

## RABAT BUSINESS SCHOOL COURSES LIST ACADEMIC YEAR 2024/2025

### Bachelor Level BA / Finance

### COURSE LIST (Provisional) ACADEMIC YEAR 2024/2025

Semester	Programme	Level	Course Code	Course Title	Language	ECTS	Comment
Fall	IPM	3	ST301E_B	Strategic Management	English	4	Core Courses
Fall	IPM	3	ST302E_B	Entrepreneurship & Start-Up Project	English	4	
Fall	IPM	3	CR301E_B	Business Ethics	English	4	
Fall	IPM3	3	FI301E_B	Money, Cryptocurrency & Banking	English	4	Finance Major
Fall	IPM3	3	FI302E_B	Corporate Finance	English	4	
Fall	IPM3	3	FI303E_B	Introduction to Econometrics	English	4	
Spring	IPM	3	CR301E_B	Sustainable Development	English	4	Core Courses
Spring	IPM	3	PM301E_B	Project Management	English	4	
Spring	IPM	3	OB301E_B	Digitalization & Management of Change	English	4	
Spring	IPM3	3	FI304E_B	Introduction to Options & Derivatives	English	4	Finance Major
Spring	IPM3	3	FI305E_B	Investments & Securities Analysis	English	4	
Spring	IPM3	3	FI306E_B	Portfolio Management	English	4	

### BA / Marketing

### COURSE LIST (Provisional) ACADEMIC YEAR 2024/2025

Semester	Programme	Level	Course Code	Course Title	Language	ECTS	Comment
Fall	IPM	3	ST301E_B	Strategic Management	English	4	Core Courses
Fall	IPM	3	ST302E_B	Entrepreneurship & Start-Up Project	English	4	
Fall	IPM	3	CR301E_B	Business Ethics	English	4	
Fall	IPM3	3	MK301E_B	Brand Management	English	4	Marketing & Branding
Fall	IPM3	3	MK302E_B	Service Marketing	English	4	
Fall	IPM3	3	NG303E_B	New Product Marketing & Management	English	4	
Fall	IPM3	3	MK312E_B	Public Relations	English	4	Marketing Communication
Fall	IPM3	3	MK308E_B	Promotion & Advertising Planning	English	4	
Fall	IPM3	3	MK310E_B	Introduction to Strategic Communication	English	4	
Spring	IPM	3	CR301E_B	Sustainable Development	English	4	Marketing Major
Spring	IPM	3	PM301E_B	Project Management	English	4	
Spring	IPM	3	OB301E_B	Digitalization & Management of Change	English	4	
Spring	IPM3	3	MK304E_B	Marketing Analytics	English	4	Marketing & Branding
Spring	IPM3	3	MK305E_B	International Marketing Fundamentals	English	4	
Spring	IPM3	3	MK306E_B	Digital Marketing Technics	English	4	
Spring	IPM3	3	MK309E_B	Communications Agency	English	4	Marketing Communication
Spring	IPM3	3	MK311E_B	Applied Digital Marketing & AI	English	4	
Spring	IPM3	3	MK307E_B	Integrated Market Communications	English	4	

## BA / Human Resource Management

<b>COURSE LIST (Provisional)</b>							
<b>ACADEMIC YEAR</b>							
<b>2024/2025</b>							
Semester	Programme	Level	Course Code	Course Title	Language	ECTS	Comment
Fall	IPM	3	ST301E_B	Strategic Management	English	4	Core Courses
Fall	IPM	3	ST302E_B	Entrepreneurship & Start-Up Project	English	4	
Fall	IPM	3	CR301E_B	Business Ethics	English	4	
Fall	IPM3	3	HR301E_B	Digital HRM	English	4	HRM Major
Fall	IPM3	3	HR302E_B	International HRM	English	4	
Fall	IPM3	3	HR303E_B	Compensation & Total Rewards Management	English	4	
Spring	IPM	3	CR301E_B	Sustainable Development	English	4	Core Courses
Spring	IPM	3	PM301E_B	Project Management	English	4	
Spring	IPM	3	OB301E_B	Digitalization & Management of Change	English	4	
Spring	IPM3	3	HR304E_B	Sustainable HRM	English	4	HRM Major
Spring	IPM3	3	HR305E_B	Employment Law & Industrial Relations	English	4	
Spring	IPM3	3	HR306E_B	Contemporary Issues in HRM	English	4	

## BA / Entrepreneurship

<b>COURSE LIST (Provisional)</b>							
<b>ACADEMIC YEAR</b>							
<b>2024/2025</b>							
Semester	Programme	Level	Course Code	Course Title	Language	ECTS	Comment
Fall	IPM	3	ST301E_B	Strategic Management	English	4	Core Courses
Fall	IPM	3	ST302E_B	Entrepreneurship & Start-Up Project	English	4	
Fall	IPM	3	CR301E_B	Business Ethics	English	4	
Fall	IPM3	3	ST303E_B	Creative Problem Solving	English	4	Entrepreneurship Major
Fall	IPM3	3	ST309E_B	Opportunity Assessment	English	4	
Fall	IPM3	3	ST305E_B	Entrepreneurial Leadership	English	4	
Spring	IPM	3	CR301E_B	Sustainable Development	English	4	Core Courses
Spring	IPM	3	PM301E_B	Project Management	English	4	
Spring	IPM	3	OB301E_B	Digitalization & Management of Change	English	4	
Spring	IPM3	3	ST306E_B	Digital Entrepreneurship	English	4	Entrepreneurship Major
Spring	IPM3	3	ST307E_B	Social Entrepreneurship	English	4	
Spring	IPM3	3	ST308E_B	Innovation Management	English	4	

## Master Level

### PGE2

# COURSE LIST (Provisional) ACADEMIC YEAR 2024/2025

Semester	Programme	Level	Course Code	Course Title	Language	ECTS	Comment
Fall	PGE2	4	FI403E	Financial Analysis	English	4	
Fall	PGE2	4	FI443E	Corporate Finance	English	4	
Fall	PGE2	4	IS401E	Management of Information Systems	English	4	
Fall	PGE2	4	OB403E	Managing Cultural Diversity	English	3	
Fall	PGE2	4	SC403E	Supply Chain Management	English	4	
Fall	PGE2	4	ST401E	Strategic Management Fundamentals	English	4	
Fall	PGE2	4	ST402E	Entrepreneurship in Africa	English	3	
Fall	PGE2	4	TS401E	Public Speaking & Communication	English	4	
Spring	PGE2	4	PM402E	Project Management	English	5	Core Course
Spring	PGE2	4	IS403E	Visual Basic for Applications	English	5	Core Course
Spring	PGE2	4	FI402E	Financial Markets & Portfolio Management	English	5	Finance Minor
Spring	PGE2	4	FI404E	Financial Risk Management	English	5	Finance Minor
Spring	PGE2	4	QM401E	Operations Management	English	5	SCM Minor
Spring	PGE2	4	SC404E	Purchasing Management	English	5	SCM Minor
Spring	PGE2	4	MK443E	Services Marketing Management	English	5	Marketing Minor
Spring	PGE2	4	MK442E	Digital Marketing	English	5	Marketing Minor

Pick 2 minors out of 3

## MA / Strategic and Digital Marketing

# COURSE LIST (Provisional) ACADEMIC YEAR 2024/2025

Semester	Programme	Level	Course Code	Course Title	Language	ECTS	Comment
Fall	Master 1	4	ST402E	Social Entrepreneurship	English	3	
Fall	Master 1	4	CR401E	Ethics & Responsible Governance	English	2	
Fall	Master 1	4	SC401E	Strategy & Operations Management	English	5	
Fall	Master 1	4	RM401E	Research Methodology & Statistics	English	5	
Fall	Master 1	4	TS401E	Public Speaking & Communication	English	5	
Fall	Master 1	4	IS402E	Management of Information Systems & ERP	English	5	
Fall	Master 1	4	MK401E	Strategic Marketing	English	5	
Spring	Master 1	4	MK402E	Digital Marketing Concepts & Platforms	English	5	
Spring	Master 1	4	MK403E	Omni-Channel Consumer Behaviour	English	5	
Spring	Master 1	4	MK404E	Digital Advertising	English	5	
Spring	Master 1	4	MK405E	Online & Offline Marketing Communications	English	5	
Spring	Master 1	4	MK406E	Research Methods for Marketers	English	5	
Spring	Master 1	4	MK407E	Distribution & Sales Management	English	5	
Fall	Master 2	5	MK503E	Artificial Intelligence for Marketing	English	5	
Fall	Master 2	5	MK502E	International Marketing	English	5	
Fall	Master 2	5	MK552E	E-commerce Management	English	5	
Fall	Master 2	5	MK549E	Database for Direct Marketing & E-CRM	English	5	
Fall	Master 2	5	MK546E	Marketing Intelligence & Pricing Strategy	English	5	
Fall	Master 2	5	MK501E	Branding & Trade Marketing	English	5	

## MA / International Business

### COURSE LIST (Provisional) ACADEMIC YEAR 2024/2025

Semester	Programme	Level	Course Code	Course Title	Language	ECTS	Comment
Fall	Master 1	4	ST402E	Social Entrepreneurship	English	3	
Fall	Master 1	4	CR401E	Ethics & Responsible Governance	English	2	
Fall	Master 1	4	SC401E	Strategy & Operations Management	English	5	
Fall	Master 1	4	RM401E	Research Methodology & Statistics	English	5	
Fall	Master 1	4	TS401E	Public Speaking & Communication	English	5	
Fall	Master 1	4	IS402E	Management of Information Systems & ERP	English	5	
Fall	Master 1	4	PM403E	Project Management & PMP	English	5	
Spring	Master 1	4	MK450E	Digital Marketing Concepts & Platforms	English	5	
Spring	Master 1	4	SC403E	International Trade Practices	English	5	
Spring	Master 1	4	LW404E	International Business Law	English	5	
Spring	Master 1	4	FI405E	Trade Finance & Cost Accounting	English	5	
Spring	Master 1	4	HR406E	International Human Resources Management	English	3	
Spring	Master 1	4	ST404E	Geopolitics	English	2	
Spring	Master 1	4	SC412E	International Organizations & Trade Negotiation	English	5	
Fall	Master 2	5	SC533E	Customs Procedures	English	5	
Fall	Master 2	5	SC506E	Fresh Connection Game	English	5	
Fall	Master 2	5	SC532E	International Logistic & Sourcing	English	5	
Fall	Master 2	5	SC503E	Business & Transit Operations	English	5	
Fall	Master 2	5	SC504E	Transportation Law	English	5	
Fall	Master 2	5	SC505E	Port Management & Maritime Shipping	English	5	

## MA / Human Resource Management

### COURSE LIST (Provisional) ACADEMIC YEAR 2024/2025

Semester	Programme	Level	Course Code	Course Title	Language	ECTS	Comment
Fall	Master 1	4	ST402E	Social Entrepreneurship	English	3	
Fall	Master 1	4	CR401E	Ethics & Responsible Governance	English	2	
Fall	Master 1	4	SC401E	Strategy & Operations Management	English	5	
Fall	Master 1	4	RM401E	Research Methodology & Statistics	English	5	
Fall	Master 1	4	TS401E	Public Speaking & Communication	English	5	
Fall	Master 1	4	IS402E	Management of Information Systems & ERP	English	5	
Fall	Master 1	4	HR511E	Strategic HRM	English	5	
Spring	Master 1	4	HR443F	Compensation Management	French	5	
Spring	Master 1	4	HR448F	Ingénierie de formation & GPEC	French	5	
Spring	Master 1	4	OB411E	Organizational Psychology	English	5	
Spring	Master 1	4	QM403E	HR Analytics & Big Data	English	5	
Spring	Master 1	4	LW402F	HR Compliance & Employment Law	French	5	
Spring	Master 1	4	CR444E	HR Sustainability & Employee Well-Being	English	5	
Fall	Master 2	5	OB511E	Leadership & Change Management	English	5	
Fall	Master 2	5	HR514F	Médiation et Négociations Sociales	French	5	
Fall	Master 2	5	HR512E	Social Audit & HR Reporting	English	5	
Fall	Master 2	5	HR510E	Employer branding & Career Management	English	5	
Fall	Master 2	5	HR508F	Digital HRM & SIRH	French	5	
Fall	Master 2	5	HR513E	International Human Resource Management	English	5	



MA / FEA – Finance et Economie Appliquée

**COURSE LIST (Provisional)**  
**ACADEMIC YEAR**  
**2024/2025**

Semester	Programme	Level	Course Code	Course Title	Language	ECTS	Comment
Fall	Master 1	4	ST402E	Social Entrepreneurship	English	3	
Fall	Master 1	4	CR401E	Ethics & Responsible Governance	English	2	
Fall	Master 1	4	SC401E	Strategy & Operations Management	English	5	
Fall	Master 1	4	RM401E	Research Methodology & Statistics	English	5	
Fall	Master 1	4	TS401E	Public Speaking & Communication	English	5	
Fall	Master 1	4	IS402E	Management of Information Systems & ERP	English	5	
Fall	Master 1	4	FI401F	Corporate & Market Finance	English	5	
Spring	Master 1	4	ST403E	Geopolitics	English	2	
Spring	Master 1	4	LW401F	Business Law	French	3	
Spring	Master 1	4	FI406F	Merger & Consolidation	French	5	
Spring	Master 1	4	AC403F	Management Control 1	French	5	
Spring	Master 1	4	AC406E	IFRS & International Accounting	English	5	
Spring	Master 1	4	FI408F	Advanced Financial Analysis	French	5	
Spring	Master 1	4	AC402F	Advanced Accounting	French	5	
Fall	Master 2	5	AC503F	Management Control 2	French	5	
Fall	Master 2	5	AC525F	Financial Engineering	French	5	
Fall	Master 2	5	LW501F	Corporate Taxation & Optimization	French	5	
Fall	Master 2	5	FI507E	Cash Management	English	5	
Fall	Master 2	5	AC522E	Management of Information Systems (SAP)	English	5	
Fall	Master 2	5	AC523F	Audit Procedures & Statutory Auditors	French	5	

MA / International Finance

**COURSE LIST (Provisional)**  
**ACADEMIC YEAR**  
**2024/2025**

Semester	Programme	Level	Course Code	Course Title	Language	ECTS	Comment
Fall	Master 1	4	ST402E	Social Entrepreneurship	English	3	
Fall	Master 1	4	CR401E	Ethics & Responsible Governance	English	2	
Fall	Master 1	4	SC401E	Strategy & Operations Management	English	5	
Fall	Master 1	4	RM401E	Research Methodology & Statistics	English	5	
Fall	Master 1	4	TS401E	Public Speaking & Communication	English	5	
Fall	Master 1	4	IS402E	Management of Information Systems & ERP	English	5	
Fall	Master 1	4	FI409E	Market & Corporate Finance	English	5	
Spring	Master 1	4	AC400	Derivatives & Hedging Strategies	English	5	
Spring	Master 1	4	FI411E	Fixed Income Market & CFA Practice	English	5	
Spring	Master 1	4	FI410E	Financial Econometrics	English	5	
Spring	Master 1	4	FI407E	Advanced Corporate Finance	English	5	
Spring	Master 1	4	EC403E	Financial Economics	English	5	
Spring	Master 1	4	IS404E	VBA & Python for Finance	English	5	
Fall	Master 2	5	AC502E	Alternative Investment & Islamic Finance	English	5	
Fall	Master 2	5	FI503E	Financial Risk Management & Modeling	English	5	
Fall	Master 2	5	FI504E	Fintech & Bloomberg Trading	English	5	
Fall	Master 2	5	FI505E	Insurance & Actuarial Technics	English	3	
Fall	Master 2	5	FI512E	Operational Research & Finance	English	2	
Fall	Master 2	5	FI501E	Portfolio Management 2	English	3	
Fall	Master 2	5	FI502E	Commodities & Energy Market	English	2	
Fall	Master 2	5	AC503E	Management Control & IFRS	English	5	

## MA / Supply Chain Management

### COURSE LIST (Provisional) ACADEMIC YEAR 2024/2025

Semester	Programme	Level	Course Code	Course Title	Language	ECTS	Comment
Fall	Master 1	4	ST402E	Social Entrepreneurship	English	3	
Fall	Master 1	4	CR401E	Ethics & Responsible Governance	English	2	
Fall	Master 1	4	SC401E	Strategy & Operations Management	English	5	
Fall	Master 1	4	RM401E	Research Methodology & Statistics	English	5	
Fall	Master 1	4	TS401E	Public Speaking & Communication	English	5	
Fall	Master 1	4	IS402E	Management of Information Systems & ERP	English	5	
Fall	Master 1	4	SC402E	Supply Chain Management	English	5	
Spring	Master 1	4	SC408E	Operations Research & Logistics	English	5	
Spring	Master 1	4	SC405E	Materials Management	English	5	
Spring	Master 1	4	SC409E	Advanced Statistics for SCM	English	5	
Spring	Master 1	4	SC406E	Operational Excellence	English	5	
Spring	Master 1	4	SC407E	Sourcing & Supplier Management	English	5	
Spring	Master 1	4	SC410E	Transportation & Physical Distribution	English	5	
Fall	Master 2	5	SC501E	Information Systems & SAP	English	5	
Fall	Master 2	5	SC594E	APICS CPIM Preparation	English	3	
Fall	Master 2	5	SC506E	Fresh Connection Game	English	2	
Fall	Master 2	5	SC527E	Project Management & PMP	English	5	
Fall	Master 2	5	SC529E	Audit of International Logistics	English	5	
Fall	Master 2	5	SC509E	Lean Supply Chain Management	English	5	
Fall	Master 2	5	SC592E	Quality Control Management	English	5	

## MA / Business Analytics

### COURSE LIST (Provisional) ACADEMIC YEAR 2024/2025

Semester	Programme	Level	Course Code	Course Title	Language	ECTS	Comment
Fall	Master 1	4	ST402E	Social Entrepreneurship	English	3	
Fall	Master 1	4	CR401E	Ethics & Responsible Governance	English	2	
Fall	Master 1	4	SC401E	Strategy & Operations Management	English	5	
Fall	Master 1	4	RM401E	Research Methodology & Statistics	English	5	
Fall	Master 1	4	TS401E	Public Speaking & Communication	English	5	
Fall	Master 1	4	IS402E	Management of Information Systems & ERP	English	5	
Fall	Master 1	4	IS410E	Big Data for Management	English	5	
Spring	Master 1	4	MK410E	Social Network Analysis	English	5	
Spring	Master 1	4	SC411F	Optimization for Management Decisions	English	5	
Spring	Master 1	4	RM410F	Data Modelling	English	5	
Spring	Master 1	4	IS411E	Programming with Python	English	5	
Spring	Master 1	4	OB410E	Data Governance & Ethics	English	5	
Spring	Master 1	4	RM411E	Statistics Foundations for Business Analytics	English	5	
Fall	Master 2	5	FI510E	AI & Business Applications	English	5	
Fall	Master 2	5	PM510E	Agile Methods for Development Projects	English	2	
Fall	Master 2	5	ST510E	Analytics for strategy	English	3	
Fall	Master 2	5	MK511E	Leveraging Data for UX Design	English	5	
Fall	Master 2	5	QM510E	Visualization & Communication	English	5	
Fall	Master 2	5	PM511E	Analytics Consultancy Project	English	5	
Fall	Master 2	5	IS511E	Data warehousing for BI	English	5	