

# PROGRAMME

# EXECUTIVE MBA



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# A WORD FROM THE DEAN

## Olivier APTEL, PhD

Dean of the College of Management of UIR  
General Director of Rabat Business School



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**The Executive MBA - Master of Business Administration** is the main programme at Rabat Business School for professionals seeking to expand their management skills and advance their careers. Although primarily taught on the campus of **the International University of Rabat**, the programme combines online and face-to-face courses to offer essential flexibility for better management of studies, professional and personal life commitments.

**Rabat Business School's Executive MBA** is based on the knowledge and know-how of our professors who combine theoretical mastery of management and practical approaches. The pedagogy used is based on case studies, interactive discussions and analysis of real situations lived in business. Classes are designed in collaboration with leading employers with one main objective:

*« Team leaders with high potential, whatever their sector of activity, skills and behaviors, sought to add value to companies in an ethical, sustainable and innovative way. »*

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# FACTS & FIGURES



**+2200**  
Students



**+150**  
Academic  
Partners



**+100**  
Partner  
companies



**+55**  
Permanent  
faculty  
(65% international,  
20 nationalities)



**+115**  
Scientific publications  
per year  
(N°1 in Africa)



# ACCREDITATION



**AACSB  
ACCREDITED**

Established in 1916, the AACSB Accreditation “Association to Advance Collegiate Schools of Business” is the oldest, most prestigious and above all, most widely used internationally.

Adopting the highest standards of excellence, AACSB is the guarantee of a quality degree for the Business Schools that have succeeded in obtaining it.

Only 5% of Business schools worldwide are AACSB accredited.

Only 7 business schools in Africa are AACSB accredited.

95% of CEOs of Fortune 500 companies worldwide have an AACSB accredited degree.

Graduates of AACSB-accredited Business schools are the highest paid internationally.

83% of AACSB-accredited Business schools have noted that employers are more interested in their graduates.

# RANKINGS

## **FT** MASTERS IN MANAGEMENT 2022 RANKING

Rabat Business School has joined the top 100 business schools in the world by integrating the Financial Times “Master in Management” 2022 ranking. This makes it the first business school in Africa and the Middle East to be ranked by the FT, thus becoming the first institution of higher education in Morocco to appear in the top 100 of an international ranking. The FT ranking is the most reliable in the world and one of the three most reputable rankings internationally.

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## **QS** WORLD UNIVERSITY RANKINGS

Rabat Business School is part of the prestigious international Quacquarelli Symonds - QS World University Rankings 2022. The QS World University Rankings, published by Quacquarelli Symonds, is based on very rigorous selection and evaluation criteria.

# PRESENTATION OF THE MBA PROGRAMME



**Dr. Diórgenes Falcão Mamédio**

## ■ PROGRAMME MANAGER'S WORD

The Executive MBA at Rabat Business School is the ideal course to acquire the managerial skills needed to succeed in an ever-changing world. Spread over 18 months, the programme is designed to meet the needs of the 21<sup>st</sup> century business and includes training in a variety of management disciplines such as Leadership, Marketing, Finance and Strategy. Participants benefit from a complete educational system: intensive teamwork focused on case studies, scenarios, business simulations, personalized support provided by experienced professionals, in addition to an international learning trip.


## ■ OUR EXPERTISE

By relying on qualified teachers-researchers and experienced professionals, the UIR, since 2010, has acquired the human and material resources in order to contribute actively to the development of the skills of managers and executives within both public and private structures.

With more than 8,000 executives trained since its creation, we provide participants with our expertise, a network of academic and corporate partners, teaching methods designed according to international standards, in order to successfully support executives and managers in their career development.



# WHO IS THE EMBA PROGRAMME FOR ?



**The Rabat Business School Executive MBA** is aimed at executives who have developed skills previously acquired during their professional career and whose ambition is to strengthen the managerial and decision-making skills necessary to infuse a new dimension into their career.

The profiles covered by the **Executive MBA** can come from different areas, including engineering, finance, human resources, legal professions, professions related to medicine, as well as any specialization in which the “**management**” component proves to be essential.



# WHY CHOOSE THE EMBA PROGRAMME?

In addition to engineering training inspired by the highest international standards and personalized supervision, Rabat Business School's Executive MBA guarantees beneficiaries:

Follow an evolutionary and versatile programme, based on the most recent knowledge in management sciences, which allows responding to the new needs of organizations.

An opportunity to meet leaders of large international companies and learn from the best strategic practices.

Take advantage of modern, adapted programming: a combination of online and face-to-face courses.



# EMBA PROGRAMME OBJECTIVES

- Acquire technical and management skills for assertive decision-making.
- Understand the future challenges of organizations and adapt accordingly within the framework of their missions.
- Expand the horizons of your development in management positions at a national and international level.

# PROGRAMME STRUCTURE

The training is provided for a period of 18 months.

The **EMBA** programme is offered in **French** and **English**, according to the participant's choice at the beginning of the course. However, knowledge of the English language is desirable for both modalities.

70 credits  
=  
476 hours

13 Modules

EMBA Final  
Project

Thematic  
Seminars

Business  
Simulation

# FUNDAMENTAL MODULES

**Leadership  
& Strategic  
Development**

**Strategic  
management  
of information  
system**

**Business  
Analytics**

**Strategy  
«Market Driving»**

**Human Capital  
Management**

**Supply-Chain  
Management**

**Management  
of Innovation &  
Entrepreneurship**

**Accounting  
and Corporate  
Finance**

**Digital  
Transformation  
& New  
Technologies**

**Project  
Management**

**Strategic  
Management  
in a global  
context**

**Design  
Thinking**

**Change  
Management**

# ACTIVITIES INTEGRATED INTO THE PROGRAMME

Business English

Business Simulation

Business Diagnosis

EMBA Final Project

Thematic Seminars

International Learning Trip

# ADMISSION TO THE PROGRAMME

## PARTICIPANT PROFILE

- Executives seeking to develop their leadership and managerial skills;
- Entrepreneurs who wish to develop their businesses and improve their management practices;
- Hold a Higher Education Diploma equivalent to a BAC +3 or more;
- Prove at least 8 years of professional experience;
- Demonstrate at least 3 years of experience in management and leadership;
- Currently in a leadership position under the management of a team.

## SELECTION OF CANDIDATES

Candidates will be selected based on an assessment of the profile's potential and the consistency between the **Executive MBA programme** and the beneficiary's future professional projects.

### The selection process happens in two phases:

The first phase consists in a document analysis aligned with the required profile.

Then, the result is communicated to candidates, along with feedback.

### DOCUMENT ANALYSIS:

- Qualification assessment in the university course in initial training;
- Assessment of professional experience acquired to date;
- Motivation letter explaining the interest in the Executive MBA and in the development of a professional project;

## APPLICATION FILE

An application must be sent to the following email address: **rbs.mba@uir.ac.ma** with the following:

- CNIE copy;
- Copy of the university diploma(s) equivalent to a bac+3 or more;
- Updated CV;
- Certificate(s) justifying professional experience to current date;
- Letter of recommendation (professional);
- Motivation letter.

## INTERVIEW STAGE:

- An interview is organized after validation of the application file to assess professional skills, general knowledge and familiarization with management concepts.

In this interview, a professional project and career development perspective is addressed.

## TRAINING LOCATION:

**Rabat Business School - UIR campus.**  
Technopolis Rabat-Shore Rocate Rabat-Salé

## TRAINING COSTS:

The training costs for the **Executive MBA** amount to **132,000 DHS**.



# THEY HAVE TRUSTED US

Whether in the context of profile searches for a job or an internship, training support or many others axes of collaboration, Rabat Business School is regularly solicited by numerous large-scale companies operating in various sectors of activity.





# Rabat Business School



SCAN ME



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Parc Technopolis  
Rocade de Rabat - Salé Maroc



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