



Casablanca Business Summer Program

July 2017
3-15

Join Casablanca Business Summer Program
and live an unforgettable experience!

Cross cultural
Management

African business
opportunities

Innovation and
entrepreneurship

BRICS
Global Business

Included in the program

Seminars
Company visits
Cultural visits
Welcome and Farewell dinner
Trip to Marrakesh



NATIONAL RESEARCH
UNIVERSITY
SAINT PETERSBURG

Visiting faculty from HSE st Petersburg



ESCA
Ecole de Management

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CASABLANCA Business Summer Program

READ IN THIS BROCHURE

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Included and not-included costs.
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ABOUT CASABLANCA & MARRAKESH

CASABLANCA BUSINESS SUMMER PROGRAM IS AN INTERNATIONAL LEARNING PROGRAM WHICH IS OPEN TO INTERNATIONAL STUDENTS FROM ALL OVER THE WORLD. THIS PROGRAM PREPARES STUDENTS TO FUTURE INTERNATIONAL BUSINESS SUCCESS, WITH A FOCUS ON EMERGING ECONOMIES. IT AIMS AT APPRECIATING BUSINESS OPPORTUNITIES IN THE AFRICAN REGION



LEARNING Objectives

Reinforce your global perspective and knowledge about African contexts by :

Exploring business opportunities in the African market and how Morocco is the best gateway to do it.

Appreciating the resources and models to explore and seize business opportunities in the international environment.

Discovering the characteristics of the local environment.

Experiencing the interaction with an African culture and discovering Moroccan values.

Module #1 : Cross Cultural Management : 9h

Intercultural Management
Moroccan studies

Module #2 :African Business Opportunities: 12h

Doing business in Morocco & Africa
Morocco as a hub for Africa

Module #3 : Innovation and entrepreneurship in Africa: 12h

Innovation Management- From Idea to Action
Entrepreneurship in emerging economies
Innovative Business Models in Africa
Morocco & Free trade agreement

Module #4 : BRICS Global Business : 9h

Visiting faculty from HSE st Petersburg - Russia

WELCOME TO ESCA

Ecole de Management

#1st Business School in French-speaking Africa

Founded in 1992 in the heart of Casablanca, Morocco's largest city, financial hub and economic capital, ESCA Ecole de Management positions itself as a reference in education in North Africa and in the Mediterranean region in the fields of education and training in management.

ESCA Ecole de Management offers advanced master degrees as well as executive training to students and professionals in different managerial domains, with the ambition to educate a new generation of high potential managers in Africa and emerging countries.

The School is ranked Number 1 among universities and business schools in Morocco and French-speaking countries in Africa for the fourth year in row by Jeune Afrique. These rankings bear witness to the high quality of faculty and research, the quality of its programs as well as the school's international dimension and relationship with the business community.

For more information : www.esca.ma

Duration & Credits

2 Week program from July 3rd to 15th

- 42 contact hours
- 3 US credits
- 6 ECTS credits

Learning Activities

- Seminars taught in English
- Cultural events : city tours, gala dinners, trip to Marrakech, etc.
- Corporate visits : Local champion companies, African leaders, handicraft industry, etc.

Academic Requirements

- Attendance at all lectures, work- shops, cultural and corporate visits.
- Proactive participation in the de- bates over cross-cultural issues facing international business corporations.



APPLICATION & Fees

Included in the program :

Seminars
3 Cultural visits
2 Company Visits
Welcome and Farewell Dinners
Trip to Marrakech including 2 nights B&B
Airport pick up

Fees :

Students from partner universities : **950 €**
Students from non partner universities : **1300 €**

ESCA will assist participants to find suitable accommodation in Casablanca

Please send an email to our contact person with the following documents :
CV | Coverletter | Copy of Passport

Application Deadline :

April 30th, 2017

Contact person :

Youssra El Hariri
yelhariri@esca.ma

Not included :

Accommodation in Casablanca
Personal meals & personal expenses
Insurance



ABOUT CASABLANCA

Casablanca This vibrant city opens a window over Modern Morocco, hosting company headquarters and the biggest concentration of industries on a seaside recreational environment.

The city of Casablanca offers a fertile environment for the implementation of such a Summer Program.

Casablanca is the economic capital and the largest city of Morocco and the most promising financial hub in the region through the Casablanca Finance City project. Casablanca is also the most important and prominent cities in Africa both economically and demographically. In this respect, 55% of all production units in the country and almost 60% of its industrial manpower are to be found in the Casablanca metropolitan area.

This hegemony is felt even more when one considers activities that serve or support this industrial environment. Indeed, Casablanca employs 39% of the active population in the country. In addition, the city of Casablanca is viewed as a cosmopolitan town and an economic hub linking three continents: Europe, North America and Africa.



Muhammad SYAFI BIN SALIM | Student from SM | Singapore Management University

My first impression of the school of business was that it was a little bit reserved, but after going through the courses and meeting the very friendly and helpful students and staff, I discovered how full of depth the environment is, providing a wide range of courses in management as well as subject matter to understand and make life in Morocco easier and more fruitful. ESCA also has a very flexible curriculum that gives exchange students more than enough opportunity to explore the beautiful country of Morocco

It is evident to say that Casablanca is the city of inspiration where you can recognize the cultural diversity, natural attractions and almost all colors of Africa can be found. Casablanca is a combination of modernity and tradition through which you will discover different ways of living. The modern portion of Casablanca is more open to western which reflects the way people treated and dressed. Otherwise the tradition portion is related to our Moroccan culture such as, traditional clothes and manners.

The old Medina in the center of Marrakesh

is a maze of souks, alleyways and squares where local artists, designers and entrepreneurs are collaborating to offer unique handcrafted items that reflect their culture - past and present.



The "Red City" of Marrakesh is a magical place, brimming with markets, gardens, palaces and mosques.

A magical City called "Red City" that combines modernity and tradition through its colors and smells, places and landmarks, Marrakesh mixes Islamic art work with souks which are considered as the largest in Morocco and famed throughout the world as one of the most exotic places in the world. The famous place of Jemaa el-Fna is one of the main cultural spaces in Marrakesh, the right place where you can feel the diversity and the exchange of cultures. It symbolizes a unique concentration of popular Moroccan cultural traditions performed through musical, religious and artistic expressions.

It is clear to say that Marrakesh is a mesmeric city which allures many visitors to visit this inspiring city and discover all the historical places. This unique city attracts many visitors all around the world to explore the originality and the mystery of this city.



Andres Joseph | Student from University of Victoria (Canada)

ESCA is a school filled with kind-hearted and dedicated individuals. As an exchange student I have felt welcomed from the start by all staff and students. The student body at ESCA are like a family bonded by passion for education and personal development. It is safe to say the community at ESCA is built on the foundation of acceptance and equality for all. Along with the wide range of resources available to students, the level of education and instruction has surpassed my expectations and overwhelmed my information receptors. I am privileged to have the opportunity and experience of studying at this fine educational establishment. ESCA, and the team that composes it, have made my experience in Morocco unforgettable.

ESCA

Ecole de Management

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