects and Industry representatives:



#### QUALITATIVE DATA

#### Example Topics in Software Engineering

- Automating Time Series Forecasting with Deep Learning Models
- Identification of Infected IOT Devices Using Network Traffic and Energy Consumption Analyses

#### **Example Topics in Computer Systems**

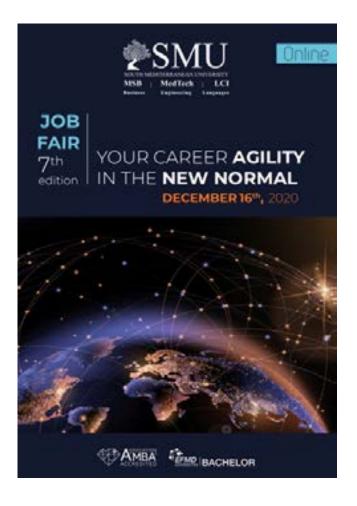
- Internet of Things Based Solution for Urban Pollution Monitoring
- Feature Selection in Non-intrusive Load Monitoring Using Different Classification Methods
- Exploration and Development of a New Mesh of Tree FPGA Architecture

#### Example Topics in Renewable Energy

- Comparative Analysis for Photovoltaic systems, and Implementation of Ice Storage System; Case Study: Hotel The Residence Tunis
- Analysis and CFD Simulation of Flue Gas Exhausted from Residential Boilers as a Heat Transfer Fluid for Space Heating Recovery



#### JOB FAIR



Today's challenging situation is bringing the best in us as we adapt and excel to meet the challenges. We are honored to introduce our JOB FAIR in its 7th edition, which took place exclusively online on the 16th of December 2020 under the theme "Your Career Agility in the New Normal". A special platform was prepared for this event and every company was provided with a virtual booth. The platform allowed students to interact with companies, check the job opportunities, have interviews and upload their CVs.



This unique edition witnessed the presence of 18 well renowned companies and the registration of more than 400 students and job seekers.









#### **OUR PARTNERS**



















ManpowerGroup<sup>®</sup>



















#### **WORKSHOPS**

Following the previous editions, the SMU Job Fair became a hub for professional opportunities and talents all around the country. In fact, 196 participants in this year's fair came from other universities and institutions.

In addition to the direct interaction with companies, a rich and enlightening program was prepared for the participants. During the week, students and alumni of all levels and fields study were invited to attend a variety of workshops and conferences.



The first workshop of the week is presented by SMU Foundation Director Nadia Kallel. This is an opportunity for participants to learn techniques to improve their CV and understand how to write properly a cover letter.

Our second workshop of the week is led by our International Program Director, Tracy Olson. Another opportunity to improve your branding this time on the digital side, that is to say via platforms such as Linked-In or even Facebook...





Anis Kallel led a conference to tell us about his project and his experience. "Flouci" is an application developed by Kaoun, a startup of which Anis is the co-founder.

Second day of the week began with a workshop that explains to participants the tips and advice that will allow them to successfully complete the recruitment process at Amazon. This with the help of a member of this great multinational.



#### **CONFRENCES**



Post-Job Fair conference related to the theme of the event "Supply chain agility in the new normal era" with the participation of some of the partner companies' representatives.

Conference on the hiring process, participants learned how the applicant tracking system works, major errors on CVs and some tips and advice on digital presence and preparation for interviews.





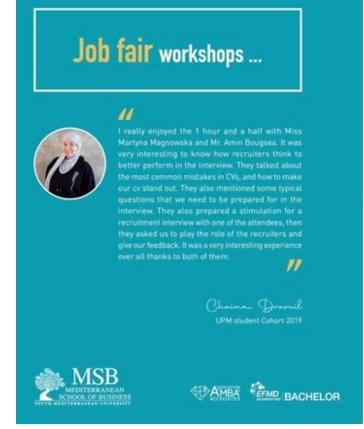
Workshop aimed at helping students and alumni to prepare for their next job interviews or for internships.

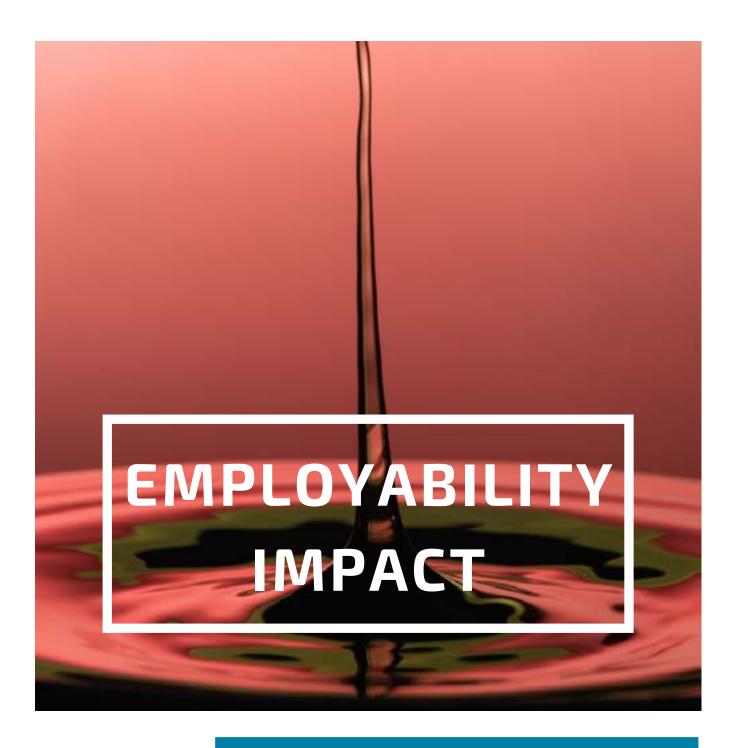


Workshop designed for our final year students at Med-Tech to train them in interviews. They were able to see how to highlight their skills in their resume and how to prepare for an interview.

Despite the context of the pandemic, most of the events saw a great success mainly due to the implementation of a hybrid presence system. Over 470 participants were able to attend the workshops and conferences either on campus or online. In addition to SMU students and alumni, 36 external participants were able to benefit from the workshops that we held. In this framework,159 first year students have successfully taken the "CV and cover letter" workshop to get ready for their first internship.

Undoubtedly, Wednesday's conference was the most popular event of the week. During this event, a variety of experts from large national and international companies were invited to discuss the need of agility in supply chain and operations when facing such a pandemic.





SMU - CAREER CENTER

We are daily searching for internships and jobs opportunities for our students and Alumni

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During 2020 we posted

259 Internation

• 10 posted aurans summer

• 10 posted aurans summer

150 Capitane properts

238 Job national opportunities

128 Job international opportunities

In the SMU Career Center we always try our best to find opportunities for our students and alumni.

We are constantly searching for jobs opportunities that suits to our alumni and graduating students and internships or capstones projects for MedTech, UPM and MBM students...

