



PROGRAM AT A GLANCE

- **Duration:** 3 weeks from the **1st until the 19th of July 2024**
- **Language of teaching:** English
- **Course Load:** 90 contact hours
- **Credits awarded:** 9 ECTS
- **Schedule:** Classes Monday to Friday - 9:00 AM to 12:00 PM / 1:30 PM to 4:30 PM
- **Level:** Undergraduate students
- **Teaching methods:** Case studies, lectures and group work with a high level of class interaction.
- **Location:** ESSEC Africa Campus - Plage des Nations - Sidi Bouknadel (RABAT)
- **Optional:** Student can also take 6 extra hours of Arabic (Moroccan Dialect)

PRESENTATION OF THE MODULE

This 3-week intensive program is designed for undergraduate students interested in African cultures and African business perspectives. The main objective of this immersive program is to give participants key skills to understand the main challenges and specifics of doing business in/with Africa. Students will meet and interact with local experts and professionals who will help them understand the diversity of African business and entrepreneurial practices. They will also visit local companies and associations.

THREE-WEEK THEMATIC MODULES

- African Geopolitics
- Doing business in Africa
- Artificial Intelligence and Innovation
- Entrepreneurship and startups in Africa

APPLICATION PROCESS

- **1st step:** Partner schools nominate students online on the nomination form.
Open until April 30th, 2024



Nomination form 

- **For non-partners or ESSEC Students,** You can upload your files directly using the application form before **June 4th, 2024**



Application form 

- **2nd step:** Students upload the following documents (CV, Latest transcript and proof of English proficiency) to the application form.
Open until June 4th, 2024
- **Selection results: 7th of June,** the selection is announced by ESSEC. Students should not make any arrangement (flight ticket, accommodation, etc.) before receiving the final confirmation of their admission.

CONTENT

Overview of some courses taught in the program

TEAM-BUILDING & WELCOME PACK OF THE MOROCCAN CULTURE	During this workshop, participants will get to know each other in a meaningful way in order to create a group cohesion. They will also acquire a survival kit that will provide them with the essentials of conversing in Darija, the Moroccan dialect and cultural skills.
TANGIER CULTURAL VISIT	This visit is part of the course Introduction to Arabic Muslim Culture. The professor, alongside local guides, will take you on a tour past many of the cities' cultural and historic highlights. You'll visit the narrow streets of the medina, different museums, the mysterious caves from Hercules and much, much more.
ENTREPRENEURSHIP & STARTUPS IN AFRICA (3 ECTS)	The purpose of this course is to introduce participants to entrepreneurship and innovation. Though it is a global phenomenon, students should grasp the cultural and regional differences especially in an African context: it's not Africa but Africas. This module is based on presentations, case studies, experience sharing sessions with entrepreneurs and a entrepreneurial group project.
AFRICAN GEOPOLITICS (2 ECTS)	The objective of this course is to discuss and understand key elements of world politics and the dissemination of power between nations. It will mainly highlight the role and importance of Africa in the process of globalization. This course will be based on active participation and continuous discussion with the students.
DOING BUSINESS IN AFRICA (2 ECTS)	This course will focus on identifying and discussing the economical contexts and challenges of doing business in Africa. Though the African continent offers huge opportunities, it presents many disparities especially on the fiscal and legal frameworks, without forgetting the unwritten rules that are crucial to understanding the business climate in African countries.
AI AND INNOVATION (2 ECTS)	Artificial intelligence, everyone talks about it but who knows how to seize all the opportunities it offers. This course will enable students to understand the major challenges of AI for the development of new use cases, new businesses and start-ups or simply for general interest.

SCHEDULE

1 Monday, July	2 Tuesday, July	3 Wednesday, July	4 Thursday, July	5 Friday, July
Welcome Meeting Moroccan Arabic	Introduction to the Arab muslim culture and society Rabat Medina Visit	Tangier Cultural Visit	Tangier Cultural Visit	Free Day
8 Monday, July	9 Tuesday, July	10 Wednesday, July	11 Thursday, July	12 Friday, July
African Geopolitics Moroccan Arabic	Doing Business in Africa Moroccan Arabic	Entrepreneurship & innovation in Africa: Learning Expedition Casablanca	Entrepreneurship & innovation in Africa: Learning Expedition Casablanca	Entrepreneurship & innovation in Africa
15 Monday, July	16 Tuesday, July	17 Wednesday, July	18 Thursday, July	19 Friday, July
African Geopolitics Doing Business in Africa	Artificial Intelligence & Innovation	Artificial Intelligence & Innovation	Moroccan cooking class Medina Rabat Museum Visits	Entrepreneurship Final Pitch Goodbye Barbecue

This is a tentative program schedule. ESSEC reserves the right to make changes to the program.



PROGRAM FEES*

- **Students from partner schools:** 300€ registration and administrative fee to cover class materials, activities and visits.
- **Students from partner schools without nomination and free movers (non-partner schools):** 1500€ tuition fee+ 300€ registration and administrative fee.
- **Students from ESSEC Business School:** 1500€ tuition fee

* Fees are to be paid directly to the ESSEC Africa account in moroccan dirhams, bank charges and transfer fees are for your account. Registration and administrative fees are non refundable after May 31st.



ESSEC AFRICA CAMPUS

ESSEC Africa campus is ideally located on the Plage des Nations site in Sidi Bouknadel in the heart of the Rabat-Salé-Kénitra urban area. It is integrated into a luxury residential area, just a few minutes from the beach and sports and cultural facilities. It is 25 minutes drive from Rabat, and 1h30 from Casablanca.

HIGH-END EQUIPEMENT

- Modular and connected classrooms and work spaces
- A multimedia recording studio
- A modular auditorium
- Team work bubbles
- Knowledge LAB (K-LAB)

HOUSING AND ACCOMMODATION

- Two residential buildings located on campus: 30 double rooms and 20 single rooms
 - Common kitchens
 - A free laundromat
- Housing fees:** We offer on campus housing in a single room for the price of 350€ for 3 weeks and in a double room for the price of 175€.

CAMPUS LIFE AND TRANSPORTATION

- A free shuttle service TO / FROM Rabat: Shuttles connect the campus and the Rabat Ville's train station according to the academic schedule. This service is also offered on weekends.
- A cafeteria managed by a professional caterer, offers varied and balanced meals (Moroccan and international cuisine).
- A student game room with a relaxing atmosphere is equipped with TV, sofas, billiards, table football, table tennis, tables...

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Committee of Private Education (CPE) is part of SkillsFuture Singapore (SSG)

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