



APPLICATION PROCESS

■ **1st step:** Partner schools nominate students online on the nomination form.

Open until April 30th, 2022

■ **2nd step:** Students upload the following documents (CV, cover letter, latest transcript and photo) to the application form.

Open until May 15th, 2022

■ **Selection results:** End of May. The selection is announced by ESSEC. Students should not make any arrangement (flight ticket, accommodation, etc.) before receiving the final confirmation of their admission.'

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
- Entrepreneurship and startups in Africa
- Artificial Intelligence and Innovation
- Climate Governance

PROGRAM AT A GLANCE

- **Duration:** 3 weeks from the **27th of June until the 15th of July 2022**
- **Language of teaching:** English
- **Course Load:** 90 contact hours
- **Credits awarded:** 9 ECTS
- **Schedule:** Classes Monday to Friday - 9:00 AM to 12:00 AM / 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 10 extra hours of Arabic (Dialect or Classical)

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.
INTEGRATION TREK INTERCULTURAL MANAGEMENT	During the integration trek, students will spend 3 days in a bivouac camp with other ESSEC's students. The trek is punctuated by periods of reflective hikes in the morning, and group workshops about cultural management in the afternoons in which the students will learn to identify situations where culture needs to be considered in an African context.
ENTREPRENEURSHIP & STARTUP 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.
GENERATION AFRICA	An interactive and gamified online platform/course that mixes academic and experimental dimensions of doing business in different regions of Africa. You'll meet and discuss with experts, business leaders and cultural representatives to give you an understanding of the region beyond just doing business. Most sessions will take place on Zoom but there will also be one or two talks on campus.
CLIMATE GOVERNANCE	Climate has become one of the defining strategic global issues of the 21 st century. From radical environmentalists to climate skeptics to proponents of green capitalism, each actor has a different perception of what the problem is, and on how to solve it. This course, with a focus on Africa, will discuss how nation states and international organizations try to tackle and govern this complex intergenerational issue.
ARTIFICIAL INTELLIGENCE	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

27 Monday, June	28 Tuesday, June	29 Wednesday, June	30 Thursday, June	1-2 Frid, Sat July
Welcome meeting Team Building and 'Welcome' pack of moroccan culture	African Geopolitics	African Geopolitics	Integration Trek Intercultural Management	Integration Trek Intercultural Management
4 Monday, July	5 Tuesday, July	6 Wednesday, July	7 Thursday, July	8 Friday, July
Doing Business In africa	Doing Business In africa	Entrepreneurship & innovation in Africa PM.: Learning exp. Casablanca, city trip.	Entrepreneurship & innovation in Africa Learning exp. Incubator Casablanca.	Entrepreneurship & innovation in Africa
11 Monday, July	12 Tuesday, July	13 Wednesday, July	14 Thursday, July	15 Friday, July
Public holiday	Generation Africa Artificial intelligence & innovation	Artificial intelligence & innovation	Climate Governance	Generation Africa PROJECT PITCH & Farewell cocktail

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.
- **Optional:** Students wishing an optional arabic course should pay a fee of 100€ for 10 hours courses (5 classes of 2hours).

* 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. Beyond this date only withdrawals due to the Covid can be discussed.

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.

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...



CONTACT

For any further information please contact:

Mehdi Bohsina
Program Coodinator
bohsina@essec.edu