

# Booklet for International Students

*National Leader, Continental Actor  
and International Challenger*







## EDITO



### *Groupe ISCAE, feel at home while in Morocco, at the door of Africa*

*In a world where technology and communication have considerably reduced cultural barriers,  
In a world where mentalities are more influenced by the generation you belong to rather than the country you come from,  
In a world where intercultural management is an opportunity and a key factor of success for companies,  
In a world where societies have to face the same challenges of globalization while keeping their local identity,*

*In this challenging global environment, students' mobility through win-win partnerships is a strategic objective for all business schools around the world. This is why Groupe ISCAE, as a pioneer local well-established Business School in Morocco, at the door of Africa, is reinforcing continuously its international collaboration. Every year, our students spend a semester abroad or enroll for double degree programs with one of our 50 international academic partners. We also welcome more and more incoming students who are seeking a unique academic and cultural experience.*

*Recently, Morocco has emerged as a hub for African investment because of its location and history. It has actually a strategic position between Europe, Middle East and Sub-Saharan Africa, which makes it an increasingly attractive destination for both visitors and investors looking for growth opportunities. More specifically, the vibrant city of Casablanca, where the main campus is located, is at the heart of the financial and commercial activity of the country, offering a modern environment with a Moroccan local touch.*

*At Groupe ISCAE, dedicated international students' services welcome and assist incoming students in order to make their experience with us an interesting and enjoyable one. Highly qualified faculty and local students will help you adjust and get the most from your time spent in class, in the campus or visiting our beautiful country. Looking forward to welcoming you*

*Nada BIAZ  
General Director*





*“ Of all the books  
in the world,  
the best stories  
are found between  
the pages of a passport ”*

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# 1. ARE YOU GOOD TO GO?



## Welcome to Groupe ISCAE!

Groupe ISCAE, the first Moroccan Business School, was created in 1971 to answer a growing need for high executives expressed by Moroccan enterprises.

Groupe ISCAE, is a public institution with financial autonomy, under the authority of the Ministry of Industry, Investment, Commerce and Digital Economy.

The board of Directors includes the Minister of Higher Education and Scientific Research, the Minister of Economy and Finance, the President of Moroccan Confederation of Enterprises, the Presidents of 3 big Public Enterprises and 3 big Private Companies, the Dean of University Hassan II, the Presidents of the advisory council of Casablanca and Rabat regions, the President of chambers of Trade and Industry's federation, the General Director of "Groupe ISCAE" and 3 Professors elected by the professoral corps.

The Groupe ISCAE includes:

- ISCAE – Casablanca,
- ISCAE – Rabat : since 1995
- ISCAE – Conakry (Guinea) created in 2002.





## Why Casablanca?

MOROCCO'S LARGEST CITY  
AND ECONOMIC POWERHOUSE  
COSMOPOLITAN ATLANTIC PORT  
BLEND OF TRADITION AND  
MODERNITY

CASABLANCA IS A CITY FOR TRAVELERS WHO LIKE TO FEEL LIKE A LOCAL, RATHER THAN A MISFIT TOURIST, AND WHO WANT TO EXPERIENCE THE PRESENT AS WELL AS LEARN ABOUT THE RICH PAST.

With Roman roots, French city planning and a Spanish signature name that dates to the 16th century, the city stuns with its mesmerizing historic pieces along with numerous modern touches, including a sleek tram system to facilitate transportation. In the oldest part of town, curious tourists can wander the lively streets and seek beautiful handicrafts in the various small markets, enjoy some



infamous Moroccan goodies, all the while mingling with hospitable locals, who always seem more than willing to offer assistance and proudly share their city's heritage.



A short taxi ride away, visitors can relish on scrumptious meals along the heavenly Corniche, then go ahead and indulge in a luxurious shopping spree, watch a 3-D movie or peer into a three-story aweinspiring aquarium at Morocco Mall.

Being the business center of Morocco, Casablanca is the mustvisit city for incoming business school students so as to discover the country's value



creation process and get a taste of Moroccans daily working routine. Although Casablanca's tourist sites and attractions may not come as obvious as those elsewhere, you're guaranteed to find some gems if you dig a little deeper.

The enormity of city means visitors have to make a bit of effort to really get beneath the overwhelming surface and discover its hidden details.



## Testimonials

*There is no better witnesses for the much promised once-in-a-lifetime experience than the people who actually go to live it!*



**Eva Darcel**  
ICN Nancy, France

*“With a beautifully diversified environment, ISCAE business school widely opens its doors and welcomes foreigners in a way that makes them feel like they have magically found a second home. Offering an Idyllic setting for a successful melting pot, this school knows exactly how to reunite students coming from different corners of the world, and get them to fully join its big warm family for which*

*Diversity is the much celebrated value. As far as I am concerned, these four months have been an unbelievably exciting journey full of joyful surprises, and I surely got back home with so much more than I had when I first came here. I hope that every student will get the chance to live the ISCAE experience and get a taste of a truly splendid country.”*

## Testimonials



**Fariya Nizar**  
IBM Pakistan

*«Hmmm, you’re basically asking me to put into mere words one of the best experiences of my entire life! It’s going to be hard but I’ll try to do it justice. Long before coming, I’ve always heard about how beautiful this country is, and how great ISCAE business school is, and that’s why I have been beyond excited to pack my bags and embark all the way from Pakistan to Morocco. But*

*honestly reality managed to exceed all my expectations. Moroccan people were incredibly hospitable that I rarely felt homesick, everyone is endearingly friendly, welcoming and really generous. The campus is very cosy and offers various facilities, the professors are highly competent and truly helpful especially towards foreign students. I’ll eternally be grateful for the beautiful constellation of unforgettable moments.”*



## Testimonials



**Hector Detailleur**  
IESEG Lille, France

**Clara Marquant**  
IESEG Lille, France

«My exchange experience in one word : Atypical !  
This country has offered us numerous beautiful surprises and an enriching experience full of interesting things to discover. As for Moroccan people, I wouldn't be the first one to acknowledge how welcoming and generous they are. You'll be amazed by how fast friendships are built here, just as fast as time goes by. The weather couldn't be any nicer, especially here on campus. And as for the academic level, I think it's fairly equivalent to our business schools in France. It's really a shame that ISCAE is not that known internationally, I'll definitely be sharing this memorable experience with others once I get back.»

Hector

«My experience here in Morocco couldn't have gone any better, this place is beautifully rich and convivial! ISCAE is an excellent school, one where there is no room or boredom, which is something you can't say about every business school. I particularly liked the campus as well as its positive vibes. I'm extremely grateful for all the memorable and lovely moments I had in this school and this country, and one thing is for sure, I'll definitely miss a lot of people here.»

Clara

## Testimonials



**James-Sun Jiaming**  
Nanning audit  
univeristy,  
China

«I had the amazing opportunity of going on an exchange program, for which I took a leap of faith by choosing a whole different continent so as to discover the wonderful Morocco. By all means, my experience in ISCAE had been fantastic and definitely memorable, with Casablanca's accommodating weather, very welcoming people and the school's enriching academic program. Thanks to the brilliant students

and the competent professors, I've certainly learned a lot from this journey and achieved some major personal growth. I also had the chance to travel to some of Morocco's notorious cities and get a taste of the country's fascinating culture and jaw-dropping tourist sites. I've had a hard time leaving and I really wish to relive those few months all over again.»



## 2. LET'S GET DOWN TO BUSINESS!



## Programs

### 1. ACADEMIC DEGREE PROGRAMS\*

- Master's Degree Program (Grande Ecole)
- Chartered Program Accounting "CPA"
- PhD Program

### 2. EXECUTIVE EDUCATION PROGRAMS

- Executive MBA
- Specialized Masters :
  - Accounting, Auditing and Management Control
  - Applied Taxation
  - Big Data
  - Capital Markets and Islamic Alternative Finance
  - Corporate Law and taxation
  - Entrepreneurship and Business Development
  - Experience Client
  - Finance
  - Global Purchasing and Logistics
  - Health and Health Products Marketing Management
  - Human Resources Management
  - International Business
  - Management of cities and territories
  - Marketing
  - Marketing and Communication
  - Public Management
  - Sports Management
- Certificates of specialization and further Education Programs
- Customized inter and intra enterprise programs
- Distance Learning in Public Accounting with CNAM – INTEC

\* All Academic Degree Programs are :

1. Created by national laws and decrees
2. Highly selective
3. Accredited by the Ministry of Higher Education and Scientific Research



# Academic Calendar

Calendar	Fall Semester	Spring Semester
Application	May 1 <sup>st</sup> – June 1 <sup>st</sup>	October 1 <sup>st</sup> – November 1 <sup>st</sup>
Admission	June 15 <sup>th</sup>	November 15 <sup>th</sup>
Semester Begins	September 11 <sup>th</sup>	January 7 <sup>th</sup>
Classes End	End of December	End of May (except exam period)
Transcript to be sent	Early February	Late July

## FAST FACTS

- Exchange levels for “Grande Ecole” program : Pre-Master of bachelor degree program, Master 1, Master 2
- Language of study: English, French and Arabic
- Language requirement: relevant level of English (The TOEFL IBT with a score of 80 at least or IELTS Academic with a score of 6)
- Group’s website: [www.groupeiscae.ma](http://www.groupeiscae.ma)
- Length of exchange: semester or academic year

## MAIN STUDY FIELD

- Corporate Finance
- Auditing, Accounting and controlling
- Market Finance
- Marketing

# Application

## REQUIREMENTS:

Students who wish to study in “Groupe ISCAE” for a semester or a academic year must fill the following application:



## Application form

### Semester exchange at ISCAE (Academic Year:.....)

Period ☐ fall Semester:from September to January

☐ Spring Semester:from January to June

## PERSONAL INFORMATION

First Name:..... Family Name:.....

Date of birth:../../..... Place of birth:..... Country:.....

Nationality:..... Gender: M ☐ F ☐

Email of student:..... Phone N°:.....

Passport N°:.....

## ACADEMIC INFORMATION

Seeked degree ☐ Undergraduate ☐ Post graduate

Languages studied : .....

## UNIVERSITY/BUSINESS SCHOOL

Name: .....

Adress:..... City: ..... Country: .....

Phone: ..... Fax: .....

E-mail:.....

Academic contact: Name:..... Position .....

Phone N°:..... e-mail: .....

## FAMILY

Name and occupation of parents of guardian:

Father:..... Mother:..... Guardian:.....

Phone number in case of emergency:.....

Phone:..... Fax:..... Mobile:.....

E-mail of parent or guardian:.....









## SUPPLEMENTARY DOCUMENTS TO BE ATTACHED TO APPLICATION:

- Latest school report

Please mark the chosen subjects

Subjects(*)	Semester (*)	Number of Contact Hours	ECTS
1. English for business and communication 1	Fall	30 h	5
2. Marketing	Spring	30 h	5
3. Strategic Management	Spring	30 h	5
4. Technology and Information System	Fall Spring	30 h 30 h	5 5
5. Organizational behavior (2)	Fall Spring	30 h 30 h	5 5
6. English for Business and Communication 2	Spring	30 h	5
7. Entrepreneurship	Fall	30 h	5
8. International Marketing (Français)	Fall	30 h	5
9. International Advertising	Spring	30 h	5
10. Retail Management	Spring	30 h	5
11. Management Accounting	Fall	30 h	5
12. Specific Marketing	Fall	15 h	2.5
13. Customer Relationship Management (Français)	Fall	30 h	5
14. Digital Marketing	Fall	30 h	5
15. Capital Markets	Fall	30 h	5
16. International Finance	Fall	30 h	5

(\*) Subjects, number of hours and ECTS change from an academic year to the other

In general, exchange students coming to ISCAE choose 4 business related course and 2 courses related to French language, Arabic language or introduction to Moroccan/Arabic culture and Economy.



## COURSES IN FRENCH LANGUAGE:

If you are interested in courses taught in French, you will find below the list of all courses listed by semester.

Semestre : Pre Master Automne

**Première année Grande Ecole (post-prepa ou par admission parallèle après la deuxième année de l'enseignement supérieur)**

### SEMESTRE : PRÉ MASTER AUTOMNE

#### Management des organisations

Management de l'entreprise  
Sociologie des organisations

#### Techniques de gestion 1

Comptabilité financière  
Gestion de projet

#### Environnement de l'entreprise 1

Droit des sociétés commerciales  
English for business and communication 1\*  
Droit du travail

#### Techniques quantitatives 1

Bases de données  
Statistiques décisionnelles

### SEMESTRE : PRÉ MASTER PRINTEMPS

#### Finance et fiscalité

Finance  
Fiscalité 1

#### Technique de gestion 2

Gestion des ressources humaines  
Marketing\*  
Stratégic management\*

#### Environnement de l'entreprise 2

Macro-économie avancée  
English for business and communication 2\*

#### Techniques quantitatives 2

Technology and information system\*  
Modélisation et optimisation  
Projet d'impact social (PIS)  
Stage 1

\* Courses taught in english



## Deuxième année Grande Ecole

### SEMESTRE : MASTER 1 AUTOMNE

#### Techniques de management 1

Comportement organisationnel 1\*  
Marketing 2

#### Techniques financières

Choix d'investissement et de  
financement  
Analyse financière

#### Unités optionnelles 1

Gestion des opérations (obligatoire)  
International marketing

Forces et techniques de ventes

Cartographie des processus  
Business intelligence

#### Unités optionnelles 2

Intelligence économique et veille  
stratégique  
Entrepreneurship  
Economie industrielle  
Economie monétaire et financière  
Fiscalité 2

### SEMESTRE : MASTER 1 PRINTEMPS

#### FILIERE : AUDIT ET CONTRÔLE DE GESTION

##### Théorie financière

Théorie de la finance  
d'entreprise  
Evaluation d'entreprise

##### Audit & comptabilité

Comptabilité approfondie  
Audit légal et contrôle interne

##### Gestion budgétaire et fiscalité

Gestion budgétaire  
Gestion de Trésorerie  
Fiscalité 3 (audit fiscal)

##### Techniques de management 2

RSE, éthique et développement  
durable  
Comportement organisationnel 2  
Projet d'immersion professionnelle

#### FILIERE : MARKETING

##### Etudes 1

Comportement du consommateur  
Recherche marketing et analyse  
des Marchés

##### Stratégie 1

International advertising\*  
Marketing stratégique  
Management de marque

##### Opérationnel 1

Stratégie de la communication  
Retail management\*

##### Techniques de Management 2

RSE, éthique et développement  
durable  
Comportement organisationnel 2  
Projet d'immersion professionnelle

\* Courses taught in english



#### FILIERE : FINANCE D'ENTREPRISE

##### Théorie financière

Théorie de la finance d'entreprise  
Théorie de portefeuille

##### Trésorerie et évaluation

Gestion de trésorerie  
Evaluation d'entreprise

##### Comptabilité et fiscalité

Comptabilité approfondie  
Gestion budgétaire  
Optimisation fiscale

##### Techniques de management 2

RSE, éthique et développement durable  
Comportement organisationnel 2  
Projet d'immersion professionnelle (PIP)

\* Courses taught in english



### Troisième année Grande Ecole

#### SEMESTRE : MASTER 2 AUTOMNE

##### FILIERE : AUDIT ET CONTRÔLE DE GESTION

###### Contrôle de gestion et management bancaire

Management accounting\*  
Management et contrôle bancaire

###### Audit avance

Audit sectoriel  
Normes et techniques d'audit et de rapport

###### Techniques comptables approfondies

Fusac (fusion et acquisition)  
IFRS  
Consolidation

###### Méthodologie de recherche et conseil

Méthodologie de recherche et analyse de données  
Développement personnel  
Consulting

##### FILIERE : MARKETING

###### Etudes 2

Specific marketing\*  
CRM\*  
Marketing du luxe

###### Stratégie 2

Management de l'innovation  
Marketing des services  
Consulting

###### Opérationnel 2

Techniques de communication  
Marketing expérientiel  
Développement personnel

###### Méthode et technologie

Marketing digital\*  
Méthodologie de recherche  
Analyse de données

#### FILIERE : FINANCE D'ENTREPRISE

##### Marché des capitaux et gestion des risques

Capital markets\*  
International finance\*  
Produits dérivés

##### Techniques comptables approfondies

Fusac (fusion et acquisition)  
IFRS  
Consolidation

##### Contrôle de gestion et banque

Management accounting\*  
Finance islamique

##### Méthodologie de recherche et de conseil

Méthodologie de recherche et analyse de données  
Développement personnel  
Consulting

#### SEMESTRE : MASTER 2 PRINTEMPS

##### Stage de fin d'étude pour les trois filières

\* Courses taught in english

\* Courses taught in english



# Application procedure

Request to be forwarded by mail to :

- **Mrs Samira ALAOUI**, Head of International Relations and Communication Department  
Address : Km 9,5 Route de Nouasseur - B.P. 8114 Casa-Oasis  
E-mail : salaoui@groupeiscae.ma  
Tel: 00 212 5 22 33 54 92 - Fax : 00 212 5 22 33 54 96

## Visa process: How to take the long stay Visa?

For students from the European Union: Visa Application for Europeans is not required. But if you have to stay more than three months (which is the case for a semester exchange) then you must apply for an authorization that you can get by contacting the Moroccan embassy in your country.

**For Non-European Students:** Apply for visa through the Consulate or Embassy in your Country and provide the required documents. The Visa issued by the Kingdom of Morocco gives a three months long stay. Hence after reaching, you have to apply for extension at main police station.

### CHECKLIST :

- ✓ Valid passport and identity card.
- ✓ Valid visa (if needed).
- ✓ European health card (for European students) or international health insurance cover (for non-European students).
- ✓ For the application, submit all the required documents, in addition to your CV translated into French or English, your academic results of the last year spent at your home university, and a copy of your superior education diplomas (if applicable).
- ✓ Birth certificate translated into French or English (for non-European students staying for the whole academic year only).
- ✓ TOEFL, IELTS, Score.

## Accommodations

### Registration fees

700 MAD per semester

### In campus housing, double rooms, for two students



2 500 MAD per student, per semester (upon request and availability)

### Restaurant expenses



50 MAD for the access pass, per person/semester

### Meals expenses

25 MAD per day (breakfast, lunch and dinner), it's a symbolic price

### Other loads (power, water...)



500 MAD by semester/person

### Internet



Free WIFI

### Extra (excursions, visits or personal expenses)



an estimated amount of 10 000 to 12 500 MAD per semester. This is a suggestion and not an obligation

### 3. MAKE THE MOST OF YOUR STAY!

## How to get around?

### BUS

There is a bus stop right in front of the school for buses n°59 and 106 which go to the city center.  
Rate: 5 MAD



### TRAMWAY

The nearest tram station is the Zenith station, which is about 10-minutes walk from ISCAE (or 3 minutes by bus).  
Rate: 6 MAD/Trip (+2 MAD the ticket)

### RAILWAY STATION

You can take your train from the nearest train station «Oasis».  
Train timetables and rates are available at [www.oncf.ma](http://www.oncf.ma)



TAXI

UBER

Careem

### TAXI SERVICES

If you are in a hurry, just call a Taxi Vert or order an Uber car online on [www.uber.com/en/cities/casablanca/](http://www.uber.com/en/cities/casablanca/) or a Careem car on [www.careem.com/casablanca/node](http://www.careem.com/casablanca/node) (Uber and Careem are widely used by ISCAE students because they often offer coupon codes).

### CARPPOOLING

ISCAE students have their own carpooling platform mainly for long trips between cities : Join «Covoit 'ISCAE» on Facebook to save your pennies!





## Nearby ISCAE



### SUPERMARKETS



Carrefour Californie (10 min walk from ISCAE) or Marjane Californie (20 min): You will find everything you want (Restaurant on site, bakery, pastry, clothing, DIY ...)

### FAST-FOOD



International food chains are close to the campus: You can find McDonald's and Pizza Hut inside Marjane California or Burger King next to Carrefour Californie.

There are also good fast foods well appreciated by Iscaeists that offer delicious meals and can promptly deliver to the school in less than 30 min: French to go, Tacos el Khayma, Tacos Light, etc. (You can check their menus on Facebook)



## Tourist spots in Casablanca

### HABOUS

Built by the French around the 30s to create a new Medina, this neighborhood is an interesting area to discover another side of the white city. The aesthetics of the area is fairly similar to the traditional old Moroccan towns but with some larger streets and modern facilities. Moreover, it is home of various traditional markets, architectural gems and the Royal Palace there is also worth checking out.



### THE TWIN TOWERS

Morocco's tallest buildings are located in Maarif. One tower is a luxurious five stars hotel and the other is a crammed business fortress. At the last floor of the hotel, head to the Sky 28 for a taste of luxurious unique beverages and chilled atmosphere with live music. Best visited at night to admire the compelling city lights view; this is a pure escape from the tiring bustle of the old medina and the traditional Moroccan life.



### THE HASSAN II MOSQUE

Completed after many years in construction and located on a platform overlooking the Atlantic Ocean, the iconic Hassan II Mosque is among Africa's largest, with one of the world's tallest minarets. It's definitely one of Morocco's most striking buildings and a true testament to some bewitching craftsmanship. Non-Muslim visitors are wholeheartedly welcomed into its halls and ticketed tours are available daily, in several languages, at the entrance.





# Tourist spots in Morocco



## MARRAKECH

Surely enough, No trip to Morocco is complete without tackling the country's tourism powerhouse. Marrakech contains the modern soul of Morocco, the most intriguing sites and museums, and the fiercest medina of them all. The UNESCO site DJEMAA EL FENA is a definite highlight which promptly delivers a close-up experience of the colourful and lively local life. The marvelous square at the heart of the medina is daily brimming with snake charmers, monkey trainers, magicians and enthralling story-tellers, as well as traditional medicines traders, traditional musicians and dozens of food-stalls.



## MERZOUGA

This breathtaking remote Moroccan gem promises the ultimate Sahara experience. The reliable Kasbah MOHAYUT ensures everything you'll need including a campsite for overnight stays along with knowledgeable guides and lovely camels. Once in the desert, you'll be rewarded with the most amazing sunset, enchanting berber music and fresh local dishes. And how can we forget about the mighty ERG CHEBBI dunes and their unique orange-colored sand. Get a dose of desert action with some dunesurfing or just revel in the splendid sand, the long journey is surely worth the trouble.

## FEZ

A UNESCO World Heritage site, FES-ALBALI is a thrilling maze with treats and treasures down every little side alley. The entire old medina is surrounded by imposing walls with a number of instagrammable historic gates, and hosts several shops and restaurants with rooftop terraces. For those who can handle the smell, the stinking yet compelling tanneries remain a popular attraction that cannot be missed. If you are a history geek, Roman ruins of VOLUBILIS aren't that far. This feast of a site is full of tumbled columns and temple remnants, standing as reminders of the Roman Empire lost glory.



## OUARZAZATE

Have you ever wondered where Hollywood gets some of those perfectly desert scenes from? Our Ouarzazate here is wellacquainted with Hollywood directors and had hosted some world-wide blockbusters such as Cleopatra, Kingdom of Heaven, Gladiator, Sahara, Lawrence of Arabia and even the current HBO hit series Game of Thrones. The golden Ait Benhaddou fortress is the city's most prized feature. It's a fairytale place that thrusts dramatically out of the earth providing surreal scenery that wows all who visit.







## CHEFCHAOUEN

Set against the beautiful Rif Mountains, the exotic town is a gorgeous labyrinth of distinctive whitebluish homes that creates an incredibly photogenic glow. There isn't much actual sightseeing to be done but it's simply about getting amazed with all that colorful architecture and purchasing many native handicrafts that are not available elsewhere.

## ESSAOUIRA

Beach-lovers, this is your heavenly sanctuary. Formally known as Mogador, it's a relaxed fishing port, protected by a natural bay. The charming seaside town is renowned for its kitesurfing and windsurfing as it is blessed with powerful wind blowing almost constantly onto the protected bay. The medina of Essaouira is also home to many small crafts businesses, notably wood-carving department.





### **ISCAE-Casablanca**

Km 9,500 Route de Nouasseur - B.P. 8114 - Casablanca - Oasis

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e-mail : [iscae@groupeisca.ma](mailto:iscae@groupeisca.ma)

### **ISCAE-Rabat**

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