

## PRESENTATION OF THE PROGRAM

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 PROGRAM

- Introduction to Arabic/Muslim Culture
- Artificial Intelligence and Innovation
- Doing business in Africa
- Entrepreneurship and startups in Africa

## Application process

- 1<sup>st</sup> step: Partner schools nominate students online on the nomination form.

Open until April 30<sup>th</sup>, 2025



Overview of some courses taught in the program

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|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| SURVIVAL MOROCCAN ARABIC | T eac ec e d ce de M cca A abc (Da a),f c c e a a a dc a c e .A de a a e , a c a e a a d - c e , ee e ' ea e ae ad a M cca d e .                |
| TANGIER CULTURAL VISIT   | T a f ec eI d c A abc M C e.T e fe ,a de ca de , a e a a a f ec e 'c a a d c\$ . Y ' e a ee f e ed a,d ffe e e , e e ca e f He c e a d c , c e. |
| ENTREPRENEURSHIP         |                                                                                                                                                 |
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## PROGRAM F

- 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 31



## ESSEC AFRICA C

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 equipment

- 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...

