UIR | Rabat Business School

AACSB ACCREDITED · EQUIS ACCREDITED · ASSOCIATION AMBA ACCREDITED

BACHELOR IPM

International Program in Management

rbs.uir.ac.ma



AACSB ACCREDITED · EQUIS ACCREDITED · ASSOCIATION AMBA ACCREDITED · QTEM · AABS · gbsn · FT FINANCIAL TIMES · QS WORLD UNIVERSITY RANKINGS

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, EQUIS, AMBA, 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.

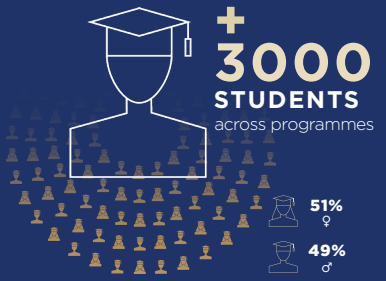
Rabat Business School is not just where you study — it's where you grow. It is where your ambitions take shape, where your curiosity is encouraged, and where your potential is unlocked.

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.



+3000 STUDENTS
across programmes

51% ♀
49% ♂



+110 INTERNATIONAL ACADEMIC PARTNERS
90% of which are accredited

+120 CORPORATE PARTNERS



+5000 GRADUATES

93% 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

AACSB ACCREDITED

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.

EQUIS ACCREDITED

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.

ASSOCIATION OF MBAS ACCREDITED

AMBA accredits **MBA, DBA and Master's in Business Management programs,** focusing on **teaching, learning, curriculum quality, employability, career development, and stakeholder engagement**. Its accreditation recognizes programs meeting rigorous international standards.

Our growing international recognition is also reflected in our rankings:

Financial Times Ranking

RANKED TOP 10 WORLDWIDE

FT FINANCIAL TIMES

QS Business Masters Rankings

4 MASTERS

#1 in Morocco

Top 5 in Africa

QS WORLD UNIVERSITY 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

RESPONSIBLE RESEARCH INSTITUTIONAL PARTNER in Business and Management

AABS®

gbsn Global Business School Network





Your Academic Path with RBS

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

Baccalaureate	**IPM** *(International Program in Management)* 1st year (Bachelor 1) **ITB** *(International Talents in Business)* 1st year (Bachelor 1)
Bac+1 (or 60 ECTS*)	**IPM –** 2nd year (Bachelor level 2)
Bac+2 (or 120 ECTS*)	**PGE** *(Programme Grande École)* 1st year (Bachelor level 3)
Bac+3 (or 180 ECTS*)	**PGE –** 2nd year (Level sufficient) **Master –** 1st year (Bachelor required)
Master (Bac +5)	**Doctoral Cycle** (Master's Degree required)

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

Atouts

- Programme recognised by the Moroccan government
- AACSB ACCREDITED, EQUIS ACCREDITED, ASSOCIATION AMBA 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

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

Management Fundamentals

Principles of Economics, Critical & Responsible Use of AI, Calculus for Business, Statistics for Managers, Geopolitics, Principles of Marketing, Principles of Accounting, Principles of Management, Managing Learning & Development in Organizations, Social Innovation Lab: Creativity for Impact, Practical Academic Skills

- TOEIC preparation, Spanish
- Career planning
- Professional immersion internship
- Art, Creativity & Business Innovation
- Inferential Statistics

2ND YEAR

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

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

ENGLAND
Manchester Metropolitan University, Hertfordshire University, Liverpool John Moores University

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

CANADA
Université Laval, HEC Montréal

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

SOUTH KOREA
Hanyang University, Solbridge Business School

DENMARK
Copenhagen Business School, University of Southern Denmark

SPAIN
IQS Barcelona, ESIC University

USA
UMass Boston, University of Hawai'i at Manoa, Rider University, Oklahoma City University

FRANCE
Rennes School of Business, Paris School of Business, ICN Business School, ESSCA, Excelia

SWITZERLAND
HEC Lausanne, University of Applied Sciences and Arts Northwestern Switzerland

JAPAN
Ritsumeikan Asia Pacific University

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 Resources/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
INTERNSHIP 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
SOCIAL IMPACT
Trading Club
GREEN HOPE RBS STUDENT CLUB
Music For All
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

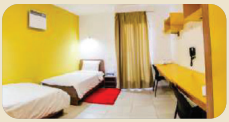
A campus with international standards



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
1 Indoor Omnisport hall
2 Tennis courts
2 Padel courts

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

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

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Parc Technopolis
Rocade de Rabat - Salé Maroc

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