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Euromed University of Fez



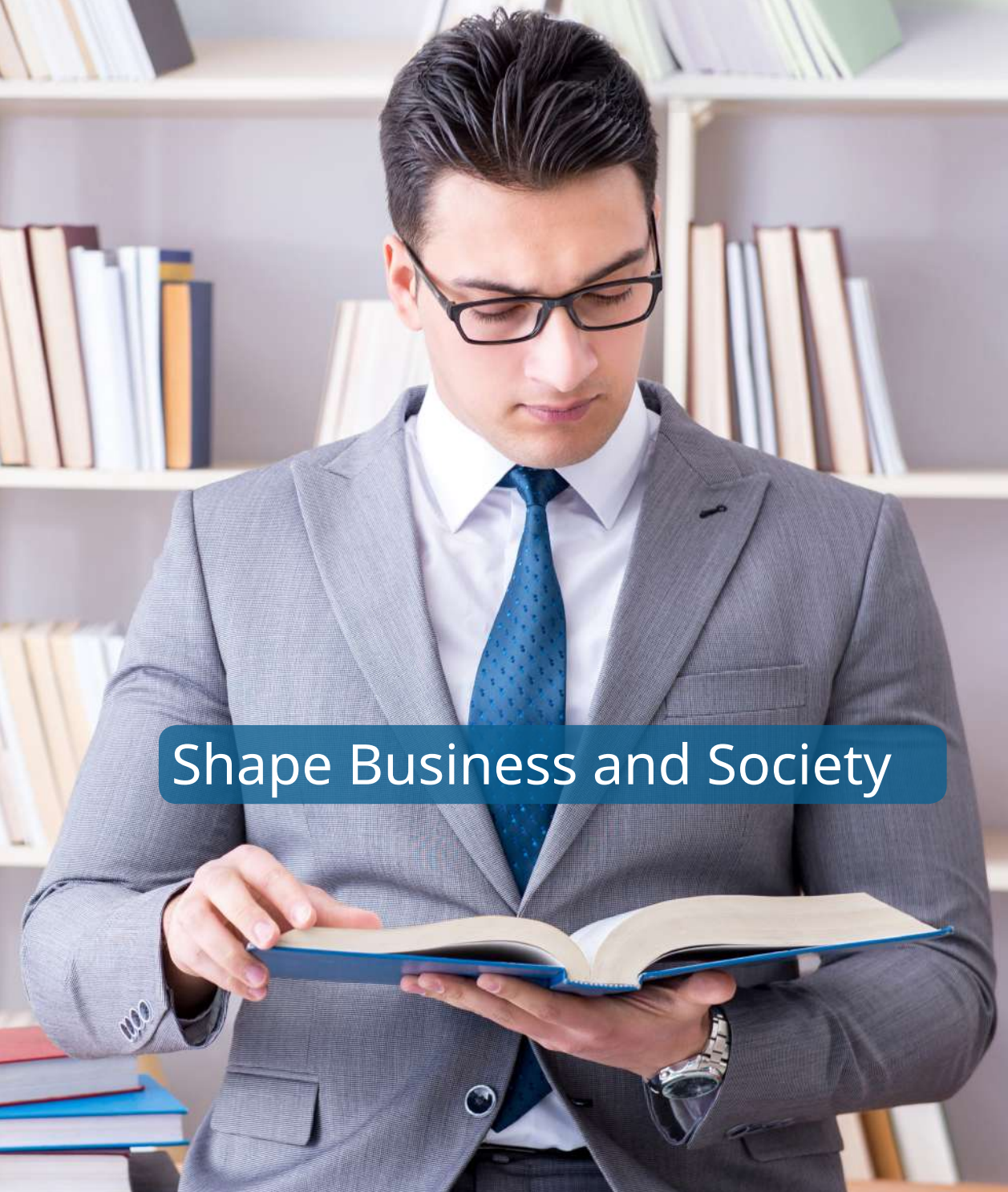
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Euro-Mediterranean University of Fez

**EUROMED** School  
**BUSINESS**

**EUROMED**  
**BUSINESS SCHOOL**



Shape Business and Society



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Union pour la Méditerranée  
Union for the Mediterranean  
الاتحاد من أجل المتوسط





## MISSION & OBJECTIVE

The Euromed Business School's mission is to support the ecological, digital and business model transformations of economies and organizations, on the one hand, by training leaders who are open to the world, responsible, entrepreneurial and innovative, on the other hand, through research that aims to understand and act on the organizational, economic and societal dynamics at work.

The ambition of the Euromed Business School is to provide future executives, leaders and decision-makers with the skills, tools and keys to understanding necessary to meet the challenges of performance, creativity and innovation.



## GENERAL SKILLS

The first two years of the course successively aim to provide students with the fundamental knowledge to understand the economic environment and that of companies and to introduce them to the tools for analyzing economic and managerial issues. The third year aims to provide students with the knowledge and skills to act effectively and efficiently within organizations. This third year also allows the student to refine his professional project and choose his specialization path. During the fourth and fifth year, the two specialization options (Marketing and business development - e-Marketing and digital communication) allow students to develop skills and expertise to lead and support the development of organizations.

## OUTLETS

- › Financial officer
- › Resp. cash
- › Financial Analyst
- › Resp. Client in Bank
- › Financial Auditor
- › Risk Manager
- › Res. Accounting
- › Consultant
- › Financial auditor
- › Auditor & Internal Controller
- › Risk Manager
- › Management control
- › Management consultant
- › Resp. commercial
- › Marketing Project Manager
- › Resp. development
- › Charge customer
- › business manager
- › Responsible for marketing
- › studies Resp. Sales
- › Product manager
- › Mobile web project manager
- › E-CRM project manager Resp.
- › digital strategy Digital
- › marketing director
- › Community manager

## PROGRAM MARKERS

- › 20% of the program dedicated to Entrepreneurship and Technology
- › 3 living languages from the 3rd year of the course
- › 5 specialization paths:
  - Business Finance
  - Audit and Performance Management
  - Marketing and Business Development
  - Digital Marketing and E-business
  - International Business
- › Opportunities for international stays with first-rate partners Doctorate in engineering sciences.

## CONDITIONS OF ADMISSION

ACCESS TO THE 1<sup>ST</sup> YEAR OF THE GRANDE ECOLE PROGRAM:

Hold a baccalaureate, scientific, technical, economic or equivalent;

Access competition in three stages:

1. Preselection on file study
2. Written competition consisting of 4 tests:
  - French ;
  - English ;
  - General culture ;
  - Logic and Mathematics;
3. Motivation interview;

ACCESS TO THE 3<sup>RD</sup> YEAR OF THE GRANDE ECOLE PROGRAM:

Have validated either:

- › The first two years of preparatory classes; The first
- › four semesters of the License or Bachelor's degree in Economics and Management or equivalent; The first
- › four semesters of a state-recognized business and management school;

ACCESS TO THE 4<sup>TH</sup> YEAR OF THE GRANDE ECOLE PROGRAM:

Have validated either:

- › The first six semesters of the License or Bachelor's degree in Economics and Management or equivalent; The
- › first six semesters of a state-recognized business and management school;

## EBS TRAINING OFFER



### GRANDE ECOLE PROGRAM (5 YEARS)

### Business School Program

The Grande Ecole Program of the Euromed Business School offers an integrated course in 5 years of study after the baccalaureate. This Program puts into action the pillars of the "Euromed Leader" Profile - Openness to the World, Entrepreneurial Spirit, Digitalization and Responsibility - to train executives and creative, responsible and transformational entrepreneurs.

#### Opportunities (areas):

- › business Finance
- › Audit and Performance Management
- › Marketing and Business Development Digital
- › Marketing and E-business



### MASTERS TRAINING

### EBS Master's training offer

#### International Business:

The International Business Master prepares students to hold positions of responsibility within globalized companies oriented towards the development of international markets, but also within consulting firms and international institutions working in the economic field. The Master's courses combine solid theoretical knowledge with an operational approach in the field.

#### Finance Audit and Performance Management (Specialized Master):

The Specialized Master in Finance, Audit and Performance Management aims to prepare students to exercise the professions of Corporate Finance, Banking, Audit within Expertise Audit and Consulting Firms, as well as the implementation of a Management Control, Internal Control or Risk Management system within companies. The two years of the Master allow students to develop skills and expertise to lead and transform organizations.

#### Marketing and Business Development (Specialized Master):

The Specialized Master in Marketing and Business Development offers students advanced training preparing them to hold positions of responsibility in the Marketing, Sales and Business Development and Communication departments in different sectors.

This course prepares future professionals to master the analysis of marketing data and decision-making, mobilize marketing action levers (digitalization, innovation) and design effective commercial and digital strategies.



### MBA TRAINING

### AUDENCIA EXECUTIVE MBA

- Reinforce your fundamentals in management
- Develop your strategic capabilities
- Support the development of your business
- Develop your international business vision
- Understand digitalization and share your experiences
- Facilitate your decision-making and boost your leadership

Aimed at senior executives, high-potential executives and experienced entrepreneurs, Audencia Executive MBA is a career accelerator that allows participants to develop their leadership and better understand the challenges of digital and ecological transformations and business models of companies.