



**Executive
Education**

**Short
Programs :
Business &
Management**

Learn, Dare & Care

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ESSENTIALS PLANNING

November						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16 Developing a strategic mindset Laurent BEDUNEAU-WANG	17	18	19	20
21	22	23 Essentials of Marketing & Sales Laurent MARUANI	24	25	26	27
December						
		31	1	2	3	4
5	6 Essentials of Finance Mohammed BENMOUSSA	7	8	9	10	11
12	13	14	15	16	17	18
19	20 Essentials of Fintech Mohammed BENMOUSSA	21	22	23	24	25
January						
9	10	11	12 Entrepreneurship for responsible impact Abdel-Maoula CHAAR + Nada RIH	13	14	15
16	17	18 Essentials of Organizing Amine BELEMLIH	19	20	21	22
	24	25 Essentials of Supply Chain Michel FENDER	26	27	28	29
February						
		1 Roadmap to sustainability Juliana SUBTIL	2	3	4	5
6	7	8 Essentials of Digital transformation Amine BELEMLIH	9	10	11	12
13	14	15 Essentials of Analytics Business Agnès GORGE	16	17	18	19
20	21	22	23	24	25	26
March						
		1 Innovation & technology at the core of the organization Dominique JOLLY	2	3	4	5
6	7	8	9 Essentials of Operations Management Tarik AOUAM	10	11	12



WHO WE ARE

Africa Business School (ABS) supports the transformation of organizations through Research, Advisory and Learning. Our goal is to impact the operating models of your organization by supporting individuals through this transformation.

Established in 2016, with the aim of being the leading business school in Africa, specializing in Research, Advisory and Learning, ABS is the business school of Mohammed VI Polytechnic University.

Dedicated to creating the continent's future leaders through training, research, and innovation, ABS aspires to make learners confident in responding to the most crucial challenges facing Africa and the world. Africa Business School introduces a different perspective to leadership, with a hybrid approach to teaching centered on the human being.

All of its programs take a holistic approach, aiming for the participants to develop analytical and practical skills, both quantitative and qualitative, cognitive and emotional, managerial, and technological. A cornerstone of their studies is training them on their sense of responsibility to society to be culturally and socially responsible leaders.

OUR MISSION

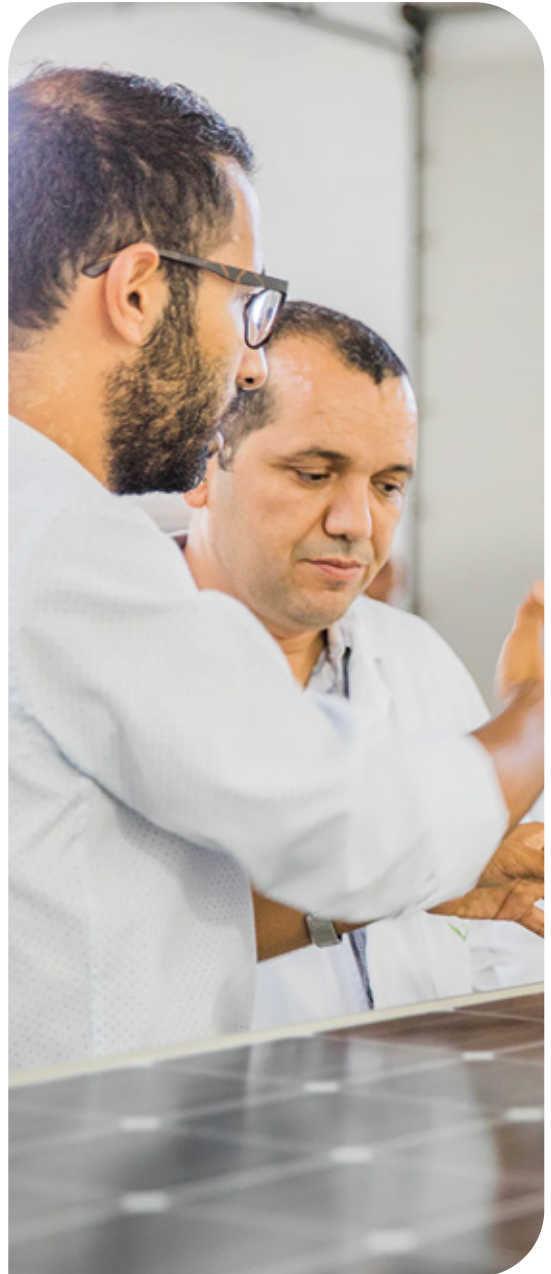
- Enable organizations transformation through research, advisory and learning by acting as an agent for change.
- Train the next generation of leaders to be critical thinkers, creative entrepreneurs, and socially responsible actors.
- Develop multi-disciplinary research and groundbreaking education methods to enhance students' practical and analytical competencies, encourage them to embrace paradoxes and be leaders in fast-moving and complex environments.
- Stimulate collaborative innovation with a reach beyond the classroom, and facilitate connections between learners with stakeholders across a wide range of sectors.
- Be an ever-evolving thriving network of change makers: learners, alumni, researchers, faculty, staff, organizations, academic institutions, and public sector players.
- Act as both a source of knowledge and a bridge for its diffusion in and out of Africa.

LEARNING PROGRAMS

Our mission is to design innovative learning journeys and integrate world-class management knowledge to transform people and organizations in fast-moving and complex environments, with a special focus on Africa. Constantly, we create and develop our training programs to the benefit of the performance of our participants as well as the private and public organizations. Our academic approach is embedded with the values of Africa Business School in the perspective of training responsible executives who will care for the sustainable performance of organizations.

Our portfolio consists of a variety of programs, to meet the training needs of all individuals. We offer short programs open to anyone interested in a particular topic and willing to attend a 2-day session with managers from diverse horizons.

The short programs have been designed by Africa Business School to provide the knowledge that managers need to mobilize in highly complex and volatile environment. Participating in such certificates also allows managers to better understand the synergy between the different functions of the company. The short programs are organized in the form of face-to-face sessions and give a large part to interaction and Action Learning.





ACADEMIC AREAS

ORGANIZATIONAL DEVELOPMENT & CHANGE

ESSENTIALS OF ORGANIZING



LEARNING OUTCOMES

- Identify the most important concepts and frameworks associated with micro, meso, and macro-level organizational behavior
- Describe and explain patterns of human behavior present at micro, meso and macro level by applying appropriate constructs, models, and frameworks
- Analyze organizational micro, meso, and macro behavior by applying theories, frameworks and principles learned through the course
- Exhibit problem-solving skills for Organizing related challenges
- Identify the most important forces acting on organizations at mega-level in the light of well-known constructs and theoretical frameworks



CONTENT

- Key theories and concepts of organizing
- Foundations of human behavior



ACADEMIC TEAM

Amine BELEMLIH



DATES

18 & 19 January

TECHNOLOGY AND INNOVATION MANAGEMENT

ESSENTIALS OF INNOVATION & TECHNOLOGY AT THE CORE OF THE ORGANIZATION



LEARNING OUTCOMES

- Acquire the knowledge of the main conceptual frameworks and practical tools related to technology and innovation management
- Develop managerial skills for controlling those assets, i.e. understand how firms can foster innovation, how to access technology, how to assess innovation, how to manage technology portfolio, ...
- Foster attitudes and behaviors which should generate creative and imaginative solutions



CONTENT

- Managing Innovation
- Innovation mindset
- Technological change and forecasting
- Crafting a technology strategy
- Business model Innovation
- Integrated Innovation



ACADEMIC TEAM

Juliana SUBTIL



DATES

1 & 2 February

ENTREPRENEURSHIP

ESSENTIALS OF ENTREPRENEURING FOR RESPONSIBLE IMPACT



LEARNING OUTCOMES

- Recognize the untapped potential for positive change that each person has
- Identifying the skills needed to activate one's entrepreneurial potential
- Recognize the importance of diversity, inclusion & ethics in the entrepreneurial process
- Understand how entrepreneurs can leverage their skills to drive progress toward Sustainable Development Goals



CONTENT

- Entrepreneurial mindset
- Entrepreneurial skills
- Diversity & Inclusion
- Ethics
- Impact entrepreneurship



ACADEMIC TEAM

Abdel-Maoula CHAAR & Nada RIH



DATES

12 & 13 January

STRATEGIC MANAGEMENT

DEVELOPING A STRATEGIC MINDSET



LEARNING OUTCOMES

- Analyze the competitive economic environment in which you are competing, potential game-shifting trends, and how they change
- Know how to define your strategic playing field by analyzing customer needs, competitive arenas, corporate and competitive strategies
- Assess the ways you can win on the chosen playing field by delivering uniquely superior value to your customers through resources and capabilities
- Make sense of the strategy-execution gap and how to minimize it
- Understand the role of the operating models, management systems, structures, and measures that support the strategic choices and capabilities



CONTENT

- Different types of strategic mindset
- Vision, mission, values
- Main concepts, models and tools for analysis and decision
- Strategic modes of deployment
- Executing the strategy
- Supporting the strategic journey



ACADEMIC TEAM

Laurent BEDUNEAU-WANG



DATES

16 & 17 November

MARKETING

ESSENTIALS OF MARKETING & SALES



LEARNING OUTCOMES

- Understand the fundamentals of marketing
- Discover the key steps and tools of a marketing approach
- Apply on different fields, including B to C, B to B and B to B for C. It also includes the analysis of synergies with sales and the new relationship with management strategies



CONTENT

- Fundamentals of strategic and operational marketing
- Focus on segmentation, targeting and positioning
- From a product-centric approach to a customer-centric approach: implication for marketing operations
- Impact of digital on marketing strategies and operations
- Synergies with sales and other management functions
- Emerging trends in marketing



ACADEMIC TEAM

Laurent MARUANI



DATES

23 & 24 November

FINANCE

ESSENTIALS OF FINANCE



LEARNING OUTCOMES

- Make investment and capital budgeting decisions
- Value securities (stocks and bonds)
- Understand risk, return, and cost of capital
- Understand the key principles of investment management



CONTENT

- Concepts of Finance, Financial Markets and Participants
- Corporate Finance and Time Value of Money
- Investment Decision Rule
- Security Valuation
- Global overview of risk/return
- Trading in Financial Markets



ACADEMIC TEAM

Mohammed BENMOUSSA



DATES

6 & 7 December

ESSENTIALS OF FINTECH



LEARNING OUTCOMES

- Evaluate the nature and impact of contemporary fintech innovation
- Synthesize the ideas, innovations and perspectives drawn from fintech business engagements
- Evaluate Fintech applications in the 'real world' and how they will operate in the future
- Critically evaluate the ethics and sustainability implications of fintech innovation



CONTENT

- The Primary components of Fintech
- The Future of Financial Markets
- Infrastructure and Regtech
- Frontiers of Financial Innovation



ACADEMIC TEAM

Mohammed BENMOUSSA



DATES

20 & 21 December

OPERATIONS MANAGEMENT

ESSENTIALS OF OPERATIONS MANAGEMENT



LEARNING OUTCOMES

- Describe the role of operations management and how it supports the business strategy of a company
- Understand the process view of organizations and identify appropriate metrics of process performance
- Understand the pillars of Lean operations, in manufacturing and service, and the characteristics of the most representative production systems
- Describe recent trends, including Industry 4.0, smart factories, and digital operations



CONTENT

- Operations Management role, processes, and strategy
- Productions systems
- Lean operations and TQM
- Recent trends



ACADEMIC TEAM

Tarik AOUAM



DATES

9 & 10 March

SUPPLY CHAIN MANAGEMENT

ESSENTIALS OF SUPPLY CHAIN MANAGEMENT



LEARNING OUTCOMES

- Integrate Supply Chain Management (SCM) as a leverage of business value creation at the GM / Excom level by linking it to the Value Model of the company
- Get acquainted with Supply Chain models and how to design them
- Understand the evolution from Supply Chain to Value Network
- Connect strategic segmentation with segmented SC models



CONTENT

- Business value creation by Supply Chain Management
- Coffee cup Nespresso case study
- Key definitions: value chain, value network, Supply Chain, Supply Chain Management, operations
- Supply Chain Management solutions: the Supply Chain operation system
- Meumet case study



ACADEMIC TEAM

Michel FENDER



DATES

25 & 26 January

SUSTAINABILITY

ESSENTIALS OF ROADMAP TO SUSTAINABILITY



LEARNING OUTCOMES

- Identify the root causes of environmental decline that have caused economic and social damage, leading to an increased and urgent need for sustainable practices
- Understand different measurements of sustainability
- Estimate the rates of change needed in determinants of greenhouse gas (GHG) emissions
- Use SDGs as guiding tools to increase sustainability in business operations and explore SDG history, metrics and implementation tactics
- Describe key technologies and drivers that enable the circular economy
- Understand sustainable business development in the African context



CONTENT

- Scene setting: key trends and concepts on sustainability
- Scenarios assessment: unravelling the sustainable development goals (SDGs)
- Business development: how sustainable business look like in African contexts
- Case study discussions



ACADEMIC TEAM

Juliana SUBTIL



DATES

1 & 2 February

DIGITAL TRANSFORMATION

ESSENTIALS OF DIGITAL TRANSFORMATION



LEARNING OUTCOMES

- Understand how digital transformation is both a necessity and a complex, multi-dimensional process, to be able to promote, support or contribute to a DT initiatives
- Understand when some of the most famous frameworks and methods are appropriate or not as to the a "how-to" for digitizing one's organization or department
- Be aware of the driving factors that lead to the success or failure of DT initiatives
- Develop a mindset more open to digital and its fields of applications



CONTENT

- The building blocks of digital transformation
- Fundamentals of agile and customer centricity
- Cultural dimension and digital mindset



ACADEMIC TEAM

Amine BELEMLIH



DATES

8 & 9 February

BUSINESS ANALYTICS

ESSENTIALS OF BUSINESS ANALYTICS



LEARNING OUTCOMES

- Understand notions such as analytics, optimization, operations research, machine learning, deep learning. Connect the dots with digital transformation & Artificial Intelligence
- Anticipate (instead of suffering) how these concepts may impact your business
- Figure out how to apply these powerful tools into action in order to create tangible impact through improved decision-making and innovation
- Leverage Modeling & Analytics as a leadership tool, both induced by and supporting transformation



CONTENT

- Analytics tools: System-driven Vs. Data-driven models Optimization, Machine-learning, Deep-learning
- Business applications: Applications in marketing, supply chain, operations, finance, HR, communication...
- Analytics for transformation: Models, analytics roadmap, risks & opportunities, hidden assumptions, mental representations



ACADEMIC TEAM

Agnès GORGE



DATES

15 & 16 February



CUSTOM PROGRAMS

Custom programs are tailor-made, dedicated to organizations to answer key challenges of the business and have an impact on leadership models.

Categories of Custom programs:

Top management “EXCO” programs

Programs aimed to provide senior executives with new ways to implement strategies and manage complexity, including adaptive leadership and new paradigms of transformation.

High Potential Programs

Programs aimed to give the necessary skills and tools to middle and/or junior leaders to immerse themselves in their organization’s culture and understand better their business model in order to be agents of effective change.

All levels of employees

Leaning programs aimed to align all level of employers of an organization towards a common vision and objectives regarding a strategic theme.

Dissemination of transversal knowledge

Transversal topics require innovative models of dissemination of knowledge and learning mechanisms to be in place, such:

- Digital transformation
- Sustainability
- Innovation

Specialized training

These are intended for practitioners in order to become experts / top performers in their functions within their organizations.

Examples of topics addressed :

- Business Analytics
- Supply Chain
- Organizational Developmen



ADVISORY

ABS Advisory vision is to nurture organizations' need to evolve utilizing research-based knowledge, Advisors' expertise and Research-Advisory-Learning collaborations, aiming to have a sustainable impact in Morocco, Africa and the world.



ABS Advisory empowers and supports organizations in their strategic transformation journey, to develop their solutions and adapt their business model to an ever-changing environment.



As part of a business school, ABS Advisory benefits from research-based knowledge, research – professors with cutting-edge expertise, and continuous collaborations with learning programs that enable fostering the organization's evolution.

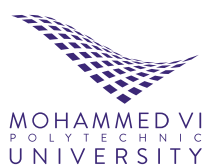


The Advisory is a hub where creativity and a constructive approach are at the heart of the interactions between research – professors and organizations. The teams design customized solutions, acquire critical capabilities and develop problem-solving abilities in different fields building a comprehensive offer for the clients.



Depending on the topics, Advisory works through a cross-functional team combining ABS academic expertise (Research-Professors and Ph.D. students) and business consultants and collaborators to bring a comprehensive and compelling offer to the clients.







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