

Business  
School



# International Semester in CASABLANCA

LES 3 ACCRÉDITATIONS INTERNATIONALES



[www.tbs-education.ma](http://www.tbs-education.ma)

# Morocco : key points



- Morocco : 35 Million residents
- Capital: Rabat
- Economic capital : Casablanca
- Diverse landscape : sea, ocean, mountains, desert
- Language spoken: Moroccan Arabic (darija) & French
- More than 95 000 foreigners living in Morocco



# Morocco : a country in the rise

- **Unique geographical localization** : bridge between Europe and Africa
- **A safe country**: low inflation, but GDP growth is 4 to 5% per year
- **Main industrial assets** : agro-industry, tourism, textiles, phosphates, renewable energy, aeronautics, offshoring, automotive industry
- **International Infrastructures**: Tanger International Port / 2 000 km of motorways / new high-speed train line between Casablanca and Tangers / 17 international airports



# Many leisure activities in Morocco



- Imperial cities: Rabat, Fes, Meknes, Marrakech



- Handcrafts



- Food



# Casablanca: a dynamic economic city

- Economic capital - population of 5 million
- Casablanca Finance city (CFC): First financial city in Africa
- Several French well-known schools: Emlyon, Dauphine, EIGSI la Rochelle, Central, Sc Po Bordeaux....
- Start-up Incubator: Technopark & La Factory / NY lab
- Many employment opportunities



# Casablanca: a big economic center

- AUTOMOBILE**



- AVIATION**



- OFFSHORING**



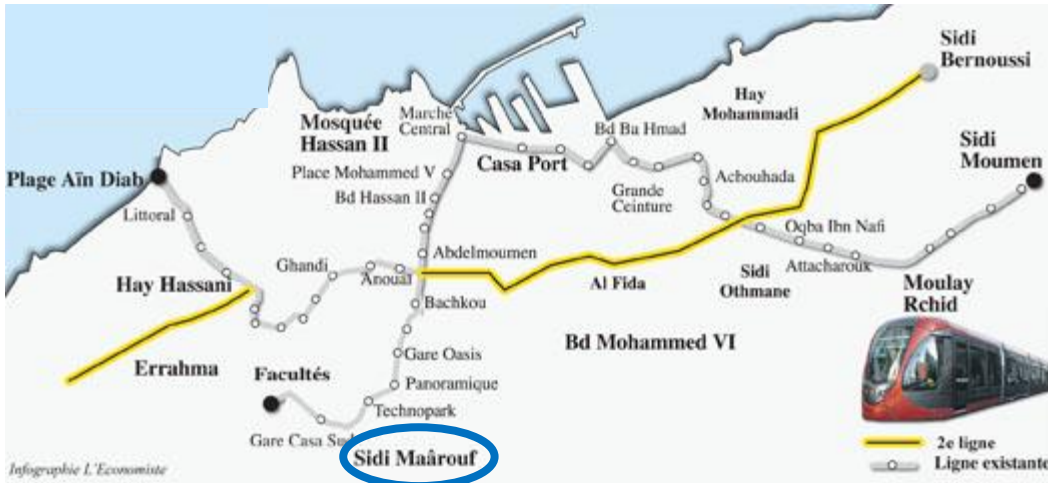
# Casablanca: attractive city

- Right on the Atlantic ocean
- Casablanca: the “white city” with many historical buildings
- Night life: bars, restaurants, night clubs...





# TBS Casablanca: campus near the city center



- TBS present in Morocco for more than 20 years
- New building of 3500 m<sup>2</sup> since May 2017 in Sidi Maârouf business district
  - => 15 min from Mohamed V airport
  - => 5 min from tramway station
  - => 10 min walk from student residence

- 450 undergraduate and executive students: Bachelor, Master, E-MBA
- 22 nationalities: Moroccan, Algerian, Tunisian, Spanish, French, Chinese, Turkish, Cameroun, Senegalese, Ivory Coast, Nigerian, Mauritanian, etc.

## Innovation & Entrepreneurship in Emerging Economies

The objective of the program is to shape students 'culture of innovation and provide them with tools on how to convert ideas to value creation and startup opportunities in the context of emerging african economies.

This international semester provides students with high level of knowledge and skills in the context of emerging economies regarding innovation culture, business & financial planning, Entrepreneurial financing, project management as well as cross cultural management and marketing.

Students will be exposed to a set of innovative teaching and learning approaches including experiential learning, role-playing simulations, Business incubation emersion, game simulation, field trips as well as hand-on-projects. Furthermore, student will be able to apply international perspectives and strategies to business creation and have access to different cultures, networks and opportunities.

## Innovation & Entrepreneurship in Emerging Economies

- Innovation Management in Emerging Economies (5ECTS)
- Cross-cultural marketing (5ECTS)
- Innovation Marketing in emerging markets (5ECTS)
- Entrepreneurial Finance (5ECTS)
- Entrepreneurship in Emerging Economies (5ECTS)
- Digital Marketing for startups (5ECTS)

# See you soon in Casablanca !

