

# International Winter School

Study Abroad as  
it's meant **to be.**



**jeuneafrique**  
N°1 in Morocco &  
North Africa



## RABAT BUSINESS SCHOOL (RBS) AT A GLANCE

Rabat Business School trains its students in different fields of Management: Finance, Economics, Marketing, Supply Chain, Human Resources Management, International Business.

Specialized and internationally focused, our training aims at preparing students to operate in a complex and globalized environment.

RBS Programs are inspired by training provided by our foreign partners and are enriched with modules specific to the regional context.

Accredited by the AACSB and ranked N°1 in Morocco and North Africa by Jeune Afrique magazine, Rabat Business School continues its ascent by integrating the prestigious international ranking Quacquarelli Symonds, QS World University Rankings 2022.

Rabat Business School programs have been mainly developed in partnership with more than 100 prestigious business schools and universities worldwide.

**We invite you to watch the video  
representing our infrastructures**





## Dr. Olivier APTEL

Dean of Rabat Business School

« **Morocco is a country which combines modernity and traditions.** »



AACSB  
ACCREDITED

## MESSAGE FROM THE DEAN

Morocco is a country which combines modernity and traditions. The strong economic development of the country is carried out in the respect of ancestral traditions of welcoming and tolerance. Rabat Business School, International University of Rabat, offers programs dedicated to international students to allow them to discover this economic and cultural alchemy. Combining academic quality (RBS is accredited by the AACSB) and the pleasure of discovering the country's riches, our Summer Programs respond to requests for cultural and international openness from the students of our partners, coming from all over the world.

Welcome to Rabat, Morocco !



## RBS INTERNATIONAL AFFAIRS OFFICE



**Mr. Abdellatif  
HARRAIDA**

Director of International  
Affairs



**Mr. Badrline  
BOULAID**

Program Officer in  
Charge of Incoming Mobility



**Ms. Wissal  
BENABBOU**

Program Officer in  
Charge of Outgoing Mobility

## WHY OUR INTERNATIONAL WINTER SCHOOL ?

Studying abroad may be one of the most beneficial experiences for a college student. By choosing our International Winter School Program, you will undoubtedly have the opportunity to take in the allure and culture of a new learning context.

Here is a list of our top 10 reasons to take part in our International Winter School :

- 1) Morocco is in the Top 25 World's Safest Countries (Global Finance 2021)
- 2) Morocco is the fastest growing economy in MENA (World Bank report 2021)
- 3) Morocco is Africa's most popular travel destination (Tripadvisor)
- 4) Eligible population is to be fully vaccinated against Covid-19 by December 2021 (The Economist Intelligence Unit (EIU))
- 5) Transferrable credits from an AACSB accredited Institution ranked N°1 in Morocco and in North Africa by Jeune Afrique Magazine in 2021
- 6) Ability to combine multidisciplinary courses in different areas of study
- 7) Availability of different program dates as well as various program intensity options
- 8) Combination of academic and immersion cultural activities
- 9) Wide range of accommodations that suits tastes and budgets
- 10) Classes are delivered both face to face and face to screen modalities





# CONTENT TABLE

RABAT BUSINESS SCHOOL (RBS) AT A GLANCE  
MESSAGE FROM THE DEAN  
RBS INTERNATIONAL AFFAIRS OFFICE  
WHY OUR INTERNATIONAL WINTER SCHOOL ?  
DESCRIPTION OF RBS INTERNATIONAL WINTER SCHOOL

## LIST OF COURSES

BUSINESS STUDIES  
CULTURAL STUDIES  
ARABIC LANGUAGE STUDIES

## PROGRAM STRUCTURE

### PROGRAM ACTIVITIES

TOUR OF RABAT  
ARABIC CALLIGRAPHY WORKSHOP  
MOROCCAN COOKING CLASS  
DAY-TRIP TO VOLUBILIS & FEZ  
DAY-TRIP TO CASABLANCA

## FEES

## SCHOLARSHIPS & DISCOUNTS \*

## ELIGIBILITY, APPLICATION, & PAYMENT

ELIGIBILITY  
APPLICATION DEADLINE  
PAYMENT  
APPLICATION PROCESS

## TESTIMONIAL

## CONTACT

# DESCRIPTION OF RBS INTERNATIONAL WINTER SCHOOL

RBS International Winter School is an intensive program offering a variety of tracks of Business courses as well as language and cultural classes.

Three options are available:

**1**  
WEEK  
PROGRAM

**2**  
WEEK  
PROGRAM

**3**  
WEEK  
PROGRAM

- Business studies
- Cultural studies and humanities
- Modern Standard Arabic (MSA) (from beginning to advanced levels)
- Moroccan Colloquial Arabic (Darija)

Students attending this program can earn up to 12 ECTS, equivalent to 5 American credits. The credits earned are transferrable.





# LIST OF COURSES

## BUSINESS STUDIES

Business Studies aim to enrich cultural sensitivity and develop abilities of handling cultural differences in an international business context. The program is intended to students from any university cycle (Open to undergraduates and postgraduates) interested in management in different cultural environments, particularly in the MENA region. The list of proposed courses is as follows :

Cross Cultural  
Management  
in International  
Management

Supply Chain  
Management  
& International  
Negotiation

Social  
Entrepreneurship  
and Innovation

Digital Marketing  
Strategy

Doing Business in  
North Africa

\*A minimum of 5 students is required for any course to be offered.



## CULTURAL STUDIES

Courses offered under Cultural Studies aim to introduce international students to the region through the study of the culture, history, society, and politics. Students make their course selection from the following:

- Moorish Art and Islamic Architecture
- International Politics of the Mediterranean and the Maghreb
- Islamic Civilization & Sufism
- Moroccan History and Culture



## ARABIC LANGUAGE STUDIES

This component aims to significantly increase students' learning and fluency in Modern Standard Arabic (MSA) and enhance their ability to communicate with confidence. Classes in Moroccan spoken Arabic are offered to help students with everyday interactions with locals on and off campus sites. Students will have opportunities to put their language skills to use through workshops, sports activities, and class presentations.

It is highly recommended for students who wish to take language classes to register throughout the three weeks of program.



## PROGRAM STRUCTURE

- Students can combine between any of the courses listed above in three study areas.
- Each course is taught five times a week, Monday through Friday.
- Each course is 90 minutes long, per-day
- Total number of contact hours for each of the courses is 7.5 H per week.
- Students earn 1 ECTS/ 0.5 US Credits per course per-week. Students can earn up to 9 ECTS/4.5 US Credits if they take a total of three maximum courses.

## PROGRAM ACTIVITIES

### TOUR OF RABAT

Rabat, the capital of Morocco, is an elegant city that follows the usual structure of major Moroccan imperial cities with the original downtown, which is called medina, surrounded by new modern neighborhoods. Rabat is rather quiet and is home to many tourist attractions such as: The Kasbah of the Udayas and the Mausoleum of King Mohammed V. A tour of Rabat is organized for program participants at the beginning of the program.





## ARABIC CALLIGRAPHY WORKSHOP

Arabic calligraphy is the artistic practice of handwriting and calligraphy based on the alphabet. It is known in Arabic as “khatt”, derived from the word ‘line’, ‘design’. The Kufi model, featured here, is the oldest form and most widely used of the Arabic script. A calligraphy workshop is organized for the students.



## MOROCCAN COOKING CLASS

Morocco is renowned for its delicious cuisine and what better way to immerse than an authentic cooking class. A fun and immersive way for students to learn and understand more of this wonderfully tasty cuisine. This is a great class for anyone looking to learn about traditional Moroccan cuisine that comes from a typical Moroccan home. You will learn how to prepare a home-style Moroccan meal. This activity takes place in a Moroccan home.



## DAY-TRIP TO FEZ

During this trip, students will get to first have a guided tour of the Roman city of Volubilis, located in a vast Moroccan landscape, surrounded by almond and olive trees. The archaeological site is known for its beautiful, well-preserved mosaic floors, but it is the unique location in Morocco that really makes the Roman city of Volubilis worth a visit.

Participants will then visit the first Islamic capital of Morocco: Fez. Fez being one of the oldest and best-preserved Islamic cities in the world. Founded in 789 by Moulay Idriss I and made into the capital by his son Idriss II, Fez consists of three main sections: Fez el-Bali, Fez el-Jdid, and the Ville nouvelle. Its medina is an international attraction and was declared a UNESCO world heritage site in 1967.

## DAY-TRIP TO CASABLANCA

During this trip, students will be able to admire the enchanting mixture of modern and traditional influences that shape the city while visiting the Habous District, the Royal Palace, the Aïn Diab Corniche, and panorama visit to Hassan II Mosque. A site visit to a Moroccan Association is also planned with a discussion with its founders to have a sense of civic activism in Morocco.





## FEES

The cost is MAD 1900 per ECTS (equivalent to 190).

### PROGRAM FEES INCLUDE

- Airport pick-up and drop-off (Rabat and Casablanca Airports)
- Tuition fees
- Program orientation
- Weekly immersive cultural activities
- Academic historical tour of the host city
- A day trip to Casablanca and Fez (Exclusively for 2 & 3-week programs)
- Access to UIR facilities: health center, sports, IT, library...etc
- Farewell dinner & Live musical performance

### PROGRAM FEES DO NOT INCLUDE

- Board and meals
- Transportation to and from Rabat center for homestay students
- Insurance throughout the Program

### SCHOLARSHIPS & DISCOUNTS \*

Discount for Partner Institutions: **15 %**

Early bird registration (November 26th): **10 %**

Group Discount (minimum 5 students): **10 %**

\*Scholarships and Discounts are not cumulative

## ELIGIBILITY, APPLICATION, & PAYMENT

### ELIGIBILITY

- The RBS-International Winter School is open to all university level students in good academic standing
- The program stipulates no minimum grade-point average
- Program applicants should demonstrate seriousness and commitment

### APPLICATION DEADLINE

November 26th, 2021

### PAYMENT

A non-refundable payment of 10 % of the cost of the Winter Program is due upon acceptance. Details about payment methods will be communicated to interested students.

### APPLICATION PROCESS

To apply [click here](#).

Applicants must submit the following documents:

- Scanned copy of passport
- Scanned copy of transcripts.

## TESTIMONIAL

Kayla Zamanian, USA, Summer School 2018

«My experience in Morocco and at UIR can be summed up simply as a story of human kindness, generosity, and liberated learning. I am eternally grateful that UIR... guided me with a team of the most selfless, wise, and genuine intellects I've ever met—who provided me with a space and the resources to explore, discuss, and indulge in my greatest interests. My time here in Morocco and at UIR are something that I will never forget. I have developed a new family, home, and persona here and I can't wait to return.»

*« My experience in Morocco and at UIR can be summed up simply as a story of human kindness, generosity, and liberated learning. »*







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