

Rabat Business School

# Summer School

Study Abroad as  
it's meant **to be.**

Accreditation & Ranking



# RABAT BUSINESS SCHOOL (RBS) AT A GLANCE

Rabat Business School trains its students in different fields of Management: Finance, Economics, Marketing, Supply Chain, Human Resources Management, International Business.

Specialized and internationally focused, our training aims at preparing students to operate in a complex and globalized environment.

RBS Programs are inspired by training provided by our foreign partners and are enriched with modules specific to the regional context.

Rabat Business School programs have been mainly developed in partnership with more than 100 prestigious business schools and universities worldwide.

Rabat Business School is accredited by AACSB (Association to Advance Collegiate Schools of Business).





## MESSAGE FROM THE DEAN

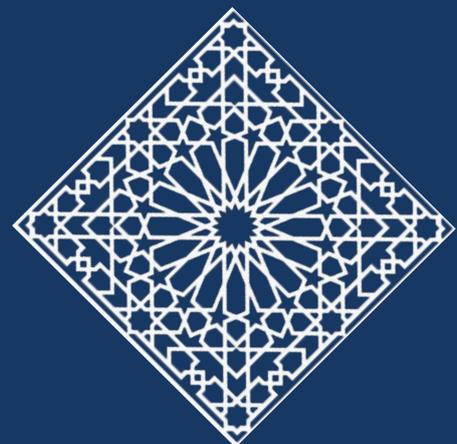
Morocco is a country which combines modernity and traditions. The strong economic development of the country is carried out in the respect of ancestral traditions of welcoming and tolerance. Rabat Business School, International University of Rabat, offers programs dedicated to international students to allow them to discover this economic and cultural alchemy. Combining academic quality (RBS is accredited by the AACSB) and the pleasure of discovering the country's riches, our Summer Programs respond to requests for cultural and international openness from the students of our partners, coming from all over the world.

Welcome to Rabat, Morocco !

### Dr. Olivier APTEL

Dean of Rabat Business School

***Morocco is a country  
which combines  
modernity and  
traditions.***



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# DESCRIPTION OF RBS SUMMER SCHOOL

RBS Summer School is an intensive program offering a variety of tracks of Business courses as well as language and cultural classes.

Two options are available:

# 2

WEEK  
PROGRAM

# 4

WEEK  
PROGRAM

The summer school offers courses in:

- Business studies
- Cultural studies
- Modern Standard Arabic (MSA) (from beginning to advanced levels)
- Moroccan Colloquial Arabic (darija).

Students attending this program can earn up to 16 ECTS, equivalent to 8 American credits. The credits earned are transferrable.



# LIST OF COURSES (2 WEEKS)\*



Students have a list of courses to select from. A maximum of 3 courses is allowed. Courses available in the 2-week program are as follows:

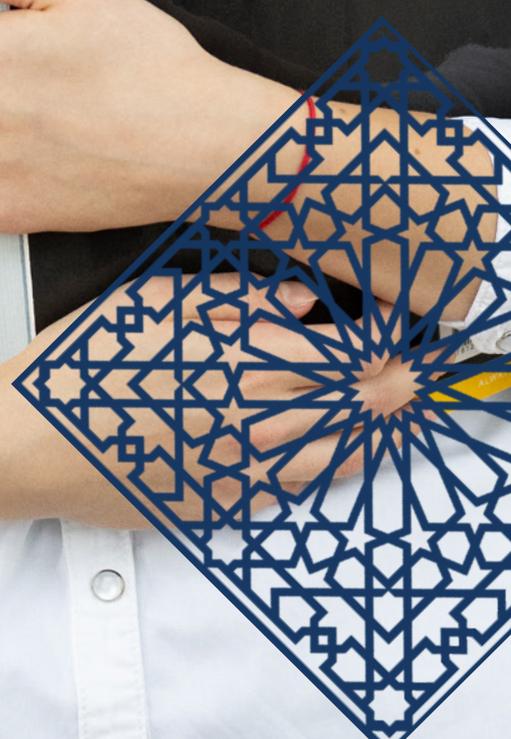
**Seminar in International Management**  
(2ECTS / 1 US Credit)

**Seminar in Entrepreneurship and Innovation**  
(2ECTS / 1 US Credit)

**Seminar in Islamic Cities** (2ECTS / 1 US Credit)

**Survival Moroccan Arabic** (2ECTS / 1 US Credit)

**Independent Research Study in Business Topics**  
(4 ECTS / 2 US Credits)



# LIST OF COURSES (4 WEEKS)\*

## BUSINESS STUDIES

Business Studies aim to enrich cultural sensitivity and develop abilities of handling cultural differences in an international business context. The program is intended to students from any university cycle (Open to undergraduates and postgraduates) interested in management in different cultural environments, particularly in the MENA region.

The list of proposed courses is as follows:

- **Seminars in International Management** (4ECTS / 2 US Credits)
- **Contemporary Business Ethics and Responsibilities: A Global Strategic Decision-Making Perspective** (4ECTS / 2 US Credits)
- **Entrepreneurship and Innovation** (4ECTS / 2 US Credits)
- **Creating a Dynamic Marketing Plan** (4ECTS / 2 US Credits)
- **Doing Business in North Africa** (4ECTS / 2 US Credits)

\*A minimum of 6 students is required for any course to be offered.



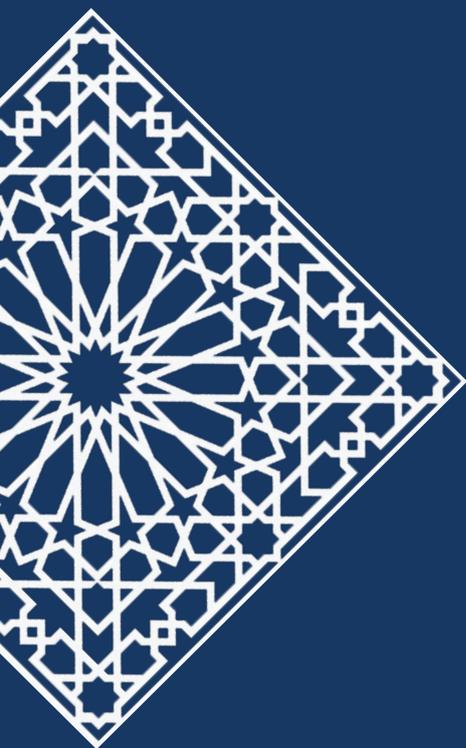


## CULTURAL STUDIES

Courses offered under Cultural Studies aim to introduce international students to the region through the study of the culture, history, society, and politics.

Students make their course selection from the following:

- **Moorish Art and Islamic Architecture** (4ECTS / 2 US Credits)
- **International Politics of the Mediterranean and the Maghreb** (4ECTS / 2 US Credits)
- **Islamic Civilization** (4ECTS / 2 US Credits)
- **Moroccan History and Culture** (4ECTS / 2 US Credits)



## ARABIC LANGUAGE STUDIES

This component aims to significantly increase students' learning and fluency in Modern Standard Arabic (MSA) and enhance their ability to communicate with confidence. Classes in Moroccan spoken Arabic are offered to help students with everyday interactions with locals on and off campus sites. Students will have opportunities to put their language skills to use through community service, workshops, sports activities, and class presentations.

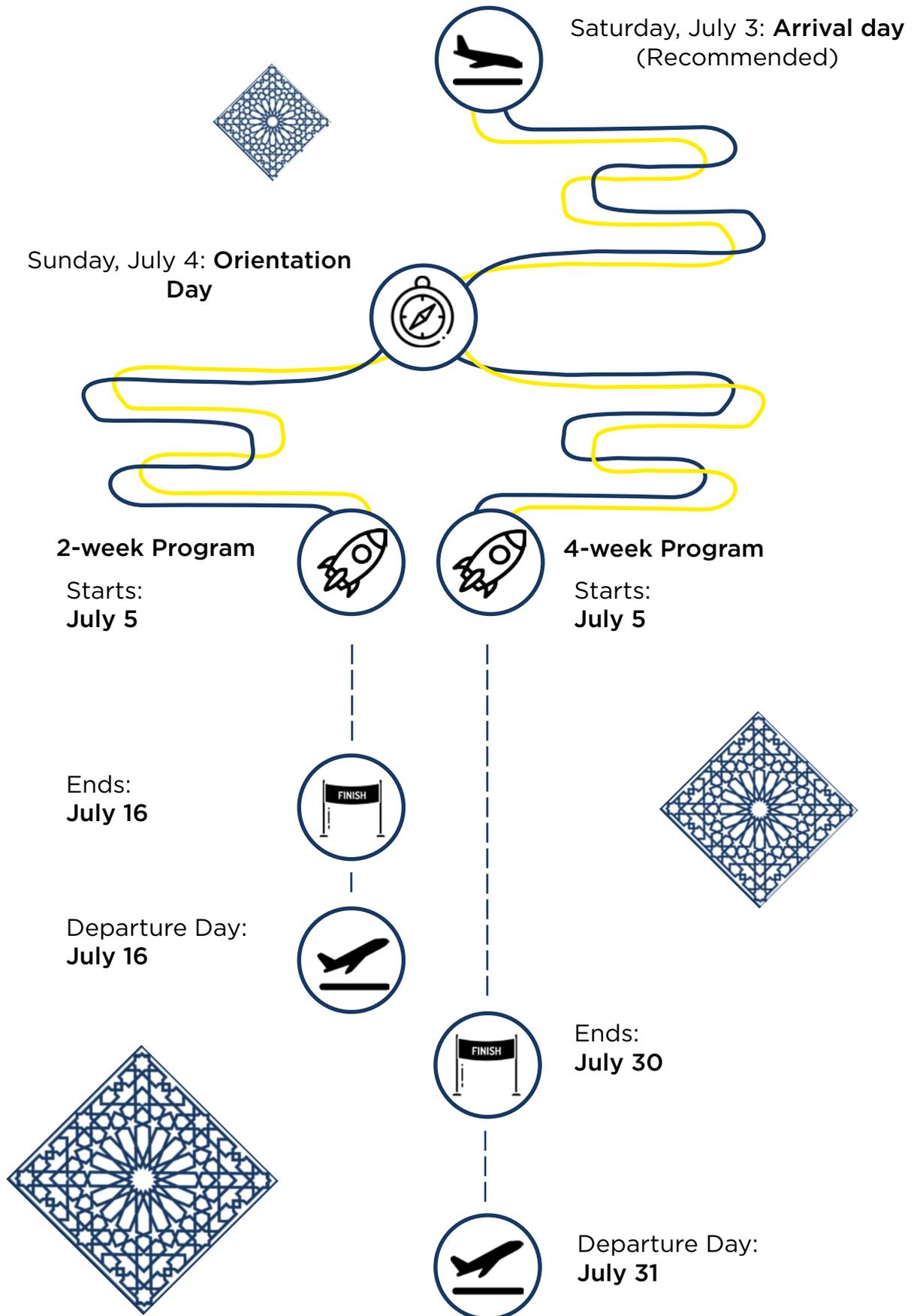
Students earn 4 ECTS (2 US credits) per a 24-hour class (whether it is Moroccan Standard Arabic class or Moroccan Colloquial one).



## PROGRAM STRUCTURE

- Students can combine between any of the courses listed above in three study areas.
- Each course is taught four times a week from Monday through Thursday.
- Each course is one and a half hours long per day.
- Total number of contact hours for each of the courses is 24 (throughout the 4-week Program).
- Students earn 4 ECTS/ 2 US Credits per course. Students can earn up to 16 ECTS/8 US Credits if they take a total of four maximum courses (A prior approval is necessary).

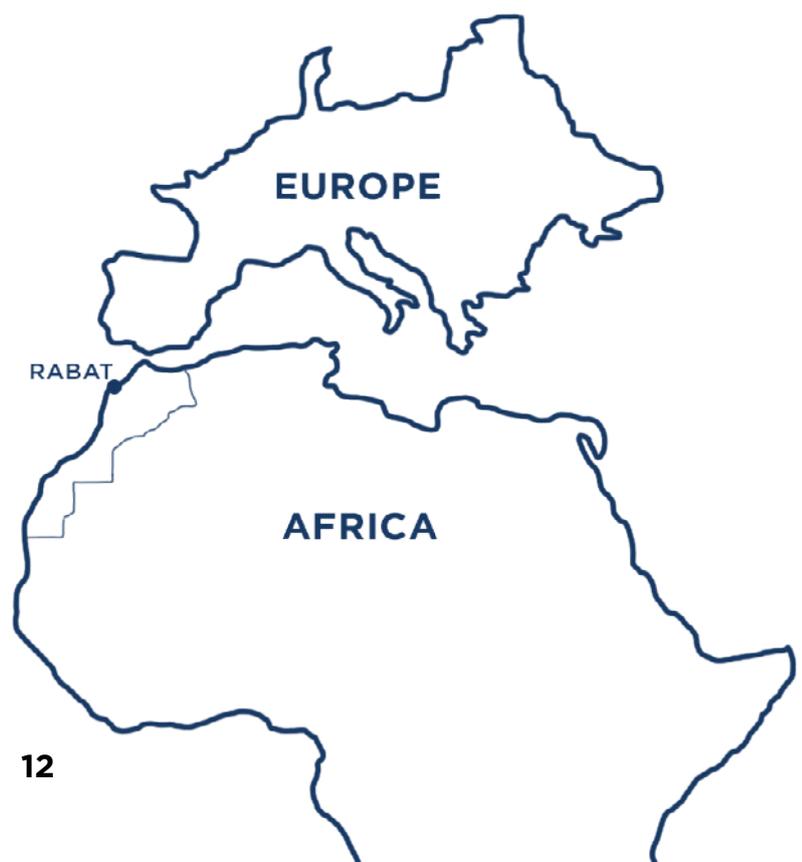
# CALENDAR



# PROGRAM ACTIVITIES

## TOUR OF RABAT

Rabat, simultaneously the capital of Morocco and the African capital of culture, is an elegant city that follows the usual structure of major Moroccan imperial cities with the original downtown, which is called medina, surrounded by new modern neighborhoods. Rabat is rather quiet and is home to many tourist attractions such as: The Kasbah of the Udayas and the Mausoleum of King Mohammed V. A tour of Rabat is organized for program participants at the beginning of the program.



# ARABIC CALLIGRAPHY WORKSHOP



Arabic calligraphy is the artistic practice of handwriting and calligraphy based on the alphabet. It is known in Arabic as khatt (Arabic), derived from the word 'line', 'design', or 'construction'. The Kufi model, featured here, is the oldest form and most widely used of the Arabic script. A calligraphy workshop is organized for the students.

## MOROCCAN COOKING CLASS

This is a great class for anyone looking to learn about traditional Moroccan cuisine that comes from a typical Moroccan home. You will learn how to prepare a home-style Moroccan meal. This activity takes place in a Moroccan home.

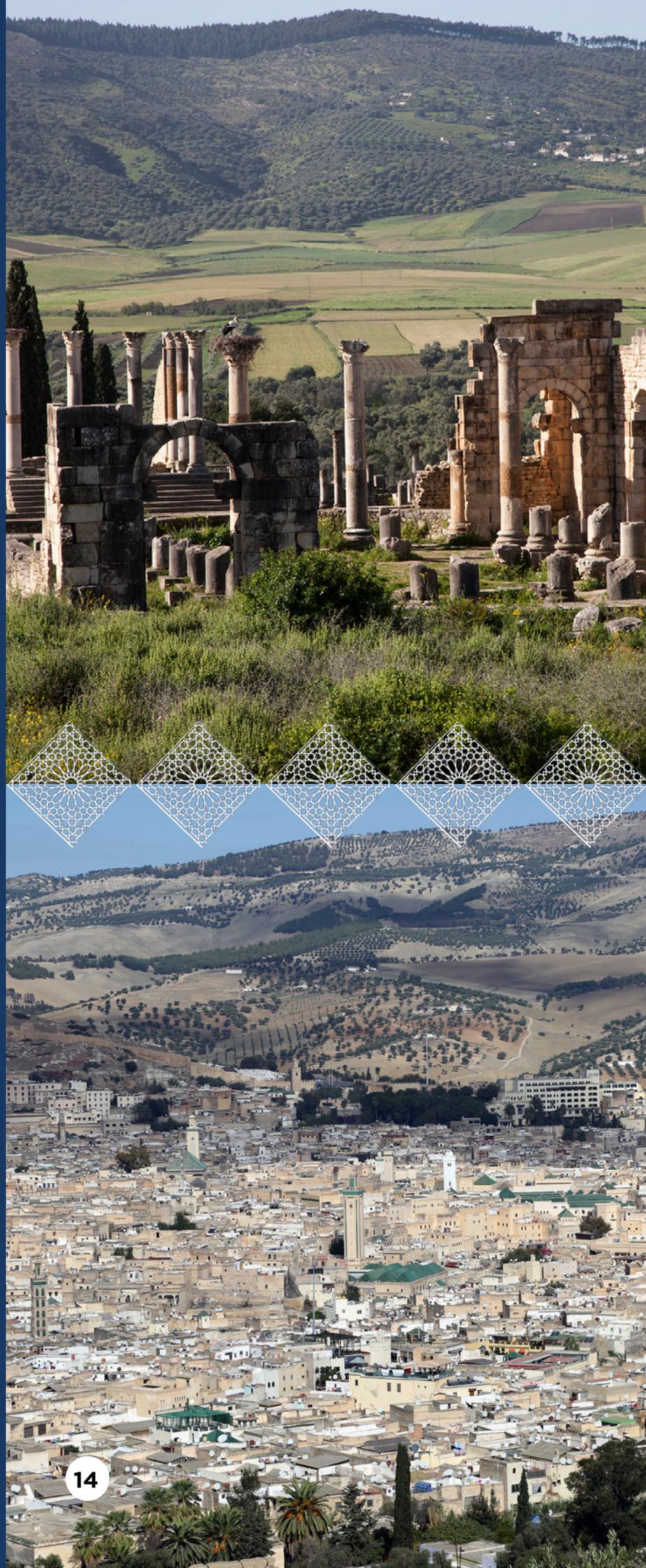


# DAY-TRIP TO FEZ

During this trip, students will get to first have a guided tour of the Roman city of Volubilis. Participants will then visit the first Islamic capital of Morocco: Fez.

Fez being one of the oldest and best-preserved Islamic cities in the world. Founded in 789 by Moulay Idris I and made into the capital by his son Idris II, today it consists of three main sections: Fez el-Bali, Fez el-Jdid, and the New City.

Today, Fez's metropolitan area spreads over almost 200 square kilometers and is home to 1 million people. Its medina is an international attraction and was declared a UNESCO world heritage site in 1967. Although no longer an economic capital, it remains Morocco's cultural and spiritual center.



# FEES

The cost is MAD 1900 per ECTS (equivalent to € 190).

## PROGRAM FEES INCLUDE

- Airport pick-up and drop-off (Rabat and Casablanca Airports)
- Tuition fees
- Program orientation
- Weekly lectures or immersive cultural activities
- Academic historical tour of the host city
- A day trip to Volubilis and Fez
- Access to UIR facilities: health center, sports, IT, library...etc
- Farewell dinner

## PROGRAM FEES DO NOT INCLUDE

- Board and meals
- Transportation to and from Rabat center for homestay students
- Insurance throughout the Program

## SCHOLARSHIPS & DISCOUNTS \*

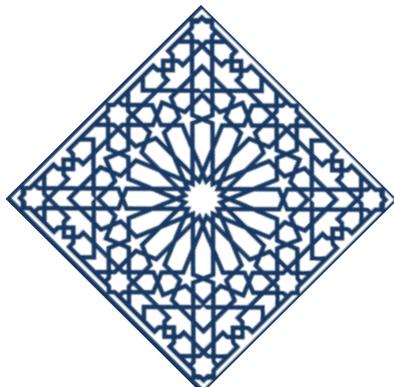
- Discount for Partner Universities: **25 %**
- Dean's Scholarship (based on Merit): **Up to 40 %**
  - Early bird registration (April 9th): **10 %**
- Group Discount (minimum 5 students): **15 %**

\*Scholarships and Discounts are not cumulative

# ELIGIBILITY, APPLICATION, & PAYMENT

## ELIGIBILITY

- The RBS-Summer School is open to all university level students in good academic standing
- The program stipulates no minimum grade-point average
- Program applicants should demonstrate seriousness and commitment



## APPLICATION DEADLINE

May 14th, 2020

## PAYMENT

A non-refundable payment of 10 % of the cost of the Summer Program is due upon acceptance.

## APPLICATION PROCESS

To apply click [here](#).

Applicants must submit the following documents:

- Scanned copy of passport
- Scanned copy of transcripts.

# TESTIMONIAL

Kayla Zamanian, USA, Summer School 2018

«My experience in Morocco and at UIR can be summed up simply as a story of human kindness, generosity, and liberated learning. I am eternally grateful that UIR... guided me with a team of the most selfless, wise, and genuine intellects I've ever met—who provided me with a space and the resources to explore, discuss, and indulge in my greatest interests. My time here in Morocco and at UIR are something that I will never forget. I have developed a new family, home, and persona here and I can't wait to return.»



*« My experience in Morocco and at UIR can be summed up simply as a story of human kindness, generosity, and liberated learning. »*



**UR** | Rabat  
Business School  
COLLEGE OF MANAGEMENT



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