ESSEC BUSINESS SCHOOL

INNOVATION & ENTREPRENEURSHIP IN AFRICA

A JOURNEY IN AFRICAN ECOSYSTEMS



PROGRAM AT A GLANCE

- **Duration:** 3 weeks from the **30 June - 18 July 2025**
- **Language of teaching:** English
- **Course Load:** 90 contact hours
- **Credits awarded:** 9 ECTS
- **Schedule:** Classes Monday to Friday - 9:00 AM to 12:00 PM / 1:30 PM to 4:30 PM / 4:30 PM to 6:00 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)

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

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

APPLICATION PROCESS

- **1st step:** Partner schools nominate students online on the nomination form.
  Open until April 30th, 2025

Nomination form

- **2nd step:** Students upload the following documents (CV, Latest transcript and proof of English proficiency) to the application form.
  Open until May 31st, 2025

For non-partners or ESSEC Students, You can upload your files directly using the application form before **May 31st, 2025**

Application form

- **Selection results: 6 June, 2025** the selection is announced by ESSEC. Students should not make any arrangement (flight ticket, accommodation, etc.) before receiving the final confirmation of their admission.

CONTENT

Overview of some courses taught in the program

SURVIVAL MOROCCAN ARABIC	This interactive course introduces students to Moroccan Arabic (Darija), focusing on conversational skills and cultural context. Alongside language lessons, participants will enjoy a hands-on cooking session, where they'll learn to prepare traditional Moroccan dishes.
TANGIER CULTURAL VISIT	This visit is part of the course Introduction to Arabic Muslim Culture. The professor, alongside local guides, will take you on a tour past many of the cities' cultural and historic $highlights. You'll visit the narrow streets of the medina, different museums, the mysterious caves from Hercules and much, much more.
ENTREPRENEURSHIP & STARTUPS IN AFRICA (3 ECTS) + LEARNING EXPEDITION CASABLANCA	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 includes a Learning Expedition to Casablanca.
INTRODUCTION TO ARABIC MUSLIM CULTURE (2 ECTS)	This course explores the rich tapestry of Arabic Muslim culture, examining its history, traditions, and contemporary expressions. Students will engage with themes such as religion, language, family dynamics, and the arts, gaining insight into the values that shape the lives of millions. Through lectures, discussions, and hands-on activities, participants will develop a nuanced understanding of this vibrant cultural mosaic.
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 unwitten rules that are crucial to understanding the business climate in African countries.
AI & INNOVATION IN AFRICA (2 ECTS)	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

30 Monday, June	1 Tuesday, July	2 Wednesday, July	3 Thursday, July	4 Friday, July
Moroccan Arabic - S1 Intr. Arab-Muslim Culture - S1	Moroccan Arabic - S2 Intr. Arab-Muslim Culture - S2	Cultural Visit Tangier	Cultural Visit Tangier	Free Day
7 Monday, July	**8 Tuesday, July**	**9 Wednesday, July**	**10 Thursday, July**	**11 Friday, July**
Doing Business in Africa - S1 Entrepreneurship & Startups in Africa - S1 Moroccan Arabic - S3	Doing Business in Africa - S2 Entrepreneurship & Startups in Africa - S2	Intr. to Arabic Muslim Culture Learning Expedition Casablanca	AI & innovation in Africa - S1 Entrepreneurship & Startups in Africa - S3	AI & innovation in Africa - S2 AI & innovation in Africa - S3
14 Monday, July	**15 Tuesday, July**	**16 Wednesday, July**	**17 Thursday, July**	**18 Friday, July**
Doing Business in Africa - S3 Moroccan Arabic Cooking Class	Doing Business in Africa - S4 Entrepreneurship & Startups in Africa - S4	Entrepreneurship & Startups Learning Expedition Casablanca	AI & innovation in Africa - S4	Entrepreneurship & Startups in Africa Final Pitch Goodbye Barbecue

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.
- **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 31st.



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 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...

ESSEC
BUSINESS SCHOOL

ESSEC Business School
3 avenue Bernard-Hirsch
CS 50105 Cergy
95021 Cergy-Pontoise Cedex
France
Tel. +33 (0)1 34 43 30 00
www.essec.edu

ESSEC Executive Education
CNIT BP 230
92053 Paris-La Défense
France
Tel. +33 (0)1 46 92 49 00
www.executive-education.essec.edu

ESSEC Asia-Pacific
5 Nepal Park
Singapore 139408
Tel. +65 6884 9780
www.essec.edu/asia

ESSEC | CPE Registration number 200511927D
Period of registration: 30 June 2023 - 29 June 2029
Committee of Private Education (CPE) is part of SkillsFuture Singapore (SSG)

ESSEC Africa
Plage des Nations - Golf City
Route de Kénitra - Sidi Bouknadel (Rabat-Salé)
Morocco
Tel. +212 (0)5 37 82 40 00
www.essec.edu

For any further information please contact:
Mohammed Abrouk El Alami
mohammed@essec.edu

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