

BACHELOR IPM

International
Program in
Management

www.rbs.uir.ac.ma



Imane | 1^{ère} année IPM

A WORD FROM THE DEAN



Your academic journey begins with a decision — a decision to aim higher, to think globally, and to build the foundation for a career without limits.

Dr. Nicolas ARNAUD

Dean & Director General of Rabat Business School



At Rabat Business School, the International Program in Management (**IPM**) is more than just an undergraduate degree : it is a transformative experience that prepares you from day one to understand, engage with, and shape the world of business.

Fully aligned with the highest international standards and taught in a multicultural and dynamic environment, the **IPM** programme offers a rich blend of academic excellence, real-world exposure, and personal development. From the very first year, you'll explore the fundamentals of management, work on impactful projects, and develop the analytical and leadership skills that define future global leaders.

Thanks to our international recognitions (AACSB, EFMD Member, QS, Financial Times, etc), our commitment to innovation, and a vast network of prestigious academic partners around the world, including opportunities for double degrees with top-ranked institutions, the **IPM** programme opens doors to international experiences and elite career paths. Whether you choose to continue your studies abroad, join the workforce, or launch your own entrepreneurial venture, RBS provides the tools, guidance, and ecosystem to help you succeed.

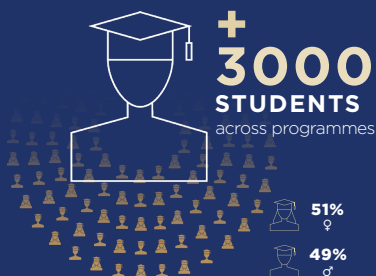
Rabat Business School is not just where you study — it's where you grow. It is where your ambitions take shape, where your curiosity is encouraged, and where your potential is unlocked.

Welcome to a journey of excellence, opportunity, and discovery. Welcome to RBS.

WHY RBS ?

A TRANSFORMATIVE JOURNEY IN A GLOBAL BUSINESS SCHOOL

From Morocco to the world, RBS offers a globally immersive experience rooted in academic excellence, professional relevance, and real-world impact.



+110
INTERNATIONAL
ACADEMIC PARTNERS
90% of which are accredited



+120
CORPORATE
PARTNERS



+4000
GRADUATES



88% EMPLOYMENT
RATE for graduates

+70
PERMANENT PROFESSORS
WITH 100% EXTENSIVE
INTERNATIONAL EXPERIENCE
20+ NATIONALITIES



+152
PEER-REVIEWED
SCIENTIFIC PUBLICATIONS
per year
(1ST IN AFRICA)



100%
OF OUR PROGRAMMES
ARE DOUBLE DEGREES



ACCREDITATIONS & RANKINGS



**GLOBAL RECOGNITION,
PROVEN EXCELLENCE**



Rabat Business School proudly holds the “Association to Advance Collegiate Schools of Business” **AACSB accreditation**, a distinction earned by less than **5% of business schools worldwide**.

This recognition affirms the quality of our programmes, our faculty, and our commitment to continuous innovation.



Rabat Business School has earned its **EQUIS accreditation in 2025**, joining the **top 2% of business schools worldwide** recognized for excellence.

This prestigious accreditation highlights our academic quality, international outlook, and strong connection with the corporate world and society.

Our growing international recognition is also reflected in our rankings:

Financial Times Ranking



QS Business Masters Rankings



A Connected Business School at the Heart of Global Networks

RBS is a proud member of leading strategic academic and professional networks, giving our students and faculty access to rich opportunities for mobility, collaboration, and influence.

- Quantitative Techniques for Economics and Management (QTEM)
- Responsible Research in Business and Management (RRBM)
- African Association of Business Schools (AABS)
- Global Business School Network (GBSN)

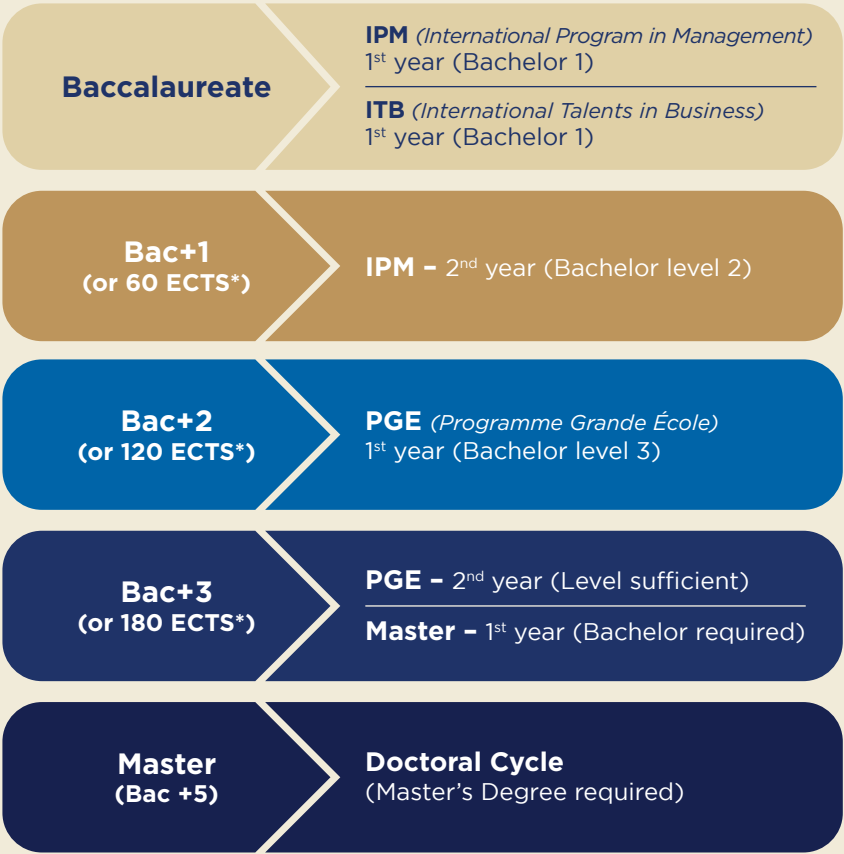


QTEM



Your Academic Path with RBS

From high school to international career, RBS provides a flexible and progressive path for student success :



* **ECTS** : European Credit Transfer and Accumulation System

Atouts

 Programme recognised by the Moroccan government	 EQUIS ACCREDITED	 International mobility semester	 2 Tracks (English / Progressive English)	 3 Professional Internships
 Hackathon with our partner companies	 Responsible project	 Double degrees	 10 Student Clubs	 7 Majors 3 Minors

PROGRAMME STRUCTURE

..... **Baccalaureate** (all options)

1ST YEAR

Management Fundamentals

Principles of Economics, Computers Tools for Managers, Calculus for Business, Statistics, Geopolitics, Principles of Marketing, Principles of Accounting, Principles of Management, Principles of Human Resources Management, Civic Engagement & Reciprocity Project, Practical Academic Skills

- Language courses: TOEIC preparation, Spanish
- Career planning
- Professional immersion internship

Standard track	30% English / 70% French
English track	100% English

Standard track	70% English / 30% French
English track	100% English

2ND YEAR

Deepening

Information Systems (SAP), Microeconomics, Principles of Finance, Data Analytics & Bloomberg, Introduction to Coding & Data Visualization, Organizational Behavior, Business Law, Introduction to Operations Management, Business Game Simulation.

Choice of « Specialization Minors »

3 Minors • Supply Chain Management; Finance; Marketing; + Elective courses

3RD YEAR

100% English

Specialization Majors

- Finance & Trading
- Accounting & Audit
- Marketing & Branding
- Advertising & Marketing Communication
- Human Resources Management
- Supply Chain Management
- Entrepreneurship & Innovation

+ Elective Courses

- Final Internship Junior Specialist (12 Weeks)
- Bachelor Dissertation -Junior Specialist
- International Mobility



95%
pursue their
master's studies
at RBS



2%
pursue their
studies abroad



3%
enter
the job market

INTERNATIONAL EXPERIENCE

A GLOBAL OUTLOOK, BUILT INTO EVERY PROGRAMME



International exposure is a core part of the RBS experience — not an option, but a promise. With over 110 academic partners across 5 continents, RBS students benefit from a global education that opens doors, expands minds, and strengthens career prospects.



PARTNERS

90%

are AACSB, EQUIS or AMBA accredited (or triple accredited)



FACULTY

90%

are Internationally qualified



PROGRAMMES

100%

include a double or triple degree opportunity



STUDENTS

25%

are International students

AMONG OUR 110 PARTNERS



GERMANY

Technical University of Munich, ESB Business School, SRH Hochschule Heidelberg, Heilbronn University



CANADA

Université Laval, HEC Montréal



DENMARK

Copenhagen Business School, University of Southern Denmark



SWITZERLAND

HEC Lausanne, University of Applied Sciences and Arts Northwestern Switzerland



ENGLAND

Manchester Metropolitan University, Hertfordshire University, Liverpool John Moores University



CHINA

Xi'an Jiaotong Liverpool University, Tongji University, SILC Business School, Guangdong University of Foreign Studies



SPAIN

IQS Barcelona, ESIC University



JAPAN

Ritsumeikan Asia Pacific University



BELGIUM

Solvay Brussels School of Economics and Management, ICHEC, Vrije Universiteit Brussel (VUB)



SOUTH KOREA

Hanyang University, Solbridge Business School



FRANCE

Rennes School of Business, Paris School of Business, ICN Business School, ESSCA, Exelcia



MEXICO

National Autonomous University of Mexico, UNINTER International University

Opportunities for mobility lasting **from 6 months to 1 year** are available at prestigious institutions worldwide, offering students valuable academic, cultural, and professional growth.

CAREER CENTER

From Campus to Career

Building Your Professional Future

At RBS, professional development is an integral part of the academic experience. From career coaching to networking opportunities and job fairs, students receive tailored support at every step of their journey.

Key Figures



93%

employment rate
after graduation



20%

of graduates working
internationally

Top 3



**Foreign countries where
our alumni are based :**

- France
- Spain
- UK / Luxembourg

Top 3



Fields hiring RBS graduates :

- Financial Services/Audit/Accounting
- Marketing/Communication/ Sales
- Human Ressources/Consulting

Every year, RBS hosts its flagship **Career Expo**, connecting students with top recruiters through panels, workshops, and interviews.

Company visits offer real-world insights, while the **Career Center** provides coaching and access to job and internship opportunities — for students and alumni alike.



INTERNSHIPS & REAL-WORLD EXPERIENCE

Students benefit from up to **9 months** of internships integrated into their academic journey — a valuable gateway to real-life learning and integration in the professional world.

+3000
INTERSHIP
AGREEMENTS
SIGNED EACH YEAR



OPPORTUNITIES
ACROSS MOROCCO
AND ABROAD



ACCESS TO
ANNUAL
CORPORATE EVENTS



GRADUATE TESTIMONIALS



Fatima-Azzahra DRIOUACH
General Director
Aerospace Moroccan Cluster

Rabat Business School shaped not only my career, but also the woman I've become. As a graduate and valedictorian of the International Logistics & Supply Chain Management program, I gained more than just a world-class education, I found a true family. The international exposure, academic rigor, and unwavering support from professors and staff created a powerful launchpad for my career.



Mohamed HALHOUL
Account Executive, Inside Sales
Dell Technologies

I am proud to have obtained my degree in International Business from Rabat Business School. These past years were full of learning, growth, and meaningful connections. Thanks to the education I got at RBS, and the chances I've been given through the student life experience, I feel grateful for the journey and ready for the challenges ahead!

STUDENT LIFE

A VIBRANT STUDENT LIFE THAT SHAPES MORE THAN CAREERS

At RBS, learning extends far beyond the classroom. With a rich ecosystem of student clubs, events, and initiatives, campus life fosters leadership, creativity, and lifelong friendships.



+10



Active student clubs and associations

Student Bureau



GREEN HOPE
RBS STUDENT CLUB

SOCIAL IMPACT
RBS STUDENT CLUB

MUSIC For All

Trading Club

Influencers Club

Major annual events



Social Week, International Day, Green Week, Career Expo, Talent Show, Women's Week, Well-being event.

Global opportunities



Participation in international competitions (e.g., SolBridge Debate Championship, 4 Nations Challenge, global Student Challenge by Natixis Investment Managers)

Support for student-athletes and artistic expression



Our student-led initiatives bring the campus to life, while strengthening soft skills, cultural awareness, and community impact.



CAMPUS LIFE

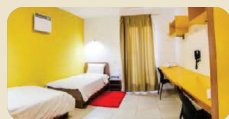
A campus with international standards



A
36
Hectares
campus

10 Residences with
4000 beds

8 Teaching
Buildings



5 University
Restaurants **1** Supermarket
5 Cafeterias **1** Mini-market

+ Additional services
Transport, laundry, infirmary,
Medhelp health center, etc.



1 Semi-Olympic Indoor
Swimming pool

2 Tennis
courts

- Several outdoor courts (football, American football, basketball, volleyball, handball, etc.)
- Outdoor table tennis tables

1 Indoor
Omnisport hall

2 Padel
courts

- Weights, gym, martial arts and fitness rooms
- Recreational facilities : choir room, music room, etc.

A library with over

80 000

books in paper and digital format
(covering all disciplines)



Rabat Business School Building



1 auditorium of
630
seats



1 stock market trading room &
connected to the Bloomberg
trading platform

3 coworking spaces

7 lecture theatres (50 to 150
seats)

36 classrooms (in line with
Blended Learning requirements)

10 Study rooms (for group work)



AN INTERNATIONAL FACULTY WITH A RESEARCH-DRIVEN VISION

RBS is home to a dynamic faculty composed of renowned researchers and seasoned professionals committed to academic excellence and real-world impact.

97%

hold a PhD



152+

peer-reviewed
publications in the last year



66%

are international,
representing 22 nationalities



3 Professors ranked
in the **Top 2%**
scientists globally
(ELSEVIER STANFORD ranking)



Organizers and contributors to major conferences such as the **International Conference on Sustainability in Business Practices** in a VUCA WORLD (ICSBP)



Our faculty members combine pedagogical innovation with global expertise, delivering programmes that are both academically rigorous and professionally relevant.

- Finance & Quantitative Methods,
- Marketing & Strategy,
- Human Resources & Organizational Behavior,
- Supply Chain Management & Information Systems

TO EXPLORE OUR FOUR ACADEMIC DEPARTMENTS,

SCAN THE QR CODE



JOIN THE RBS FAMILY

Ready to Shape Your Future?

Whether you're driven by a passion for global business, eager to experience cross-cultural learning, or ready to develop the leadership skills that tomorrow demands — RBS is the place to begin your next chapter.

Start building your future with us — and become a leader who leads with purpose.

ONLINE APPLICATION

STEP 1

Application



Create an account at
www.candidature.uir.ac.ma

STEP 2

Programme Selection



Choose
the Programme

EXAMS AND ADMISSIONS

STEP 3

Admission



Written and oral
exam

STEP 4

Registration



On-site (or online)
registration



TUITION FEES AND FINANCING

RBS provides a range of **scholarship and financing solutions** to support students throughout their academic journey, including **need-based grants, student loan programs,** and **on-campus accommodation options.**

Scan the QR code to learn more and check your eligibility.



Scholarship



Student loans



Tuition fee



Accommodation costs

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Leading by Excellence & Awareness



Campus de l'UIR
Parc Technopolis
Rocade de Rabat - Salé Maroc



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