

Superficie : 2 253 000 km<sup>2</sup>

Capitale : Riyad

20° économie mondiale

Population : 32,9 millions

75% a moins de 30 ans  
dont 1/3 au chômage

**2016 : Plan de transformation**

Passer d'une économie de rente et  
de redistribution à une économie  
productive

## 2016 : Plan stratégique “Vision 2030”

3 piliers : a vibrant society, a thriving economy, an ambitious nation

13 programmes dont « quality of life program »

**Quality of life program** = sport loisir et pro, divertissement, art et culture

**Objectifs 2020 du programme** = Developing +149 art galleries, +27 electronic games facility, +16 family entertainment centers, +1 water park, +11 museums, +11 public libraries, +45 cinemas, 3 theme parks, +6 zoos, aquariums and botanical gardens, +44 public parks, 18 theaters, +1 opera house



**Des mega-projets** : Neom, Al Ula, Mada'in Saleh, Red Sea Project, Qiddiya, Diriyah Gate, Tours de Riyad et Djedda, Vieille ville de Djedda (Al Balad)



# Qiddiya : le Las Vegas oriental



Cité du divertissement

Superficie : 334km<sup>2</sup>

40 km de Riyad

Clientèle saoudienne visée

57 000 emplois

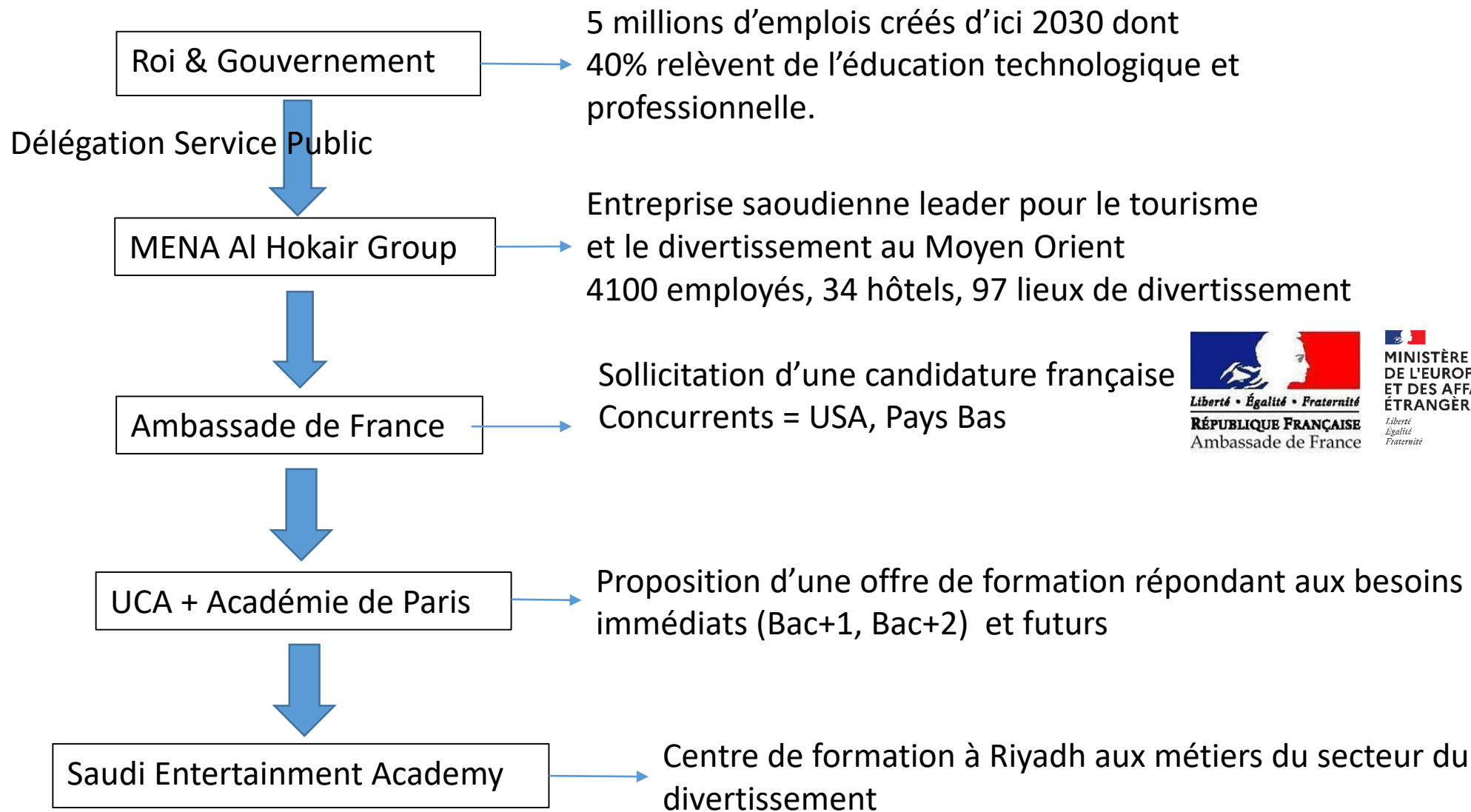
Offre ludique et éducative

Parcs d'Attractions

Evenements

Sports

Arts



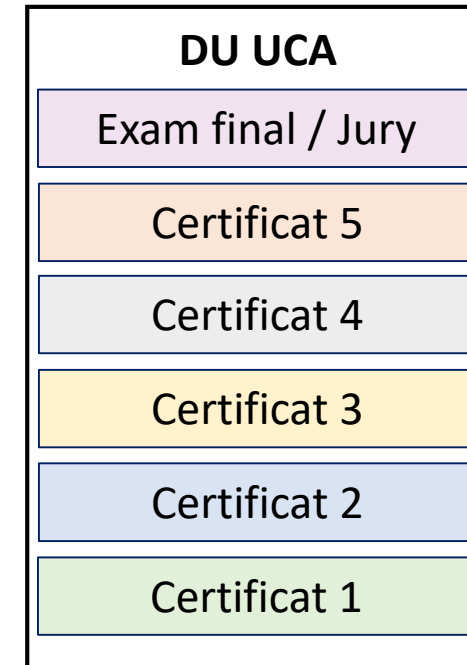
# Saudi Entertainment Academy

UNIVERSITÉ  
CÔTE D'AZUR



## 5 Diplômes d'Université UCA

- 1-Communication et design pour le divertissement
- 2-Management des centres de divertissement
- 3-Gestion et encadrement des publics
- 4-Développeur Jeux vidéos
- 5-Maintenance et Sécurité des Equipements des Structures de Divertissement



**Accréditation  
Académie de Paris**



# UN DU 5 DOMAINES

Com et Design  
pour le  
divertissement

**Inform & Communiq.**

Year  
**1**

&

Year  
**2**

**Projets tutorés  
Stages**

Written and oral expression in  
mother tongue and 2 foreign languages

**Adapt practices**

Humanities, social sciences, economics,  
communication science, law

**Stratégie du Design**

Digital literacy, management, marketing, media plan  
crisis/intercultural/responsible communication,

**Outils du design**

DTP, Computer science basics, audiovisual, print,  
multimedia & web, survey techniques

**Relationnel**

Professional organisations, project management,  
HR management

## PROFIL DES ETUDIANT-ES

Com et Design  
pour le  
divertissement

### Education

Good level in Arts (humanities and/or social sciences and/or literature) is **essential**

### Skills

Writing and argumentative skills  
Ability to mobilize knowledge are **essential**

### Soft skills

Self-reliance, intellectual curiosity, team spirit, concentration and work capacity are **essential**

### Motivation

Understanding the course, professional project's coherence are **very important**

### Miscellaneous

Commitment in schools or associations, curiosity for societal stakes, artistic practice are **additional**



# UN DU

## 3 SPEC. 12 CERTIFICATS



Year  
**1**

12  
CERTIFICATS

Year  
**2**

### 3 SPECIALITES

Management  
des  
Centres de  
Divertissement

#### Manager d'Attraction

Welcome  
& accompagnement  
of the public

Attraction  
access

Attraction  
piloting

Management  
basics

Advanced  
Attraction  
Management

#### Accueil du Public

Welcome  
& accompagnement  
of the public

On-site  
boutique  
activities

On-site  
light  
catering  
activities

Management  
basics

Advanced  
Meet & Greet  
Management

#### Sécurité du public

Public safety

Rescue

Fire

Management  
basics

Advanced  
Safety  
Management





Franck DEBOS

UN DU  
1 SPEC. 5 CERTIFICATS



Gestion et  
Encadrement des  
Publics

1 SPECIALITE

Gestion et encadrement  
des publics



5  
CERTIFICATES



Public  
Safety

Crowd  
Mngt

Events  
Mngt

Mgmnt  
Basics

Adv  
Crowd  
Mgmnt

1404 heures de formation sur 2 ans. 5 certificats intermédiaires de compétence. Chaque certificat peut être délivré de façon indépendante pour le public FoCo. Il consiste en 8 semaine de formation en centre suivi d'un stage de 4 semaines en entreprise.

# L'EQUIPE

Gestion du Public



**Franck DEBOS**

GUESMI Amelle	Associate Professor	PHD	Business Management	Busines law et Safety
ALIOUAT Boualem	Full Professor	PHD	Business Management	Strategic marketing and Entertainment
BATAZZI Claudine	Full Professor	PHD	Business Management	Business and Communication Manag
DEBOS Franck	Associate Professor	PHD	Business Management	Business and Communication Manag
ROCCA Nathalie	CEO	Post Graduate	Business Management	Travel retail and entertainment Mark
MEIJA Victor	Associate Professor	PHD	Business Management	Marketing Management
LECLERC-JOLY Maryse	Trainer of trainers (Ministry of Education)	Police Commander	Public Safety	Safety
SCALA Marlene	Trainer of trainers	Firefighter	Fire & Rescue	Safety
MILOSAVLJEVIC Vanja	Trainer of trainers	Firefighter	Fire & Rescue	Safety
FARAGA Natacha	Inspector (Ministry of Education)	Prof Certifiée	Safety & Management	Safety
CHASSILIAN Idriss	Trainer of trainers (Ministry of Education)	Prof Agrégé	Attraction park organization	Crowd Management
PATTE Cedric	Director of Organization & Information Systems	Firefighter Officer	Crises Management	Crowd Management
COMMEGRAIN William	Trainer of trainers (Ministry of Education)	Prof Certifié	Crises Communication & sport	Crowd Management
COUSTAU Fabien	Trainer of trainers (Ministry of Education)	Prof Agrégé	Touristic group organization	Crowd Management



DU EN 2 ANS



Développeur  
Jeux vidéos



### Contenus:

- Game Concepts and types
- Computer and consoles architecture
- Game Programming using Game Engines
- Game programming on web and smartphones
- Integration of graphics, sounds and 3D models
- Virtual Reality

# CONCEPTS PRINCIPAUX DE LA FORMATION



Développeur  
Jeux vidéos

- Programmation avancée
- Bases de données
- Architecture réseaux
- Conception et Design des Jeux



# 1 DU / 2 PARCOURS

## 5 CERTIFICATS + 1 PERIODE DE PERF

Maintenance et  
Sécurité des  
Équipements des  
Structures du  
Divertissement

Certificats

Perfectionnement

Certifications  
Professionnelles



PARCOURS

MAINTENANCE

SECURITÉ



C1: Games  
Maintenance

C2: Show  
Equipments  
Maintenance

C3:  
Safety/Maintenance  
Authorization

C4: Advanced  
Maintenance &  
Management

C5:  
Attraction  
Maintenance

Maintenance &  
Management  
Improvement

Electrical  
works

Work at  
height

Emergency  
first  
response

Fire &  
security

Cantilever  
trucks

Travelling  
cranes

ISO standards

# PLANNING DE LA FORMATION

Maintenance et Sécurité  
des Équipements des  
Structures du  
Divertissement

	Year 1						Associate Diploma (1 year)	Year 2					
	P1		P2		P3			P4		P5		P6	
Periods	Jul-Aug		Sept-Dec		Jan-Jun			Jul-Aug		Sept-Dec		Jan-Jun	
Effective Weeks	8	4	8	4	6	2		8	4	8	4	4	4
	C1: Games Maintenance		C2: Show Equipments Maintenance		C3: Safety / Maintenance Authorization		Maintenance or Safety Associate Diploma	C4: Attractions Maintenance		C5: Advanced Maintenance & Managment		Improvement	
	SEA	Internship	SEA	Internship	SEA	Internship		SEA	Internship	SEA	Internship	SEA	Internship