



**A Leading
Business School**

**Rooted in Africa
and Open to the
World**



AGENDA

- 01** Morocco and Casablanca at a Glance
- 02** ESCA's Key Figures
- 03** Programs and Academic Methods
- 04** ESCA Exchange Experience



Morocco and Casablanca at a Glance

Morocco, Where the World Meets!

A Privileged Entrance Door
to the African Continent

19 Miles away from Europe

A Gateway to the Mediterranean region
and a Gateway to the Arab world

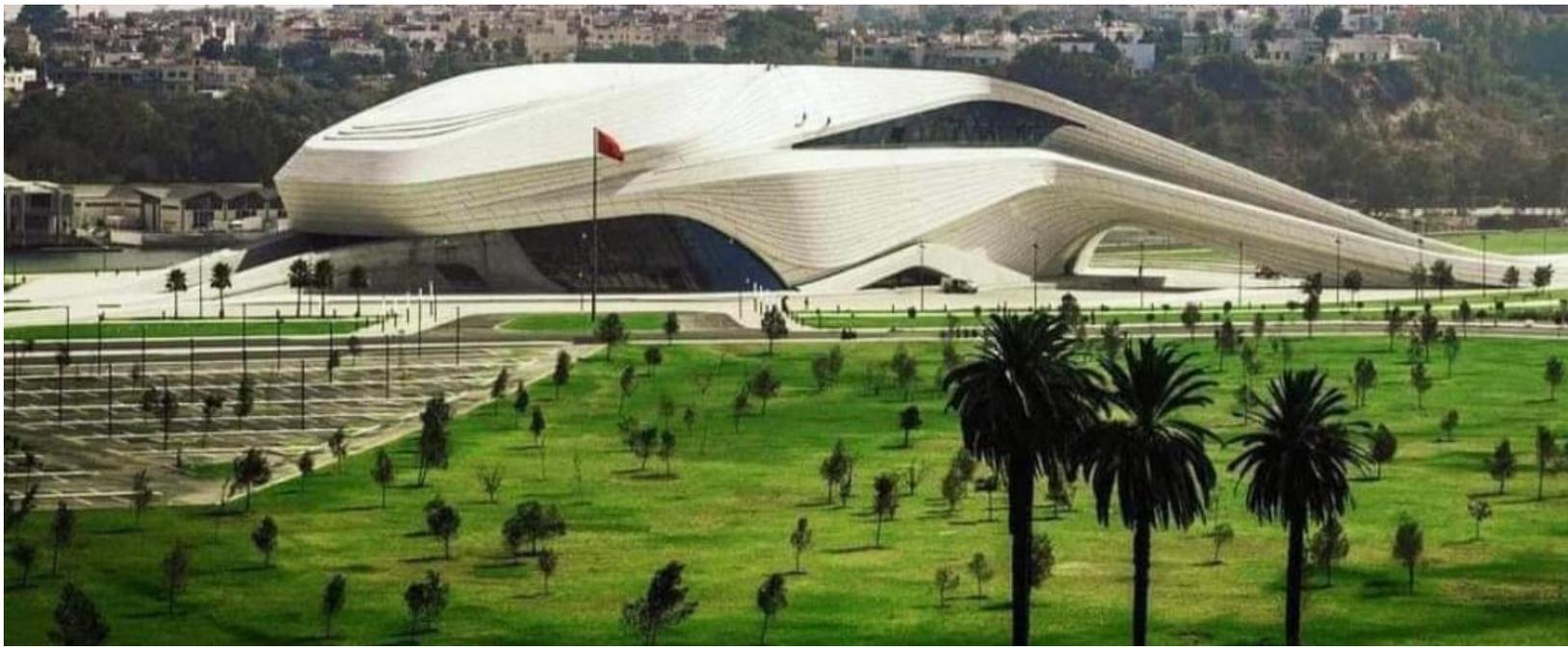
3-Hour Flight to Paris and London

7 Hour direct flight to Dubai and New
York



Morocco

17 Century Old Country with a Strong Cultural Heritage and Diverse Landscapes



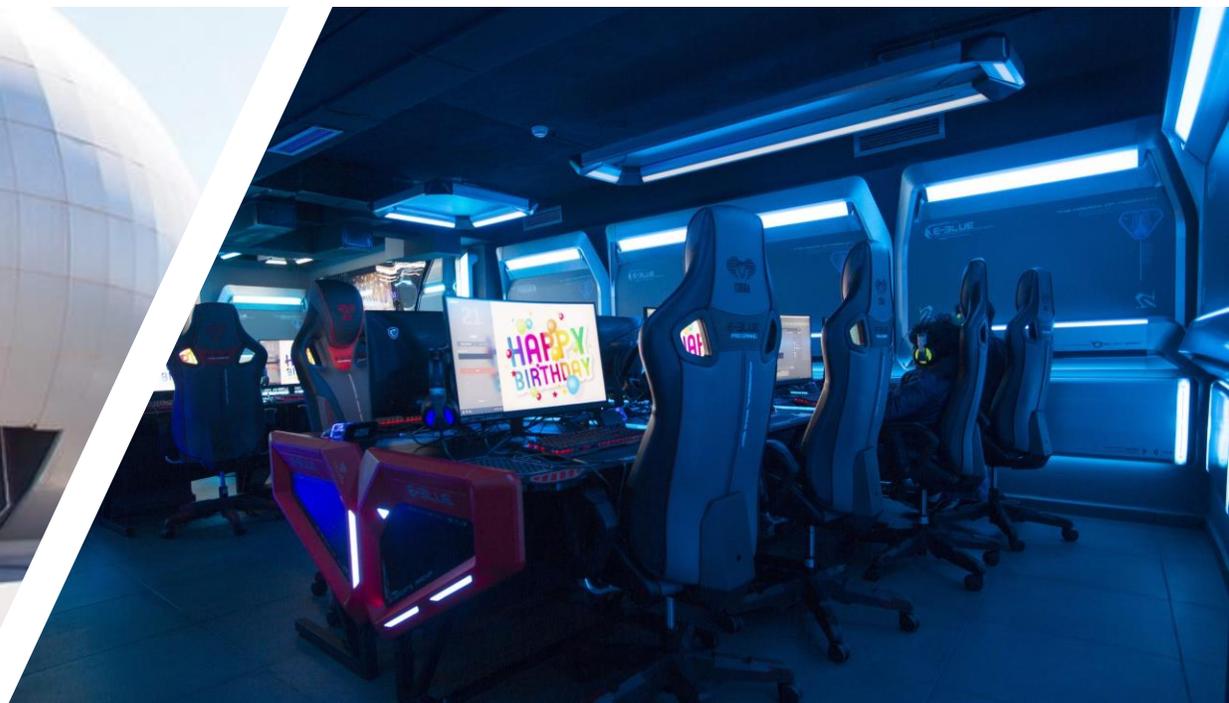
■ Why should you consider an Exchange at ESCA Ecole de Management in Morocco and Casablanca ?

- ❑ Quality Education : In the Top of Business Schools in Africa, AACSB Accredited
- ❑ Multicultural Environment : A diverse country with a rich culture heritage
- ❑ Long lasting stability
- ❑ High Connectivity with a TGV "High Speed Train"
- ❑ One of the most tolerant Arab countries
- ❑ Various Spoken languages: Arabic, French, English, Spanish...
- ❑ Warm and stable weather
- ❑ Job and internship opportunities
- ❑ Affordability: Cost of living



■ Casablanca, The Place To Be...

- ❑ The **economic capital** & the largest city in Morocco: 44% of Morocco's industrial production and produces 33% of national industrial exports
- ❑ Main leading projects in Africa
- ❑ 1st financial hub in Africa : Casablanca Finance City
- ❑ 15th aerospace city of the world (FT-FDI Intelligence)
- ❑ Suitable lodging for students and Various internship and employment opportunities





ESCA's Key Figures

**1st AACSB
Accredited**
Business School in
French Speaking
Africa

135 International
Partners

40 Nationalities

64
Corporate
Partners

6 Research
groups & Chairs

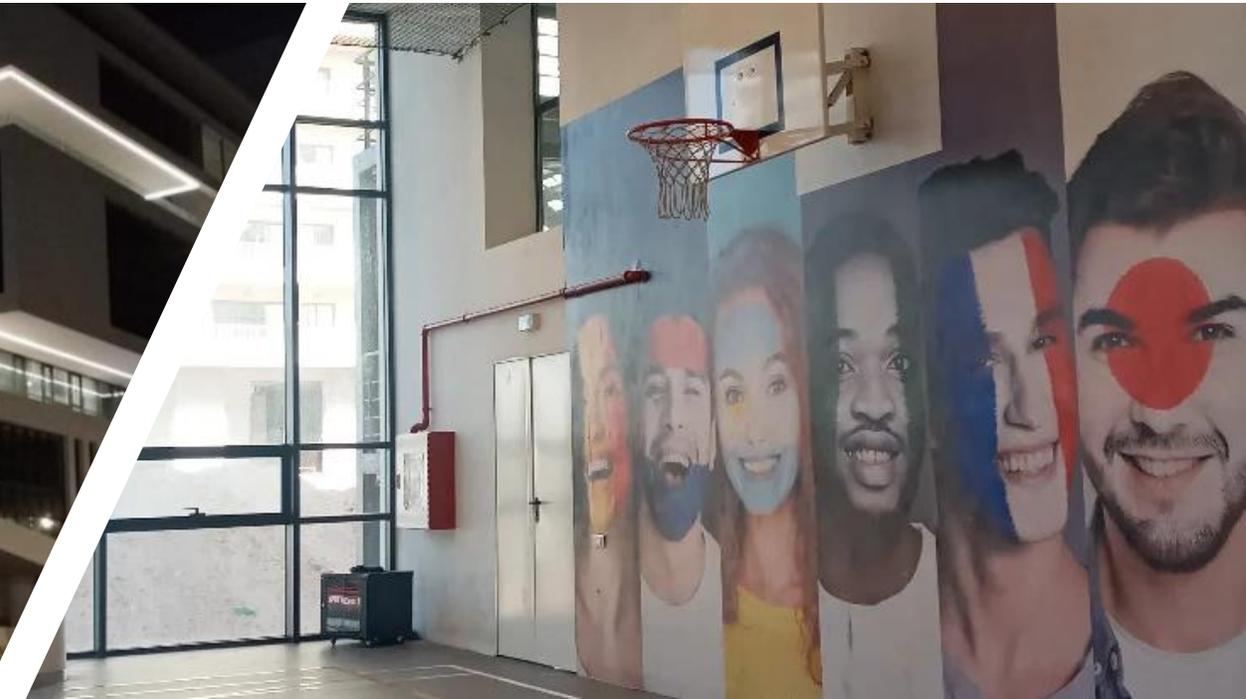
Top 3
of Business
Schools in Africa

Over 30 Years
of Educational
Experience

1300
On Campus
Students

320
On Campus
International
Students

6000 Graduates





Programs and Academic Methods

Full Time Master Programs

International Business (English Track)
Finance, audit et contrôle
Marketing digital & communication
Ingénierie financière
Entrepreneuriat et innovation

Programme Grande Ecole

2 Years of Specialization
3 years of Common Core

Bachelor en Management des Entreprises

Achats et Logistique
E-business et marketing Digital
Gestion comptable et financière

Bachelor International Business Administration Program (English Track)



A World Class
Multicultural
Environment,
40 Campus
Nationalities

Digital Methods
Blended Learning,
Business-Oriented Pedagogy,
Teamwork,
Learning Management System,
Coursera, Trading Room

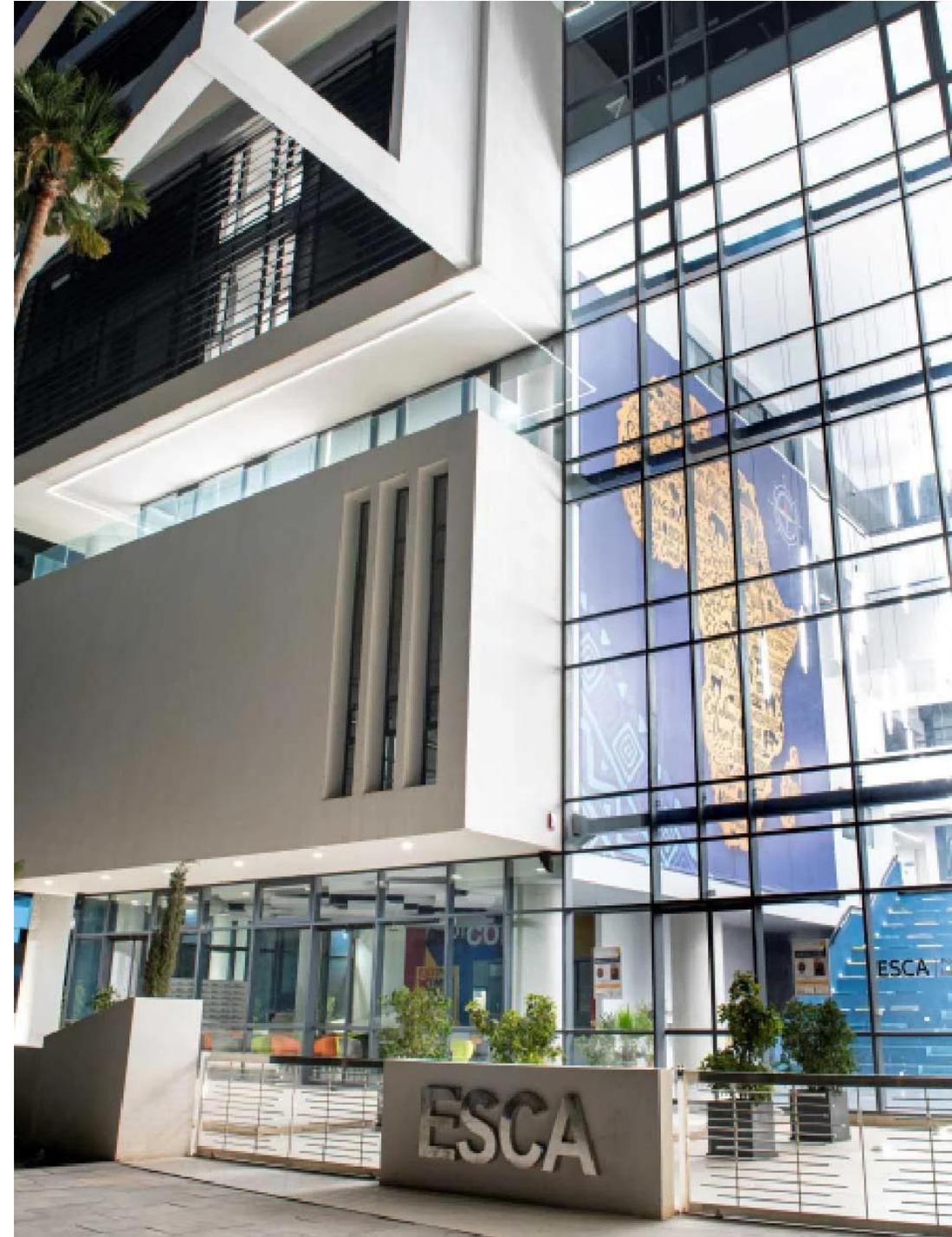
Professional Experience
Thesis & Business Projects,
Company visits, Internships,
Case studies, Business Games, Extracurricular
activities, Practice-oriented conferences with
professional, associations, Workshops

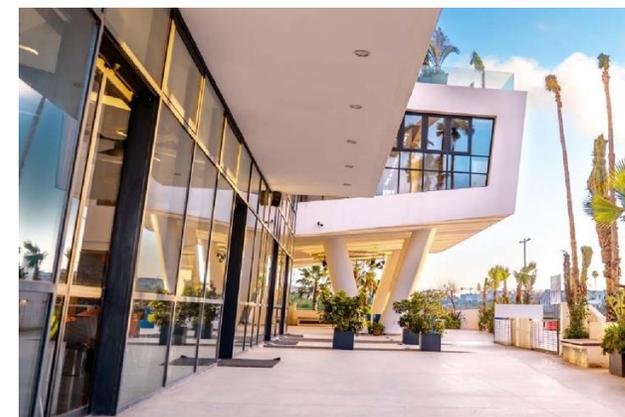
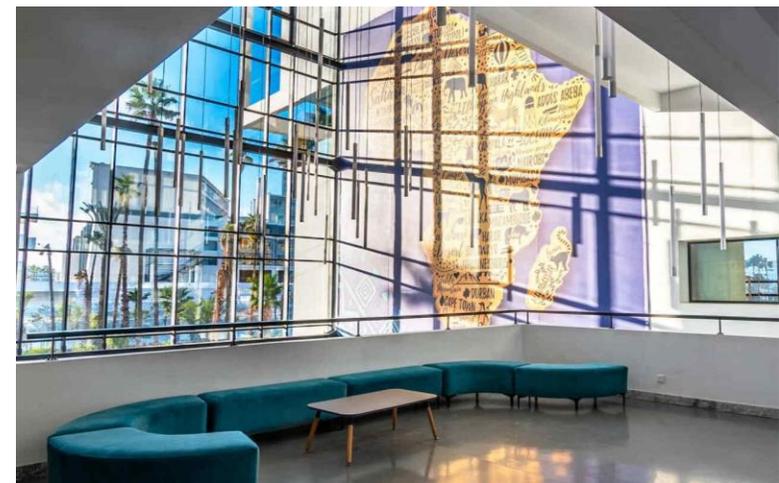


Exchange Experience

The adventure

LEARNING
ADVENTURE
VALUES
CULTURE
EXCHANGE
EXPERIENCE





A new Campus at the heart of the Financial District



ESCA Facilities for International Students



Welcome Team Assistance



Airport Pick up*



Fitness Room



Coworking Spaces



Welcome Day



Accommodation Assistance



On Campus Cafeteria



**Entertainment Area, Aeria Mall,
Anfa park, Cinema, Tramway,
Busway**

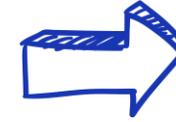
* During specific days

ESCA's Integration Seminar

Welcome



Team Building



Immersion

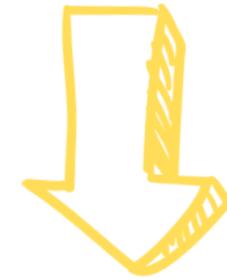
Hospitality
Meetings
Joy & Fun

To reinforce
connections

Discovery &
Exchange of
cultures



ESCA's Integration Seminar



Welcome



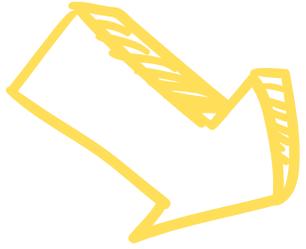
ESCA's Integration Seminar



Team building



ESCA's Integration Seminar



*Cultural
immersion*



Dos & Don'ts while in Morocco...

Dos



1. **Make an effort to learn some few basic arabic : It shows interest**
2. **Experience the culture and try the immersion (local food, clothes, some traditions...)**
3. **Accept invitations for a tea/meal, it is a part of culture and make friends
and contacts wherever you go**
4. **Respect local culture : (religion, customs, dress code in some places...)**
5. **Negotiation in Morocco is a strong skill, practice by bargaining in traditional souks !**
6. **Explore the country : rich and diverse, and discuss culture and religion.
No offense !**

Dos & Don'ts while in Morocco...

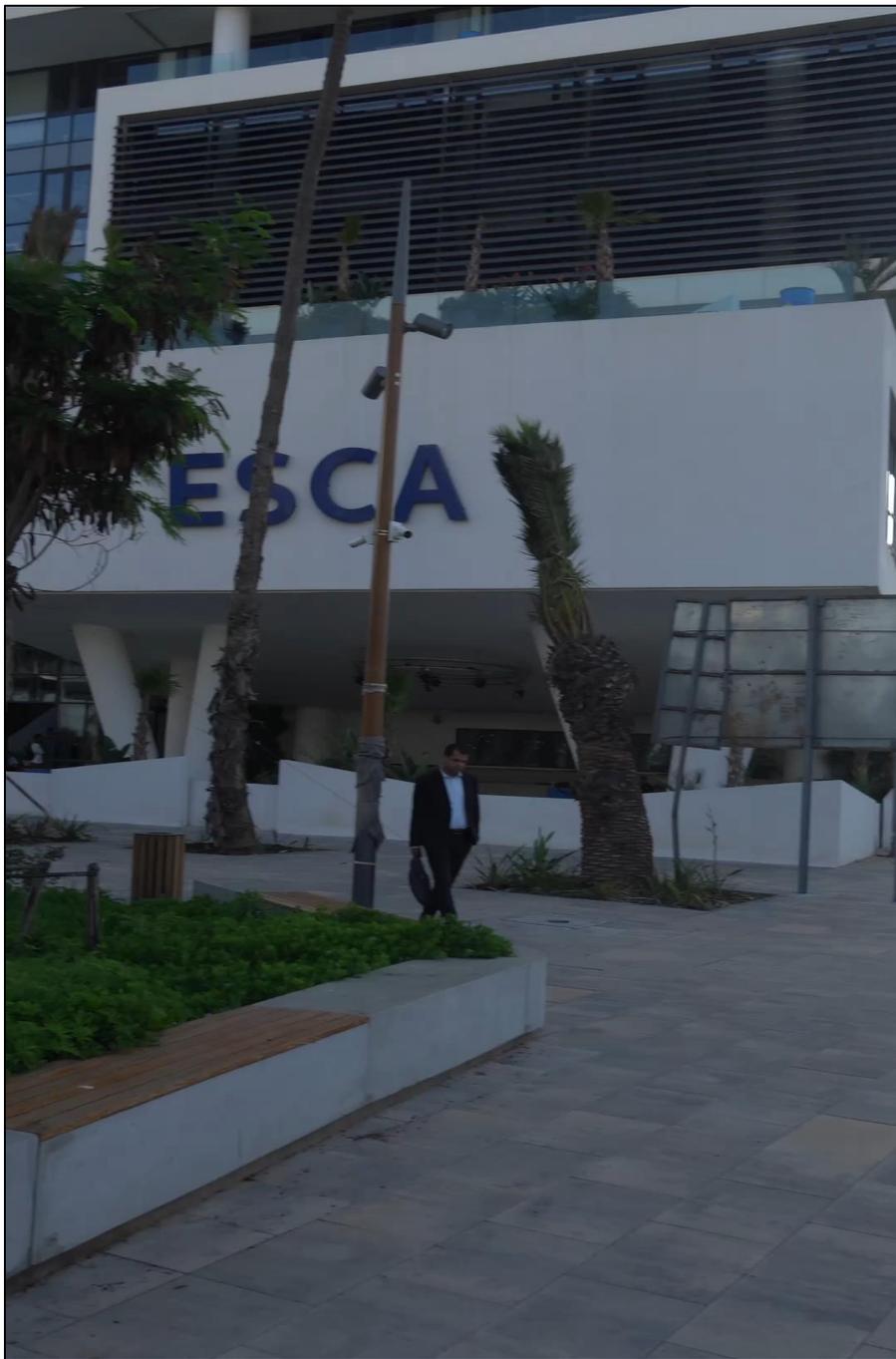
Don'ts



1. Avoid any behaviour that would seem disrespectful to moroccans (with elderly people, religious practices, traditions...)
2. Don't take a taxi ride unless you first asked for the price and negotiated it previously
3. Don't take pictures of people unless you ask for permission first
4. Avoid the "faux-guides", scams can happen sometimes



- **More than an Exchange....**
- **Academic Excellence**
- **Assistance from both administration & students**
- **A journey of immersion into a new & rich culture**
- **An Exchange Experience**



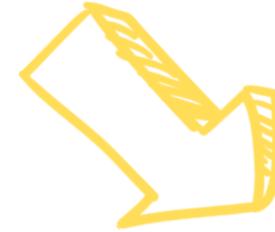
**Throwback to some
of our Best Moments !**



Welcome day



**Throwback to some
of our Best Moments !**



Team Building Activity

More about ESCA EM

 [Esca.ma](https://www.esca.ma)

 [ESCA Ecole de Management](#)

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