

Information Technology Governance for Tunisian Universities (ITG4TU)

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DISSEMINATION AND EXPLOITATION PLAN OF UNIVERSITY OF SFAX

ITG4TU CONSORTIUM



AMENDMENT HISTORY

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1	1	31 May 2018	Slim kallel	Typo mistakes
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1. Introduction

The purpose of this document is to describe the dissemination and the exploitation plan of the ITG4TU in the scope of the Faculty of Economics and Management of Sfax in University of Sfax. Communication tools, dissemination activities and events are set out. These tools and events will help to meet the Tunisian and European needs. The aim is to raise awareness and motivate action in regard to project outcomes. This plan is a living document and will be updated as the project needs evolve.

The main objective of the marketing dissemination plan is to guarantee proper diffusion of knowledge and project results according to an agreed strategy aimed to secure maximum impact. The dissemination plan is the main guideline for dissemination of the project activities and it is one of first main tasks of the project. It will be a supporting tool for consortium management, containing guidelines for project partners on identifying and exploiting communication opportunities, guidance on document preparation (project identity, templates, approval procedures, etc.).

The aims of the dissemination and exploitation plan are:

1. To disseminate knowledge collected, processed and accumulated in the project to stakeholders both internal and external through a series of specific and concrete actions.
2. To effectively disseminate and communicate such knowledge to stakeholder groups of potential beneficiaries from the action in the institution, the region and in Tunisia as a whole.

The core priorities in the dissemination strategy are organized into three pillars:

1. Improve the visibility of project's achievements and results, partners intend to disseminate the project objectives and results, which should lead to future developments opportunities at the local level, in order to raise awareness and engage stakeholders.
2. Exploiting our network of contacts and participation at relevant events at the local and national level to engage new universities interested in the adoption of the ITG4TU results.
3. Improving partners own scientific and research profile by attending events with the goal of generating new ideas and improve the overall research competence of the institution.

In what follows, firstly, stakeholders are described and messages to them are depicted. Secondly, actions are presented including stakeholders and also aims and priorities are specified. Section four includes the descriptions of activities corresponding to actions including resources committed, dates, costs and venue. Section five introduces monitoring mechanisms on the



dissemination plan. Section six includes exploitation plan of the results of the project. Finally, last section, wraps up the document.

2. Stakeholders

The main goals of dissemination activities involve four targets stakeholders groups:

Faculty teachers:

Faculty teacher's community is one of the target groups in the dissemination aspect. It is crucial to communicate the activity and project results to teachers in the faculty and in University of Sfax to ensure the sustainability of the project and also increase the awareness of ITG in the country. We target a population of 340 teachers.

IT Staff:

IT Staffs constitute one of the target groups in the dissemination aspect. It is crucial to communicate the activity and project results to IT Staffs in the faculty and in University of Sfax to ensure the sustainability of the project. It is important that the daily work of IT Staffs is affected by the output of the project. We target a population of 14 professionals.

Governance team of the faculty:

Governance team of the faculty constitute one important target group in the dissemination aspect. To enhance the daily work of Governance team of the faculty is important to make it aware of the output of the project and it is the activities. This is key to ensure the sustainability of the project. The governance team is composed by

- the dean that is the main decision maker in the faculty,
- 10 persons elected by the teachers in the faculty.
- 5 department directors that are elected by the teachers in the correspondents' departments.

Students:

Student community is one of the leading target groups in the dissemination aspect. It is crucial to communicate the activity and project results to students in Tunisia to ensure the sustainability of the project and also increase the awareness of ITG in the country. This group include Master and PhD Students. We target a population of 103 Master Students and 243 PhD Students.

Once defined the group of stakeholders, there is a need to provide a definition of messages for each audience target group. In the following table, for each of the Stakeholders, a dissemination message is provided:



Table 2-1 – Messages sent to different stakeholders

Stakeholder	Dissemination Message
Own Students	<ul style="list-style-type: none"> To show them on the importance of ITG for the faculty and other organizations To show the importance of CIO in the success of deploying ITG4TU project
Teacher/Researcher	<ul style="list-style-type: none"> To encourage them to conduct further research on ITG To cheer them to support the initiative in the University
Governance team of the faculty	<ul style="list-style-type: none"> To invite them to consider ITG as a priority in the Faculty To encourage them to allocate the required funding for ITG initiatives

3. Actions

In order to reach groups presented in previous section, there is a need to use a set of venues channels to present and promote the project, as well as different media and communication activities, as detailed in the following table.

Table 3-1 – Actions in the project with regards to dissemination

Action	Description	Stakeholders	Aim	Core Priority
1	Academic Workshop to introduce Governance	Students/ Teachers	1	1
2	Academic Workshop to introduce ITG	Students/ Teachers	1	1
3	Course on ITG	Students	1	1
4	Participation to National Events	Students/ IT Staff	1	1
5	Participation to Regional Events	IT Staff /Students	1	1
6	Meeting with Governance team of HEI	GT	1	1
7	Participation in International Events	Teacher/Students	1	1
8	Writing scientific papers	Teacher/Students	1	1
9	Meetings about IT aspect of Governance	IT Staff	1	1
10	Meetings about administrative aspects of ITG	GT/IT Staff	1	1
11	Seminar about managerial issues related to ITG	GT/IT Staff	1	1
12	Meeting with the General Director of Digital Research Centre of Sfax about ISO Certification	GT	1	1

4. Activities plan

In the following table and for each of the actions defined in the previous section, a set of activities must be planned. Each action can be addressed by one or more activities, but each action must be deployed by means of at least one activity. Planned costs are not including.



Table 4-1 – Activities corresponding to specified actions

Actio n	Activity	Resources	Date Plan ned	Planned Cost	Venue
1	A.1.1. Workshop to introduce Governance at the Faculty of Economics and Management of Sfax	Ismail Bouassida, Slim Kallel, Ricardo Colomo Palacios, Carlos Juiz, Antonio Fernández	1T 2017	0	Sfax
1	A.1.2. Workshop to introduce Governance at the Higher Institute of Computer Science and Multimedia of Sfax	Slim Kallel, Ismail Bouassida	1 T 2017	0	Sfax
2	A.2.1. Workshop to introduce ITG at the Faculty of Economics and Management of Sfax	Slim Kallel, Ismail Bouassida	3T 2018	0	Sfax
2	A.2.2. Workshop to introduce ITG at the Higher Institute of Computer Science and Multimedia of Sfax	Slim Kallel, Ismail Bouassida	3T 2018	0	Sfax
2	A.2.3. Workshop to introduce ITG at the Research Laboratory on Development and Control of Distributed Applications	Slim Kallel, Ismail Bouassida	3T 2018	0	Sfax
3	A.3.1. Course on ITG at the Faculty of Economics and Management of Sfax	Slim Kallel, Ismail Bouassida, Ahmed Hadj Kacem	3T 2018	0	Sfax
3	A.3.2. Course on ITG at the Higher Institute of Computer Science and Multimedia of Sfax	Slim Kallel, Ismail Bouassida	3T 2018	0	Sfax
4	A.4.1. Participation to Erasmus+ event	Ismail Bouassida	2T 2017	200 €	Gammarth
5	A.5.1. Participation to the University of Sfax UnivExpo'17	Fare: Slim Kallel, Ismail Bouassida, Ahmed Ben Arab, Ahmed Hadj Kacem	4T 2017	200 €	Sfax
5	A.5.2. Participation to the University of Sfax UnivExpo'18	Fare: Slim Kallel, Ismail Bouassida, Ahmed Ben Arab, Ahmed Hadj Kacem	4T 2018	200 €	Sfax
6	A.6.1 Meeting with Governance team of FSEGS	Slim Kallel	3T 2017	0	Sfax
6	A.6.2 Meeting with Governance team of ISIMS	Ismail Bouassida	4T 2016	0	Sfax
6	A.6.3 Meeting with Governance team of CRNS	Slim Kallel, Ismail Bouassida	1T 2018	0	Sfax



6	A.6.4	Meeting with Governance team of the university of Sfax	Ahmed Ben Arab	4T 2017	0	Sfax
7	A.7.1.	Participation to the International conference AICCSA 17	Ismail Bouassida, Slim Kallel	4T 2017	300 €	Hammamet
7	A.7.2.	Participation to the International conference SAC 18	Mriam Chaabane	2T 2018	1500 €	Pau
8	A.8.1	Writing a journal paper about ITG	Ismail Bouassida	4T 2017	0	Sfax
9	A.9.1	Meeting with IT staff about basic concept of ITG	Ismail Bouassida, Slim Kallel	2T 2017	0	Sfax
10	A.10.1	Meeting with administrative staff about portfolio	Ismail Bouassida, Slim Kallel	2T 2017	0	Sfax
10	A.10.2	Meeting with administrative staff about department organisation	Ismail Bouassida, Slim Kallel	2T 2017	0	Sfax
11	A.11.1	Presenting the state of the art of the marginal issue	Ismail Bouassida, Slim Kallel	2T 2017	0	Sfax
12	A.12.1	Meeting about the ITG maturity level in CRNS	Ismail Bouassida, Slim Kallel	1T 2018	0	Sfax
12	A.12.2	Presenting the ISO standard 38500	Ismail Bouassida, Slim Kallel	1T 2018	0	Sfax
12	A.12.3	identifying the basic actions to be ISO 38500 certified	Ismail Bouassida, Slim Kallel	1T 2018	0	Sfax



5. Monitoring of the evaluation plan

Two main tools have been designed to facilitate monitoring activities defined in what follows:

5.1. Activities plan

The activity plan is an interactive shared table where dissemination objectives must be reported and is also a mean to conduct monitoring activities.

Internal team meetings scheduled as specified in project proposal must include also a task to review activities and deploy control actions to avoid deviations. Every steering committee meeting will have an activity to review and assess the progress of the activities planned.

5.2. Dissemination Activity report

The DAR (Dissemination Activity Report) form must be completed for each dissemination event to document the activity conducted. The DAR is a brief document where each dissemination activity intended as an outcome, is going to be reported in terms of its description, audience, achieved contacts and also addressing an evaluation of costs. This report is intended to be a key support in the periodic reporting phases of the project. In the following the DRAs of the activities.

Action:	1
Activity:	A.1.1
Description:	A workshop was organized for the PhD students and the teachers of the computer science department. The workshop was animated by Prof. Carlos Juiz about the Governance. It includes several members of the project including Antonio Fernandez and Ricardo Colomo-Palacios.
Organizers (Resources):	Ismail Bouassida, Slim Kallel, Ricardo Colomo Palacios, Carlos Juiz, Antonio Fernández
Description of the audience:	Students/Teachers
Date:	8 Feb 2017
Venue:	Faculty of Economics and Management of Sfax, Sfax
Cost:	0
Quantitative Indicators:	
# Participants:	40



Action:	1
Activity:	A.1.2
Description:	A workshop was organized for the PhD/Master students and the teachers of the computer science department. The workshop was animated by Slim Kallel to introduce Governance as a discipline
Organizers (Resources):	Slim Kallel Ismail Bouassida
Description of the audience:	PhD/Master students and the teachers
Date:	16 Mar 2017
Venue:	Higher Institute of Computer Science and Multimedia of Sfax Sfax
Cost:	0
Quantitative Indicators:	
# Participants:	30

Action:	2
Activity:	A.2.1
Description:	A workshop was organized for the PhD/Master students and the teachers of the computer science department. The workshop was animated by Slim Kallel to introduce ITG
Organizers (Resources):	Slim Kallel Ismail Bouassida
Description of the audience:	PhD/Master students and the teachers
Date:	22 jun 2018
Venue:	Faculty of Economics and Management of Sfax, Sfax
Cost:	0
Quantitative Indicators:	
# Participants:	23

Action:	2
Activity:	A.2.2
Description:	A workshop was organized for the PhD/Master students and the teachers of the computer science department. The workshop was animated by Slim Kallel on ITG
Organizers (Resources):	Slim Kallel Ismail Bouassida
Description of the audience:	PhD/Master students and the teachers
Date:	26 jun 2018
Venue:	Higher Institute of Computer Science and Multimedia of Sfax Sfax
Cost:	
Quantitative Indicators:	
# Participants:	27



Action:	2
Activity:	A.2.3
Description:	A workshop was organized for the PhD/Master students and the teachers of the computer science department. The workshop was animated by Ismail Bouassida on ITG
Organizers (Resources):	Slim Kallel Ismail Bouassida
Description of the audience:	PhD/Master students, researchers and the teachers
Date:	29 jun 2018
Venue:	Research Laboratory on Development and Control of Distributed Applications
Cost:	
Quantitative Indicators:	
# Participants:	23

Action:	3
Activity:	A.3.1
Description:	A workshop was organized for the PhD/Master students. The course was animated by Slim Kallel about ITG
Organizers (Resources):	Slim Kallel Ismail Bouassida
Description of the audience:	PhD/Master students
Date:	22 jun 2018
Venue:	Faculty of Economics and Management of Sfax, Sfax
Cost:	
Quantitative Indicators:	
# Participants:	61

Action:	3
Activity:	A.3.2
Description:	A workshop was organized for the PhD/Master students. The course was animated by Ismail Bouassida about ITG
Organizers (Resources):	Slim Kallel Ismail Bouassida
Description of the audience:	PhD/Master students
Date:	
Venue:	Higher Institute of Computer Science and Multimedia of Sfax Sfax
Cost:	26 jun 2018
Quantitative Indicators:	
# Participants:	48

Action:	4
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Activity:	A.4.1
Description:	The Erasmus+ event was held in Gammarth. It was an opportunity to disseminate the activity and project results.
Organizers (Resources):	Ismail Bouassida
Description of the audience:	Teachers/Managers
Date:	10 May 2017
Venue:	Hamamet
Cost:	200 €
Quantitative Indicators:	
# Participants:	19

Action:	5
Activity:	A.5.1
Description:	Univ Expo is the university fare where HEI regional actors meet. HEI expose their expertise and competence. A section of the fare is dedicated to project where ITG4TU project was presented.
Organizers (Resources):	Slim Kallel Ismail Bouassida Ahmed Ben Arab
Description of the audience:	Students/ Teachers
Date:	11-12 jul 2017
Venue:	Sfax
Cost:	200 €
Quantitative Indicators:	
# Participants:	200

Action:	5
Activity:	A.5.2
Description:	Univ Expo is the university fare where HEI regional actors meet. HEI expose their expertise and competence. A section of the fare is dedicated to project where ITG4TU project was presented.
Organizers (Resources):	Slim Kallel Ismail Bouassida Ahmed Ben Arab
Description of the audience:	Students/ Teachers
Date:	09-10 jul 2018
Venue:	Sfax
Cost:	200 €
Quantitative Indicators:	
# Participants:	200

Action:	6
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Activity:	A.6.1
Description:	A Meeting with Governance team of FSEGS. The first part concerns the importance of the governance. The second part is dedicated to the presentation of the ITG4TU project. The third part concerns how to apply ITG in FSEGS
Organizers (Resources):	Slim Kallel
Description of the audience:	Governance team of FSEGS
Date:	4 Apr 2017
Venue:	Faculty of Economics and Management of Sfax, Sfax
Cost:	0
Quantitative Indicators:	
# Participants:	10

Action:	6
Activity:	A.6.2
Description:	A Meeting with Governance team of ISIMS. The first part concerns the importance of the governance. The second part is dedicated to the presentation of the ITG4TU project. The third part concerns how to apply ITG in ISIMS
Organizers (Resources):	Ismail Bouassida
Description of the audience:	Governance team of ISIMS
Date:	6 Oct 2016
Venue:	Higher Institute of Computer Science and Multimedia of Sfax Sfax
Cost:	0
Quantitative Indicators:	
. # Participants:	8

Action:	6
Activity:	A.6.3
Description:	A Meeting with Governance team of Digital Research Centre of Sfax. The first part concerns the importance of the governance. The second part is dedicated to the presentation of the ITG4TU project. The third part concerns how to apply ITG in Digital Research Centre of Sfax
Organizers (Resources):	Slim Kallel Ismail Bouassida
Description of the audience:	Governance team of Digital Research Centre of Sfax
Date:	19 Mar 2018
Venue:	Digital Research Centre of Sfax, Sfax
Cost:	0
Quantitative Indicators:	
E.g. # Participants:	5

Action:	6
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Activity:	A.6.4
Description:	A Meeting with Governance team of University of Sfax. The first part concerns the importance of the governance. The second part is dedicated to the presentation of the ITG4TU project. The third part concerns how to apply ITG in University of Sfax
Organizers (Resources):	Slim Kallel Ismail Bouassida Ahmed Ben Arab
Description of the audience:	Governance team of University of Sfax, Sfax
Date:	19 Mar 2018
Venue:	University of Sfax
Cost:	0
Quantitative Indicators:	
# Participants:	10

Action:	7
Activity:	A.7.1
Description:	The ACS/IEEE International Conference on Computer Systems and Applications (AICCSA) is a conference covering all areas in computer systems and applications it was held in Hammamet. We took the opportunity to present a poster about the project
Organizers (Resources):	Slim Kallel Ismail Bouassida
Description of the audience:	PhD/Master students, teachers and researchers
Date:	30 OCT 2017
Venue:	Hamamet
Cost:	300 €
Quantitative Indicators:	
. # Participants:	200

Action:	7
Activity:	A.7.2
Description:	The 33rd ACM/SIGAPP Symposium on Applied Computing is a conference for applied computer scientists, computer engineers, software engineers, and application developers. It was held in Pau. We took the opportunity to present a poster about the project
Organizers (Resources):	Imen Abdennadher
Description of the audience:	PhD/Master students, teachers and researchers
Date:	12 Apr 2018
Venue:	Pau
Cost:	1500 €
Quantitative Indicators:	
# Participants:	200



Action:	8
Activity:	A.8.1
Description:	Writing a journal paper about ITG with participants from the other involved Tunisian Universities
Organizers (Resources):	Ismail Bouassida Samir Moalla Youssef Ben Halima Mehdi Khouja
Description of the audience:	Researchers in different fields
Date:	14 Nov 2017
Cost:	0
Quantitative Indicators:	
Number of Papers	1

Action:	9
Activity:	A.9.1
Description:	Meeting with IT staff about basic concept of ITG. It was an opportunity to explain the importance of deploying such project in our faculty.
Organizers (Resources):	Slim Kallel Ismail Bouassida
Description of the audience:	IT staff of Faculty of Economics and Management of Sfax
Date:	17 May 2017
Venue:	Faculty of Economics and Management of Sfax, Sfax
Cost:	0
Quantitative Indicators:	
# Participants:	7

Action:	10
Activity:	A.10.1
Description:	Presenting the concept of portfolio in ITG project.
Organizers (Resources):	Slim Kallel Ismail Bouassida
Description of the audience:	Administrative staff of Faculty of Economics and Management of Sfax
Date:	8 Jun 2017
Venue:	Faculty of Economics and Management of Sfax, Sfax
Cost:	0
Quantitative Indicators:	
. # Participants:	14

Action:	11
Activity:	A.11.1
Description:	Presenting the state of the Art of the marginal issue



Organizers (Resources):	Slim Kallel Ismail Bouassida
Description of the audience:	Administrative staff of Faculty of Economics and Management of Sfax
Date:	8 Jun 2017
Venue:	Faculty of Economics and Management of Sfax, Sfax
Cost:	0
Quantitative Indicators:	
# Participants:	12

Action:	12
Activity:	A.12.1
Description:	Meeting about the ITG maturity level in CRNS. Applying the maturity level principles on CRNS to identify the level of governance in Digital Research Centre of Sfax
Organizers (Resources):	Slim Kallel Ismail Bouassida
Description of the audience:	General director and IT staff of Digital Research Centre of Sfax
Date:	7 Feb 2018
Venue:	Digital Research Centre of Sfax, Sfax
Cost:	0
Quantitative Indicators:	
# Participants:	3

Action:	12
Activity:	A.12.2
Description:	Presenting the standard 38500 and its benefits for the governance of Digital Research Centre of Sfax.
Organizers (Resources):	Slim Kallel Ismail Bouassida
Description of the audience:	General director and IT staff of Digital Research Centre of Sfax
Date:	7 Mar 2018
Venue:	Digital Research Centre of Sfax, Sfax
Cost:	0
Quantitative Indicators:	
# Participants:	3

Action:	12
Activity:	A.12.3



Description:	Identifying the basic actions to be ISO 38500 certified. A TO DO list is defined and the work is shared between administrative staff.
Organizers (Resources):	Slim Kallel Ismail Bouassida
Description of the audience:	General director and IT staff of Digital Research Centre of Sfax
Date:	25 Apr 2018
Venue:	Digital Research Centre of Sfax, Sfax
Cost:	0
Quantitative Indicators:	
# Participants:	3

6. Project exploitation

According to the EU, exploitation is the utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities. The activity compromise:

- Make use of the results; recognising exploitable results and their stakeholders.
- Concretise the value and impact of the R&I activity for societal challenges.

Making use of results include aspects as follows:

- Spin-off and Start-ups
- Patents
- PhD thesis
- Service
- Policy Change

In what follows, these results are explained. Authors want to note that most of the exploitation of results are deeply connected with the dissemination of results and a deeper explanation of these aspects can be found in the previous sections.

6.1. Spin-off and Start-ups

Initially, there are no plans for Spin-offs or Start-ups in the project.

6.2. Patents

Initially, there are no plans for patents for the project.



6.3. Ph.D Thesis

This project aims to sensitize the future PhD students to the importance of information technology governance in their research work and/or the governance of their universities. The future PhD students need to be able to understand the interest, the key concepts, the objectives, and the standards related to information technology governance. The future PhD students in computer science can assist to courses related to governance and especially to ITG.

Our plan aims at making the researchers appreciate ITG as a research field. They will read interesting papers in order to propose some contributions and write research proposals for master students.

6.4. Services

Regarding new services developed, the ITG taskforce is aimed to work in the project in the sustainability of it in the institution, being a valuable resource to sustain project results. Outside the institution, it is also aimed to work in the spreading of the knowledge throughout the country.

6.5. Policy changes

The project is aimed as an activator on policy changes in the whole set of institutions, including the University of Sfax. At the local institutional level, our faculty is implementing a set of policies based on the best practices identified in the framework. The set of practices the following:

- The Faculty Governance Team understood that ITG is its responsibility
- An ITG committee was set up.
- The Governance Team ensures that representatives of all IT users and managers participate in the IT Steering Committee.
- Create the CIO role and include it in Governance Team.
- The CIO take part in preparing strategic plans.
- The Governance Team design a general strategic plan and include in it the strategic planning of IT.
- The Governance Team design medium-term IT infrastructure renewal plans.
- The Governance Team design a policy that reflects the expected performance of faculty processes that are IT-based.
- The Governance Team officially assign the responsibility of being aware of IT-related legislation to a person or a group of people.
- The Governance Team officially assign to a person the responsibility of understanding IT-related standards.
- The Governance Team promote the design and publication of a set of internal procedures and regulations that implement the previously defined IT policies.

With regards to the policies that the project is aimed to influence, these are the ones related to the importance of ITG in the University of Sfax as a whole.



7. Conclusion

The dissemination and exploitation plans are important tools to guarantee proper diffusion of knowledge and project results and the utilisation of results in further research activities after the project. We presented in this document the dissemination actions and activities. In this document, researchers' participants in the University of Sfax show how we monitored them. The idea is to reach the maximum stakeholders and make them aware of ITG and that the correspondent concepts can be beneficial through the activities within the framework designed in the ITG4TU project. We presented also the aspects can be used for the exploitation. The idea is to ensure that the work done in the ITG4TU project for the Faculty of Economics and Management of Sfax in University of Sfax will be used in the future.

This document is also a valid effort to guide future developments in Tunisia and in all Maghreb area to implement ITG in Universities.