ESSEC BUSINESS SCHOOL

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COURSE MANUAL
ESSEC SUMMER SCHOOL

INNOVATION & ENTREPRENEURSHIP IN AFRICA

TANGIER CULTURAL VISIT

Campus ESSEC Afrique

CREDITS ECTS: PASS OR FAIL

PROGRAM	**SUMMER SCHOOL - INNOVATION & ENTREPRENEURSHIP IN AFRICA**
YEAR	July 2024
LECTURER	Abdelkarim RADDADI
HOURS	**2 days / 1 night**
KEY WORDS	History, Culture, Tangier
OBJECTIVES	This cultural visit of Tanger is part of your Introduction to Arabic Muslim Culture course. During the two days you'll visit a number of many of the cities' cultural and historical highlights, including various museums, the caves of Hercules and the old medina.
LEARNING METHODS	The professor, alongside local guides will show you around the city and tell you about the rich history. For each visit you are expected to take notes as you have to write a closing assignment about your trip.

ENTREPRENEURSHIP IN AFRICA

Campus ESSEC Afrique - Syllabus

CREDITS ECTS: 3

	PROGRAM	**SUMMER SCHOOL - INNOVATION & ENTREPRENEURSHIP IN AFRICA**	
	YEAR	July 2024	
	LECTURER	Oumel Ghit GUELZIM	
	HOURS	**15 heures au total**	**2-day Learning expedition to an incubator in Casablanca**
	KEY WORDS	#innovation #entrepreneurship #discovery	
	OBJECTIVES	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 an entrepreneurial group project	
	LEARNING METHODS	Learning by doing, Workshop based learning	
	CONTENT, PLANNING	*To become familiar with the entrepreneurial ecosystem, we offer students an immersion with a few entrepreneurs and solve a given problem they have in their project.* *To do this, we suggest the following course schedule:* **First day** • *Morning: course (Introduction to design thinking).* • *Afternoon: learning exp to Casablanca, city trip (Grande mosquée Hassan 2).* **Second day** • *Incubators in Casablanca – work with start-ups (meeting with startups and get to know their problems).* • *Idem and back to Rabat Campus (problematization session with the startups).* **Third day** *Courses (Working on the solution and prepare a final pitch)*	
	GRADING	Final Presentations	

AFRICAN GEOPOLITICS

Campus ESSEC Afrique

CREDITS ECTS: 2

	PROGRAM	**SUMMER SCHOOL - INNOVATION & ENTREPRENEURSHIP IN AFRICA**	
	YEAR	July 2024	
	LECTURER	Yousra ABOURABI	
	HOURS	**10 hours**	**2 days**
	KEY WORDS	#innovation #entrepreneurship #discovery	
	OBJECTIVES	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. More specifically, the following will be addressed: a) The global understanding of the dynamics of evolution specific to contemporary Africa. b) The socio-economic potential inherent in a continent destined to undergo major changes, particularly those open to outside investment. c) The causes of destabilization and conflict in the African space as well as the «structural fragility» of certain States. d) The foreign policies of the major economic powers in Africa.	
	LEARNING METHODS	The seminar will be an interactive one, based on active participation and continuous discussion with the students. The seminar aims at giving the students both a methodical approach to understand African geopolitics and a very pragmatic one when it comes to analyze the problems and challenges Africa is facing.	
	CONTENT, PLANNING	*The course will be spread over two days and will be deployed in four sessions corresponding to the objectives listed above:* ***Session 1*** *Africa in globalization: major contemporary issues* ***Session 2*** *Analysis of African dynamics on the societal, demographic, economic and political levels* ***Session 3*** *Conflicts and wars: causes, developments, crisis resolution, transitional justice and reconciliation* ***Session 4*** *The policies of the great powers in Africa, in particular the United States, Europe and China.*	
	GRADING	Final Presentations	

DOING BUSINESS IN AFRICA

Campus ESSEC Afrique - Syllabus

CREDITS ECTS: 2

PROGRAM	**SUMMER SCHOOL - INNOVATION & ENTREPRENEURSHIP IN AFRICA**
YEAR	July 2024
LECTURER	Hafsa EL BEKRI
HOURS	**CM: 5h** — **TD: 5h**
KEY WORDS	Finance, Doing Business In Africa, development, investment
OBJECTIVES	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.
LEARNING METHODS	Each session will be introduced by a PowerPoint support and completed by a documentary reference
CONTENT, PLANNING	**Session 1: Context and rationale: from the hopeless continent to a rising Africa?** *Africa has a dual face: promising and risky. Africa is one the most dynamic regions in the world with Asia with an average growth rate of 5% between 2005 and 2014, even 6% excluding South Africa. 10 out of the 20 most dynamic countries in the world are located in Africa. The potential demographic dividend is huge, extreme poverty has declined and an African middle class is growing. In parallel, the context has changed since 2014 and macroeconomic challenges are dramatically growing for some countries. Fiscal deficits have increased in many countries causing some debt sustainability concerns, worsening in a Covid-19 context. Finally, a growth more inclusive is crucial to reduce inequalities and to make it more sustainable in the long run. Such a large continent hides huge disparities.* **Session 2: The role of African institutions in Africa and in the world** *From the African Union to the African Development Bank, including the representations of the voices of the continent at the UN or in the Bretton Woods institutions, Africa intends to defend its interests at the domestic, regional and international level.* **Session 3 & 4: The financing of African economies** *Concessional resources are necessary but insufficient to finance the huge needs of the continent. A shift of paradigm calls for innovative financing. In parallel, more countries have an access to capital markets but causing some debt sustainability risks. PE and FDIs offer different sources of financing.*
GRADING	Final Presentations
BIBLIOGRAPHY	• Regional Economic Outlook for Sub-Saharan Africa, June 2020 Update, International Monetary Fund • World Bank, Africa Pulse, Volume 22, (October 2020) • Africa Economic Outlook 2020, African Development Bank • Mc Kinsey Global Institute, Lions on the Move: the progress and potential of African economies, (September 2016) • Global credit research Moodys (September 2016) • Le classement Doing Business (World Bank) • Memoirs of A. Romeo Horton, "For Country Africa and my people", Ghana Universities Press, 2004

ARTIFICIAL INTELLIGENCE

Campus ESSEC Afrique - Syllabus

CREDITS ECTS: 2

	PROGRAM	**SUMMER SCHOOL - INNOVATION & ENTREPRENEURSHIP IN AFRICA**		
	YEAR	July 2024		
	LECTURER	Soulaimane LAHRECH & Youssef BOUYAKHF https://www.aiox-labs.com/#team		
	HOURS	**CM: 10h**	**TD: 2.5h**	**TP**
	KEY WORDS	geopolitics / Africa / conflicts / negotiation / influence		
	OBJECTIVES	In this course, student will be introduced to Data & AI technologies with this specific business oriented & customer centric methodologies. Not only AI should be transformed from a buzzword to a scientifically explained technology, but this course will also focus on hands on approaches to make Data & AI projects successful in Africa.		
	LEARNING METHODS	The learning method will consist on constantly switching from concept introduction to hands on simulations & workshops. Design thinking, agile methodologies will be tested by students for each workshop while concepts will be presented in lectures using case studies and demonstrations from real deployed products.		
	CONTENT, PLANNING	▪ ***Session 1-A:*** *Data & AI concepts ownership & inspiration – 1,5-hour lecture* ▪ ***Session 1-B:*** *Project organization, team identification, subject attribution & customer identification canvas whorkshop* ▪ ***Session 2-A:*** *Successful AI projects & products in Africa review by industry – 1-hour lecture* ▪ ***Session 2-B:*** *Group workshop for business opportunities & data & models identification + use case design & prioritization canvas fill-in – 1,5-hour workshop* ▪ ***Homework:*** *technology identification canvas fill in* ▪ ***Session 3-A:*** *AI & Ethics – 30 minutes lecture* ▪ ***Session 3-B:*** *Technology deployment strategy & roadmap – 1,5-hour workshop* ▪ ***Final pitch:*** *10 minutes per group* ▪ ***MCQ:*** *15 minutes*		
	GRADING	Grading will be based on the following elements & ratios: • Attendance & Active Course collaboration: 10% • 15 minutes concepts understanding MCQ: 40% • Group workshop & final presentation: 50%		

INTRODUCTION TO ARAB MUSLIM CULTURE & SOCIETY

Campus ESSEC Afrique - Syllabus

CREDITS ECTS: PASS OR FAIL

PROGRAM	**SUMMER SCHOOL - INNOVATION & ENTREPRENEURSHIP IN AFRICA**
YEAR	July 2024
LECTURER	Abdelkarim RADDADI
HOURS	**5**
KEY WORDS	Darija, Moroccan Arabic, survival course
OBJECTIVES	This course aims to familiarize students with Arab-Muslim culture and society. It helps students understand the underlying foundations of Arab Muslim identity, the construction of which heavily depends on history, religion and intercultural encounters.
LEARNING METHODS	Lectures and visits to the Museum of Modern Art and the Archeology Museum in Rabat
CONTENT, PLANNING	The Arabs: a Historical Overview (Origin of the Word, The Arabs and the Romans, the Arabs and the Byzantines)
GRADING	Final Presentations

MOROCCAN ARABIC (OPTIONAL)

Campus ESSEC Afrique

CREDITS ECTS: PASS OR FAIL

	PROGRAM	**SUMMER SCHOOL - INNOVATION & ENTREPRENEURSHIP IN AFRICA**	
	YEAR	July 2024	
	LECTURER	Assia Benabdelkader	
	HOURS	**6**	**2.5 h restitution**
	KEY WORDS		
	OBJECTIVES	Survival Moroccan Arabic course. It will give the students a base to communicate, introduce themselves and ask questions in the streets of Morocco. This course includes one Moroccan cooking class in the medina of Rabat.	
	LEARNING METHODS	• The Arabic course adopts a multi-level methodology that integrates the skills of reading, writing, listening, grammar, vocabulary, and conversation. • These skills are reinforced at all levels, and Arabic is the only teaching language used in class, except when it is necessary to facilitate the explanation of a grammar rule or lexical phrase to a beginner.	
	CONTENT, PLANNING	The course is based on building a strong foundation of oral dialogue and conversation. A variety of topics relating to daily life will be integrated into discussion, such as: • Greetings, introducing oneself and others. • Presenting family members. • Describing things and people. • Directions and locations in terms of space (as in the street). • Bargaining and ordering (in the market, café, restaurant… etc). • Schedules (daily or weekly activities, permanent events). • Hobbies, narration and the like.	
	GRADING	Final presentations	

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