Enlighten. Lead. Change.



INTERNATIONAL PROGRAM IN BUSINESS ADMINISTRATION

ESSEC BUSINESS SCHOOL - AFRICA CAMPUS



Vincenzo VINZI Dean and President of ESSEC Business School

ESSEC Business School, a **world-class** institution with **French roots**, consistently ranks among the top global business schools and remains deeply committed to enlightening, driving, and transforming the world.

Aligned with the **pioneering spirit** and humanistic values that have guided us since our founding in 1907, our ambition is embodied in the establishment of international campuses on multiple continents, including Singapore for the Asia-Pacific region since 2015 and Rabat for Africa since 2017.

Africa is a continent of rapid growth, and it's essential for our community to understand its evolving dynamics to better navigate the ongoing transformations. Most importantly, we aim to address the many challenges alongside our African partners. Our **ESSEC Africa campus in Rabat** plays a strategic role in this endeavor, fully integrated into ESSEC's global framework while deeply rooted in the African ecosystem. From this base, we launch numerous collaborative projects across various sectors—from digital transformation to ecological transition and entrepreneurship.

Through the creation of **cutting-edge knowledge**, a distinct and recognized educational approach, and the support of businesses and organizations in generating value for all, our mission is clear: to give purpose to tomorrow's leadership by equipping individuals to tackle today's economic, environmental, and social challenges.



Hugues LEVECQ Deputy Dean of ESSEC Business School Africa Campus

Since its inauguration in 2017, the ESSEC Africa campus in Rabat has seen remarkable progress. In just a few years, we have educated hundreds of students, welcomed numerous companies into our executive education programs, established partnerships with leading economic and social stakeholders, and launched the Innovation and Digital Management track within the Global Bachelor of Business Administration in collaboration with École Centrale Casablanca.

Our strategy for the coming years is built on three pillars: Connect, Train, Impact.

Connect. Our campus, with its strong international orientation, brings together a diverse mix of talents and perspectives from our campuses in Cergy and Singapore, as well as from Moroccan and African education systems. Every day, our students and executive education professionals benefit from exceptional learning conditions within a state-of-the-art campus set in a privileged environment between the countryside and the ocean.

Train. Our educational offerings, aligned with the highest international standards, challenge our students and professionals to engage with key future issues facing the African continent, with a particular focus on transitions, entrepreneurship, and the digital revolution, while also addressing creative cultural industries and equal opportunities. Every day, our students and executive education professionals benefit from exceptional learning conditions within a state-of-the-art campus set in a privileged environment between the countryside and the ocean.

Impact. Today, our goals for the campus's development are ambitious: to multiply our academic partnerships across the continent, strengthen our presence in the pan-African economic landscape, and become a hub of attraction for international students eager to understand the key challenges of tomorrow's Africa. This roadmap reflects our optimistic and enthusiastic vision: to build bridges between Africa and the rest of the world in a continuous quest for meaningful impact for all our stakeholders.

FINANCIAL TIMES BUSINESS EDUCATION RANKINGS

#9 European

(2023)

#5 **Business School**

Master in Management (2023)

#3 Master in (2023)

#9 Executive Programs (2023)



campuses in Cergy, Paris-La Défense, Singapore and Rabat

augmented digital campus



partner universities in 49 countries



double degree programs (24 international, 6 national)



permanent faculty of 36 nationalities including 24 Emeriti professors



learning and research chairs



partner companies



PhD students

student organizations



managers in executive education

EDITORIAL

The International Program in Business Administration at ESSEC Business School is an integrated Bachelor's plus Master's curriculum offered at the ESSEC Africa campus in Rabat. Designed to equip students with the skills to take on leadership roles in both private and public institutions globally, the program empowers them to navigate the complexities of the business world with a focus on critical thinking, creativity, and innovation.

Rooted in ESSEC's core values and strengthened by robust academic and institutional partnerships, this program allows students to study across three continents—Africa, Europe, and North America. It prepares them to drive meaningful impact by blending technological acumen with human insight. Offering a dynamic combination of academic courses, hands-on experiences, learning expeditions, and internships, the program cultivates adaptable leaders for an increasingly uncertain world.

This program reflects ESSEC's commitment to being a key player in business education on the African continent, fostering increased international mobility through strategic partnerships, and facilitating south/north and north/south exchanges.



Hicham SEBTI Deputy Dean of ESSEC Business School Africa Campus



Abdelouahed ASSAIDI

Professor of Finance at ESSEC Business School - Africa Campus. PhD in Management Science from Conservatoire National des Arts et Métiers of Paris and Master of Science in Industrial Economics from Université des Sciences et Technologies de Lille (France).

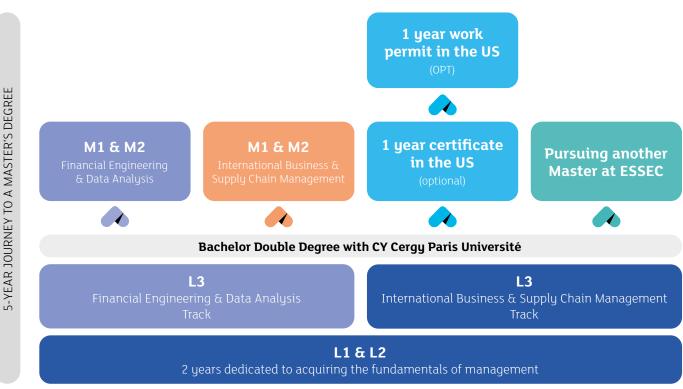




3 CONTINENTS. ONE EXCEPTIONAL JOURNEY

Students in the International Program in Business Administration embark on a truly global educational journey. Over 5 years, they have the unique opportunity to study across 3 continents: Africa, Europe & North America.

YOUR STUDY PLAN



1ST CYCLE: GLOBAL BUSINESS FOUNDATIONS

The first cycle - Bachelor - offers a comprehensive foundation in international business, equipping students with the core skills and global insights necessary for navigating today's dynamic business landscape. This first stage of the program introduces essential disciplines such as finance, marketing, and management, while fostering a multicultural perspective through diverse courses and opportunities for international exchanges. With a strong emphasis on developing both academic and practical skills, the Bachelor cycle prepares students for advanced study and professional careers across multiple industries. At the end of the 1st Cycle, students receive a Bachelor Double Degree from ESSEC Business School and CY Cergy Paris Université.

TWO CYCLES OF STUDIES

•An optional 1-year study program in between cycles at Baruch College in New York City

• Additional international experience and exposure to the US business environment.

• Opportunity to work in the US for 1 year through the Optional Practical Training (OPT) visa.

IBSCM TRACK

WHAT WILL YOU LEARN ?

S					COMMON COURSES			
	HACKATHON	LEARNING EXPEDITIONS		11	 Management and Entrepreneurship Financial Accounting 1 Introduction to Economics and the Business World Quantitative Methods for Management 1 A World in Transition Languages 1 Life and Self Skills (Adapting to Academic and Professional Life) 	 Marketing Business Law Economics and Development 1 Quantitative Methods for Management 2 Sociology and Citizenship Languages 2 (English / French, Chinese) Digital Skills (Using Digital Tools) 		
PROFESSIONAL CONFERENCES AND COMPANY VISITS				L2	 Management and Organizational Development Financial Management 1 Economics and Development 2 Technology, Information Systems, and AI Sociology and Critical Thinking Languages 3 (English / French, Chinese) Power Skills: Cultural and Artistic Skills 	 Strategic and Operations Management Project Management Economics of Transitions Data Analysis and Decision-Making Innovation and Regional Impact Languages 4 (English / French, Chinese) Life and Self Skills (Personal Development, Communication, Leadership) 		
EREI				TRACK-SPECIFIC COURSES				
PROFESSIONAL CONF					 Research Methodology for Field Projects Financial Management Financial Information Systems Market Finance and Data Performance and Budget Management Languages 5 Digital Skills (Enhancing Digital Competencies) 	 International Finance and Taxation Global Risk Management Data, AI, and Society Languages 6 Life and Self Skills (Social Responsibility) 		
				L3	 Research Methodology for Field Projects Advanced Marketing Sales Techniques Intercultural Management Data and Economic Modeling Languages 5 Digital Skills (Enhancing Digital Competencies) 	 International Economies 2 Global Risk Management International Finance Languages 6 Life and Self Skills (Social Responsibility) 		
			ļ		4 TO 6-MONTH COMPANY M	ISSION (INTERNSHIP)		

2ND CYCLE: CHOOSE YOUR TRACK ACCORDING TO YOUR PERSONAL AND PROFESSIONAL PROJECT

Master in Financial Engineering and Data Analysis

This Master's program focuses on preparing students to tackle complex financial challenges using cuttingedge data analysis tools and techniques. Students will gain expertise in financial markets, and risk management, while also exploring the latest trends in financial technology and sustainable finance. With a curriculum designed to foster technical proficiency and strategic thinking, this program equips graduates to excel in high-demand fields like quantitative finance, investment banking, and fintech.

SEMESTER 1								
Finance	Data Analysis	Personal & Professional skills						
 Financial theory Financial Management Portfolio management Financial risk management and derivatives Accounting and International financial Reporting Standards Performance and strategic cost Management 	• Statistical inference • Optimisation & Algorithms	 Business English Spanish Research Methodology Transformational seminar: Leadership and Teamwork 						
SEMESTER 2								
Finance	Data Analysis	Personal & Professional skills						
 Financial diagnosis Financial Consulting mission Company valuation M&A and IPO Risk management and governance Sustainable finance and ESG performance 	 Time series and Forecasting Data visualization Python for machine learning 	 Business English Spanish Financial information systems Digital transformation and IS project management 						
	SEMESTER 3							

	Finance	Data Analysis	Personal & Professional skills								
M2	 International finance International taxation Project Management and Business Plan Entrepreneurship, and new business development Climate finance FinTech & Cryptoassets 	 Big Data Analytics Reinforcement learning Supervised Learning Graphs & Networks, clustering Digitalization of fi markets and HF trading 	 Business English Spanish The art of public speaking Cultural and Creative Industries 								

SEMESTER 4

Internship
 Professional Thesis
 Business ethics
 Preparing your professional onboarding

GRADUATES FIND POSITIONS IN VARIOUS INDUSTRY SECTORS

- Investment Banking: Corporate Finance, Mergers & Acquisitions
- Asset Management: Portfolio Management, Risk Analysis
- Financial Services: Retail Banking, Insurance, FinTech
- Consulting: Financial Advisory, Risk Management, Strategy Consulting

- **Corporate Finance:** Treasury, Financial Planning & Analysis
- Technology & Data Science: Big Data Analytics, FinTech, AI & Machine Learning
- Sustainable Finance: ESG, Climate Finance, Impact Investing
- **Entrepreneurship:** Startups, Venture Capital, Business Development

Master in International Business & Supply Chain Management

This Master's program integrates advanced knowledge of international business with strategic supply chain management, making it ideal for students aiming to pursue careers in global trade and logistics. The curriculum emphasizes global business strategy, innovative supply chain solutions, and the impact of digital transformation. Students will also engage with real-world case studies and projects, preparing them for leadership roles in sectors such as manufacturing, transport, and global procurement.

	SEMESTER 1						
	International Business	Supply Chain					
	 International Marketing International business development strategies Management in multinational companies Performance and strategic cost Management 	 Strategic Supply Chain Management IA and Data analysis for global supply chain management Purchasing and supplier relationship management Purchasing in specific contexts 					
Law and geoeconomics							
	International Business Economics	• Global risk management					
SEMESTER 2							
M	Personal & Professional skills	International Business					
2	 Business English Spanish Research Methodology Transformational seminar: Leadership and Teamwork 	 Industrial strategies, Industry 4.0 and global value chains Innovation and entrepreneurship in tech Intercultural Communication International Negotiation 					
	Supply Chain	Law and geoeconomics					
	 International Transport International Transport Law International trade techniques International purchasing and raw materials 	Doing Business in AfricaDoing Business in Asia					
	Personal & Professional skills						
	• Business English • Spanish	Information systemsDigital transformation and IS project management					
	SEMESTER 3						
	International Business	Supply Chain					
	 International Finance International project management Business networking Economic intelligence 	 Innovation and new mobility Warehousing, logistics platforms and e-commerce Total Quality Management Systems Green Supply Chain and circular economy 					
	Law and geoeconomics	Personal & Professional skills					
M2	 International business law Contract law, mediation and dispute resolution 	 Business English Spanish The art of public speaking Cultural and Creative Industries 					

SEMESTER 4

Internship
 Professionnal thesis
 Business ethics
 Preparing your professional onboarding



GRADUATES FIND POSITIONS IN VARIOUS INDUSTRY SECTORS

- Logistics and Transportation: Freight forwarding, Warehousing, Maritime shipping, Air cargo
- Manufacturing and Production: Automotive, Electronics, Consumer goods.
- Retail and E-commerce: Online marketplaces, FMCG, Luxury goods
- Consulting and Strategy: Business consulting, Supply chain optimization, Global expansion strategies
- Technology and Innovation: Tech solutions for supply chains, Blockchain, AI-based logistics
- Energy and Utilities: Oil and gas, Renewable energy, Sustainable supply chains
- Pharmaceuticals and Healthcare: Pharmaceutical logistics, Medical supply chain management
- Government and Public Sector: Trade regulations, International development, Public procurement
- Sustainability and Circular Economy: Green supply chains, Circular economy initiatives, Sustainable sourcing

11 - 14 MONTHS OF PROFESSIONAL EXPERIENCE

Throughout the five-year program, students will gain valuable professional experience totaling 11 to 14 months. This handson training is divided across the program: one month in the first year, two months in the second and third years, two to three months during the first year of the Master's cycle (M1), and a more substantial four to six-month internship in the final year (M2). This progressive immersion into the professional world helps students apply theoretical knowledge, develop practical skills, and build a strong network in their chosen field.

INTERNATIONAL EXPOSURE

ECOTOPIA - TRAINING STUDENTS IN AN INTERNATIONAL ENVIRONMENT

The Ecotopia alliance is a forward-thinking partnership of **10 universities across Europe**, including institutions in France, Germany, the UK, and more. These universities collaborate to create a new academic model that fosters innovation and reflects a united Europe. With deep ties to their local communities, Ecotopia members aim to build the European university of the future, emphasizing openness, sustainability, and engagement.

DOUBLE DEGREE - CY CERGY PARIS UNIVERSITÉ

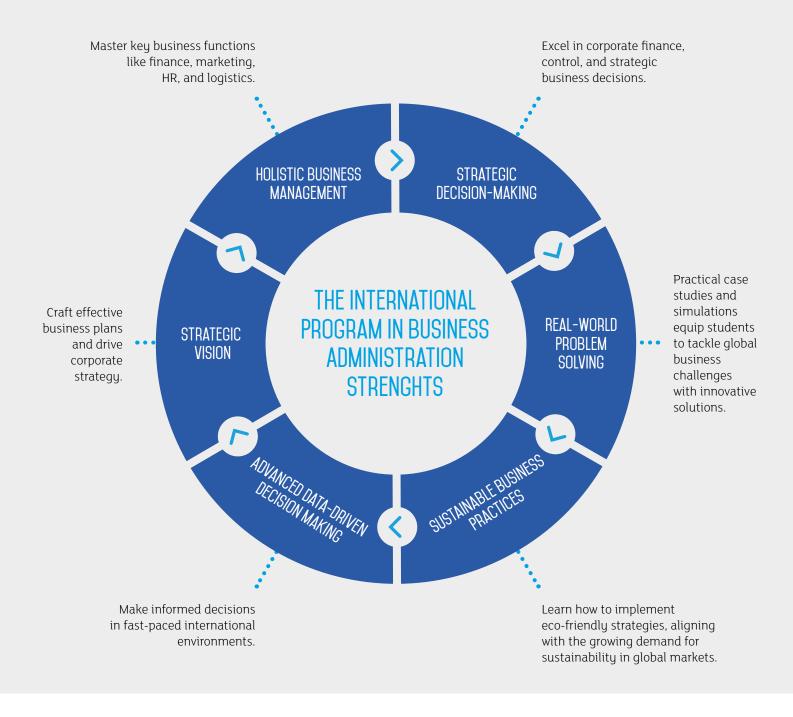
Students enrolled in the **International Program in Business Administration** who successfully complete the first three years (180 ECTS) will be awarded a **double Bachelor's degree** in Economics and Management from both **CY Cergy Paris Université** and **ESSEC Business School.** This double degree is the result of the strategic partnership between CY Cergy Paris Université and ESSEC Business School. This double degree reflects the strong academic collaboration between CY Cergy Paris Université and ESSEC Business School.

NYC CERTIFICATE

Students in the International Program in Business Administration who complete their third year have the chance to gain a second international experience at **Baruch College**, located in the heart of **New York City**, one of the world's top business hubs. This year allows students to immerse themselves in the North American business environment and culminates in earning a prestigious Baruch College certificate.







HELPING YOU GET STARTED

CAREER SERVICES

As a program participant, you will benefit from a wide range of tools and resources developed in partnership with Career Services, partner companies and ESSEC alumni. This includes career coaching and workshops to fully prepare you for entry into the professional world. You can also look forward to sharing sessions conducted by experienced professionals. ESSEC Business School provides ongoing career guidance and support to students and graduates in order to help them find and pursue their dream career.



A GLOBALLY CONNECTED ALUMNI COMMUNITY

A POWERFUL NETWORK

Becoming part of the ESSEC Alumni network means joining a vibrant, global community that extends far beyond graduation. With over 70 active chapters in major capital cities around the world, ESSEC Alumni isn't just about staying connected—it's about opening doors to new opportunities, fostering lifelong relationships, and driving career growth in every industry. Whether it's through exclusive events, tailored career services, or industry-specific networking opportunities, our alumni enjoy unparalleled support and connection across all business sectors. From New York to Singapore, and Paris to Rabat, our network ensures that no matter where your career takes you, you'll always have a powerful community by your side, helping you to thrive in today's dynamic business landscape.

Be part of ESSEC's dynamic worldwide network of excellence



71,000 ESSEC ALUMNI MEMBERS

With over 70 chapters in major capital cities, ESSEC Alumni offers a wide range of services and organizes special events throughout the year all over the world and in all business sectors, as well as giving career advice to graduates.



STUDENT LIFE

At ESSEC Business School - Africa Campus, student life thrives on an international spirit. Through our global network, students are encouraged to participate in international exchanges that broaden their perspectives and career opportunities. The Bureau Des Étudiants (BDE), a yearly elected student body, ensures an active social calendar, organizing events, parties, and activities that foster a vibrant and connected student community.



ACCOMMODATIONS

ESSEC Business School - Africa Campus offers a variety of housing options, providing a comfortable and convenient living experience. Student residences are equipped with modern amenities, including laundry facilities, study spaces, and sports areas. The campus also offers dining options and proximity to Rabat's rich cultural heritage.





WHO CAN APPLY?

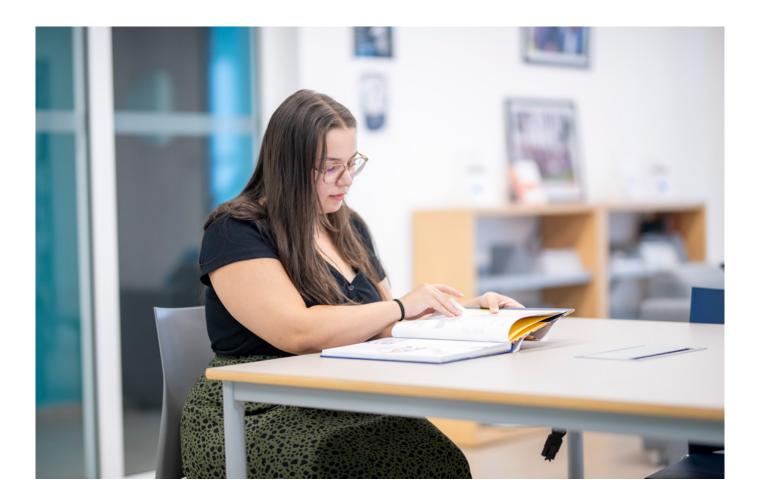
The ESSEC International Program in Business Administration is a selective program designed for high-potential students currently pursuing (or having obtained) a high school diploma giving access to higher education programs.

- Tuition fees for the 1st cycle: 90 000 MAD / year
- > Tuition fees for the 2nd cycle: 80 000 MAD / year

SCHOLARSHIP OPPORTUNITIES



Students have the chance to apply for scholarships that can cover up to 50% of tuition fees. Awards are based on academic performance, leadership potential, and other key credentials, providing financial support throughout the 5-year program. Take advantage of this opportunity to invest in your future with reduced financial burden!



HOW TO APPLY TO THE IPBA

Admissions are possible in the 2nd, 3rd and 4th year

1ST YEAR ADMISSION

• High school diploma.

2ND YEAR ADMISSION

- Completion of 1-year undergraduate program in Economics Business & Management
- 60 ECTS credits

3RD YEAR ADMISSION

- Completion of a 2-year undergraduate program in Economics Business & Management
- 120 ECTS credits

YOU WANT TO KNOW MORE ABOUT THE INTERNATIONAL PROGRAM IN BUSINESS ADMINISTRATION?



Join us on https://essec.myapply.online/

4TH YEAR (M1) ADMISSION

A 3-year Bachelor Degree of a Licence 3 with a background in Economics, Management of Mathematics and engineering.

Riquired documents:

- Enrollment certificate or High School Diploma
- Motivation letter
- Curriculum Vitae
- Transcripts from the last 3 years of high school
- English test score: IELTS, TOEFL, TOEIC,
- Cambridge or Duolingo.
- Identity Card
- Photograph
- Academic recommendation (optional)
- Interview for shortlisted applicants: individual interview to get to know you better, know more about your motivation and your values, and appreciate your ways of reasoning.

Several rounds of applications per year. Intake in September.

NOTES

4 INTERNATIONAL CAMPUSES

THE CERGY CAMPUS

Welcome to ESSEC Business School's original campus located only 35 minutes away from Paris.

ESSEC established its original campus in this student haven in 1973. Set in a vast green space covering 2,000 hectares, the campus features the very best teaching tools: auditoriums equipped with facilities, libraries rooted in the digital era, language labs, etc. It is also a convivial site with places to eat, student residences, sports facilities, practical services, and more.

THE PARIS-LA-DÉFENSE CAMPUS

At the heart of Europe's leading business district, this ESSEC campus is adapted to the time constraints and targeted needs of working managers.

This campus, housed in the well-known CNIT building, is specifically dedicated to our executive education programs. Thanks to its strategic location, spaces for group work, connectivity, areas for relaxing, reading and getting together, it offers the perfect conditions for educating managers and executives.

THE SINGAPORE CAMPUS

Midway between India and China, Singapore boasts the ideal location to get a global vision of Asia.

Singapore has always been in the vanguard of Asian development and continues to attract multinationals from all over the world. Since 2005, ESSEC's third campus has been ushering its students into the heart of a major economic, commercial and financial crossroads, offering an ideal platform for understanding the forces, complexity, diversity and challenges of a key region in the 21st century. In January 2015, ESSEC welcomed students to its new 6500 m² campus.

THE RABAT CAMPUS (MOROCCO)

Fully assimilated to its environment, the ESSEC Africa campus works with Moroccan and African leaders to address the continent's economic, cultural and social challenges.

Baptized ESSEC Africa, this 6,000 m² campus, idyllically located in Sidi Bouknadel, is home to ESSEC's academic activities: undergraduate, graduate and executive education programs, a business incubator and research activities conducted in partnership with top-level Moroccan academic institutions.









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