



# **african business** **& social entrepreneurship**

## **SUMMER SESSION**

Casablanca

From June 17th to July 12th 2019

early  
makers

em  
lyon  
business  
school

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[casablanca.em-lyon.com](http://casablanca.em-lyon.com)

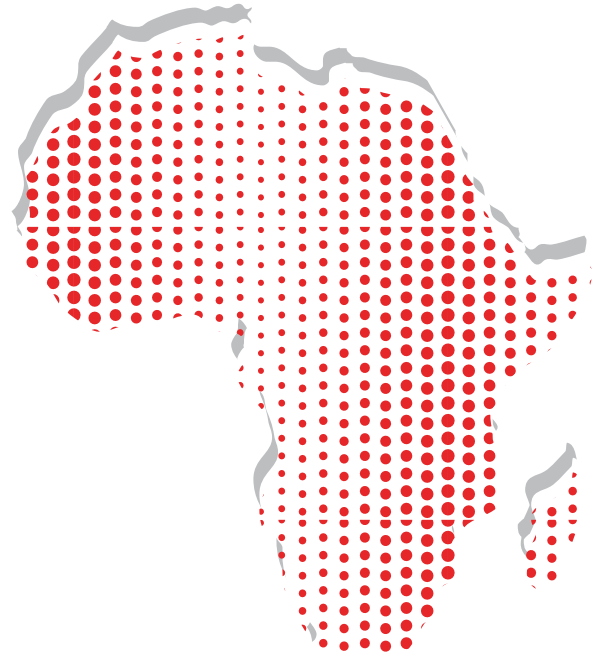
## ECONOMIC GROWTH IN AFRICA AND MOROCCO'S SUPPORTING ROLE

In 2010 the McKinsey Global Institute described the potential and progress of African economies as "lions on the move". Today, despite the collapse of global commodity prices and political shocks that have slowed growth in North Africa, Africa's economic lions are still moving forward. African economies easily rank among the most resilient in the world.

Overall, the continent achieved average real annual GDP growth of 4.6% in 2015. Africa is favorably positioned to become the 2nd fastest growing region in the world and across Africa, there are enormous opportunities to make healthy returns and play a part in the continued progress of the world's most dynamic continent. The rate of return on foreign investment is higher in Africa than in any other developing region in the world.

Investment interest by multinational corporations is not only growing rapidly, it is also expanding beyond the traditional extractive industries to other fast-developing sectors in Africa.

Morocco is playing an increasingly important role in Africa by subscribing to a long-term vision based on the virtues of South-South cooperation and on the imperative of human development, establishing balanced and equitable economic relations.



The role of Morocco as a country (which is stable politically and economically) is crucial in developing business opportunities and South-North cooperation.

## CASABLANCA - ONE OF THE TOP CITIES FOR DOING BUSINESS IN AFRICA



The economic capital of Morocco is now a key player in the African business world. It has been the top African investor in Central and West Africa. Technical cooperation, cultural and trade agreements have helped to intensify trade and investment, confirming Morocco's position as 2nd largest African source of FDI in Africa.

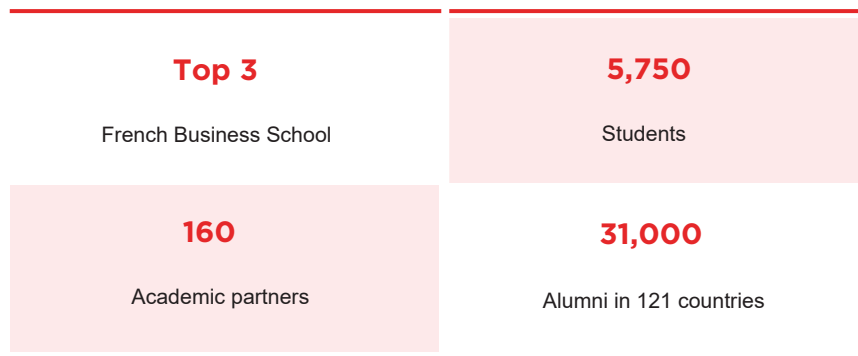
Casablanca has a fascinating mix of modern urban life punctuated by rich cultural traditions. With its established cosmopolitan shopping, nightlife, cafes, chic restaurants and beach clubs overlooking the Atlantic Ocean and residential boulevards that wouldn't look out of place in Beverly Hills, the "White City" is definitively the heart and soul of 21st century

Participants will also have the opportunity to visit:

**Marrakech**, an enchanted city where time has been suspended, in a temperate oasis of golden beaches, sprawling deserts, sacred ruins, luxurious spas, challenging golf courses, and charming local souks.

**Tangier**, a major city located on the North African coast at the western entrance to the Straits of Gibraltar where the Mediterranean Sea meets the Atlantic Ocean off Cape Spartel, with a very rich history and growing economy: Tangier City Center, Tangier-Med port...

## emlyon business school RANKS AMONG LEADERS



emlyon business school, created in 1872, worldwide awarded three international accreditations (AMBA, EQUIS, AACSB) which accreditations (AMBA, EQUIS, AACSB) which proves the long term educational efforts, resources and client orientation that emlyon business school can guarantee. The certifications also attest to the relevance of what each establishment and set of programmes have to offer as well as their development plans.

## emlyon business school CASABLANCA CAMPUS

Ideally located in the prestigious "Marina" business district, the campus of Casablanca is a new infrastructure with rooms that are equipped with the latest technologies. The establishment has large, modern spaces offering you exceptional conditions through our social activities, but also auditoriums, a creativity & learning Hub, coworking spaces, Incubator, Maker lab...

emlyon business school has established itself as the most entrepreneurial business school in France over the past 30 years. Its highly innovative incubator has helped fulfill the ambition and potential of more than 1,350 entrepreneurs and has played a significant role in supporting the creation of over 950 enterprises, which have generated more than enterprises, which have generated more than 11,000 jobs since 1984.



## PROGRAMME

This programme is designed for undergraduate participants who want to examine the fascinating spectrum of cultures and business practices in Africa and to understand how entrepreneurial skills give innovative responses to social problems and stimulate economic activity.

	ECTS Credits	Total Hours
<b>AFRICAN BUSINESS</b>	4	30
▪ African Business Environment		18
▪ International Corporations and Business Development strategies in Africa		12
<b>MOROCCO AS A HUB FOR AFRICA</b>	3	30
▪ Doing Business in / with Morocco		15
▪ Corporate visits and testimonials		15
<b>SOCIAL ENTREPRENEURSHIP</b>	2	20
▪ Social Entrepreneurship: Global Issues and African Perspectives		12
▪ Case study : Social Business in Morocco		8
<b>REGIONAL CULTURE</b>	1	30
▪ Moroccan & North African History and Culture	1	12
▪ Cultural activities and Excursions		18
<b>TOTAL</b>	<b>10</b>	<b>110</b>

### Examples of Corporate Visits:

- Casablanca Stock Exchange
- Tangier-Med Port
- An international manufacturing company
- A social business immersion

### Examples of Cultural activities and Excursions:

- **Casablanca** : Hassan II Mosque, Museums
- **Marrakech** : Majorelle Garden, Medina
- **Tangier** : Historic sites



### Testimonial - Catherine Fortin from Laval University – Canada - 2017

“ As soon as we arrived in, we were immediately taken in charge by emlyon team and everything went so easily. We were so well supervised by our coordinators that it helps us to adapt more quickly. The teachers were so dynamic and the courses were so diversified that it made the session past so fast. ! I've enjoyed the experience so much that I would have stayed much longer! Traveling to Morocco is an excellent destination, because you can find several regions so different in the same country, I've had the impression of visiting many countries at the same time. The experience was excellent and I plan to return to Morocco very soon. Thanks to the emlyon business school Casablanca campus team for making this summer session an unforgettable experience.

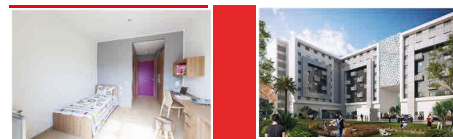
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## CREDITS AND ASSESSMENT

The grading system is based on a combination of elements. Grades are based on several different exercises for each course. Grading is on a scale of 0 to 20. Each class is graded separately, and a minimum grade of 10 is required to pass a course. Students participating in the summer session will receive a certificate and credits for all successfully completed academic work and all obtained credits will be included on a Transcript of Records. Based on a previously approved Learning Agreement, exchange students can have these credits transferred to their home institution.

## TUITION FEES AND TERMS

This section does not concern Erasmus students or exchange students, who must pay their tuition directly to their home institution. Program Fees: 3,000 € including accommodation in a comfortable hall of residence (double room / possible single room with additional fees), corporate and cultural visits and lunches on campus. Expenses such as living costs, travel and entertainment costs aren't included in your fees, so you should budget for these items just like you would at home. You'll also need to factor in the cost of compulsory insurance and visas.



Hall of residence

## ADMISSIONS

Admission is based on prior academic performance and proficiency in English. Students from emlyon business school partner institutions should contact their International Office for assistance with the application procedure. For other students, details and application forms can be obtained on our website: [casablanca.em-lyon.com](http://casablanca.em-lyon.com)

### Deadline for application :

Before April 30th

## COURSES DESCRIPTION

### African Business Environment

This course examines the challenges of conducting business and engaging with the African continent. The region as a whole is profiled in terms of history, culture, demographic trends, political risk, economic performance and market opportunity. Barriers to trade and foreign direct investment will be examined along with important institutions that impact business activity. The search for opportunities and the problems associated with doing business in subsistence economies on the African continent will be a central focus of this course. Intra-regional differences in levels of economic development are also discussed.

### International Corporations and Business Development strategies in Africa

Africa is becoming a new center of the global economic growth. The continent presents large investment opportunities which, due to a well-targeted strategic approach can generate very important return on investment. The principal objective of the course is to understand the African commercial environment and to explore strategies and approaches that could be implemented by entrepreneurs and International Corporations to exploit Africa's vast economic opportunities..

### Doing Business in / with Morocco

This course enables students to explore how business is conducted in and with Morocco and develop a deeper understanding of the issues, opportunities, and challenges faced by businesses operating there. It analyses the political, social and cultural contexts in which business operates, explores the changing modalities of doing business, as well as the broad business environment, discusses the experiences and cases of Moroccan companies in Africa and reflects on the critical success factors to build successful business with Morocco.

### Social Entrepreneurship : Global Issues and African Perspectives

This course offers a practical introduction to social entrepreneurship and involves entrepreneurship, innovation, society, and corporate social responsibility (CSR) issues. It focuses on key concepts in the emerging field of social entrepreneurship including organizational learning, sustainability, philanthropy, commercialization, management skills for social entrepreneurial organizations, scaling of social impact, and social performance measurement. A special emphasis will be given to African perspectives on social entrepreneurship, through the selection of African cases, discussion of the social entrepreneurial activity in Africa, and visits to a local business. Students will be expected to develop a business plan summary and investment 'pitch' to scale a social enterprise.

### Case study : Social Business in Morocco

A new report, launched at the International Social Enterprise Forum in Casablanca, organized by the British Council and the World Bank, has shown that Morocco has a real appetite to grow and champion social enterprise. In Morocco, local

leading women micro-entrepreneurs specialized in different cooperatives benefited from a worldly recognized experience of a social entrepreneur. Women in rural Morocco, as in the case of Azrou and Ain Cheggag, have historically had only a small role in community decision-making. However, cooperatives give them the opportunity to earn money for their families. Moroccan women micro-entrepreneurs have impressed with their ability to work as a group in local cooperatives. This has proven to her that they are able to socially engage in different activities that range from producing cheese and making carpets to reproducing natural products as honey, milk, and oil and running different micro-organizational forms catering for raising goats, rabbits, cows, and flocks of sheep.

### Moroccan & North African History and Culture

This course focuses on the history, politics and culture of Morocco and North Africa region. It will take a social and cultural history approach to understanding the nature of political authority and economic activity. It aims to provide analytical insights into moments which shaped the history of North Africa with a more particular concentration on Morocco. Successive civilizations and dynasties, moments of expansion and decline, colonial and post-colonial politics have taken turns in rearranging the configuration of historical itinerary and cultural identity of North African societies. The course will also explore the current challenges of North Africa by looking at issues related to democracy, economic liberalization, civil society, Islamic movements and women NGO and the more recent Arab Revolts.

### Cultural activities and Excursions

The programme includes a variety of cultural activities and excursions both within and outside of the city limits, arranged and selected by emlyon, such as:

- **Casablanca:** Hassan II Mosque, Museums, Stock Exchange
- **Marrakech:** Majorelle Garden, Medina
- **Tanger:** Historic sites, Med Port

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