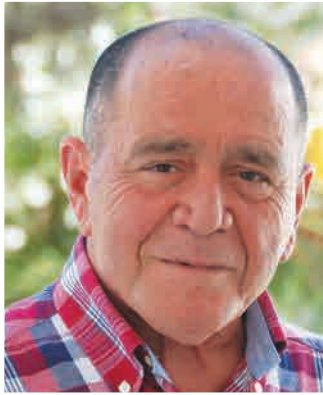


THE EXECUTIVE MBA

SINCE 2002

Meeting the Challenges of Global Opportunities





PRESIDENT'S MESSAGE

“ The strategic location of Tunisia in the heart of the Mediterranean, combined with the diversity of its cultural heritage, constitute major assets for the development of a regional hub of educational excellence.

It is in this framework that we have developed the South Mediterranean University (SMU).

Our mission at SMU is to train managers capable of operating in a “knowledge-based” world economic order.

To this end, the Mediterranean School of Business (MSB) at SMU has set among its priorities the development of world class Executive Programs among which the Executive MBA.

I invite you to learn more about MSB and its programs through reading this catalog and to pay us a visit at South Mediterranean University. ”

PR. MAHMOUD TRIKI,
FOUNDER & PRESIDENT, SOUTH MEDITERRANEAN UNIVERSITY

MAJOR ACHIEVEMENTS

- Internationally accredited programs
- A network of alumni of more than 700 managers of 32 different nationalities
- Partnerships with top ranked universities (Babson College, University of Virginia, HEC Montreal ...)
- State-of-the-art facilities
- Launch of the school of engineering (Mediterranean School of Technology, MedTech) in 2012
- Launch of the Language and Culture Institute (LCI) in 2014





DEAN'S MESSAGE

“ Thank you for your interest in our Program. MSB's EMBA rigorous curriculum brings together innovative teaching methods with the latest advancement in management, preparing leaders to add effective and sustainable value to their organizations.

Beyond its international recognition by the Association of MBAs, our Executive MBA is distinguished by the quality and notoriety of its professors and participants. Our carefully-selected, world-renowned professors will challenge your professional and personal competencies to better prepare you for global opportunities.

Should you decide to embark on a life-changing experience and join a network of distinguished Alumni who aspire to make the difference in the region and beyond, MSB's EMBA Program is for you. ”

DR. LEILA TRIKI,
DEAN, MEDITERRANEAN SCHOOL OF BUSINESS



W E L C O M E

THE EXECUTIVE MBA AT A GLANCE

The Executive MBA allows participants to acquire up-to-date management concepts and develop their “soft skills”.

Highly diversified and motivated participants, world-renowned faculty, and state-of-the-art facilities make the Executive MBA a program of reference in the Mediterranean region.

THE PROGRAM

The objective of the program is to train visionary executives capable of anticipating change and mobilizing the required resources to be among the “first movers”.

The program consists of seventeen modules and three workshops aiming at:

- The acquisition of analytical tools such as statistics, financial accounting, managerial economics...
- The ability to apprehend strategic decisions dealing with the functional areas of business such as marketing, finance, operations management, human resources management...
- The development of soft skills such as leadership, teamwork, entrepreneurial spirit and communication...

THE FORMAT

The Executive MBA is a part-time program. Participants can enroll in the program without interrupting their professional tracks.

Classes meet four days a month (Thursday through Sunday from 9:00 AM to 6:00 PM) over a twenty-month period. Four additional months are dedicated to the final project.

The Executive MBA at MSB is the only program in Tunisia and one of the six in Africa internationally accredited by the London-based Association of MBAs (AMBA).



EMBA 2016 - 2018





“ I received my Executive MBA diploma in 2007 from MSB. It was a great opportunity for me to participate in such an educational program which allowed me to stay in Tunisia and learn from highly qualified international professors teaching at top US and European business schools. The program gave me the opportunity to discover new management techniques.

[...] After my graduation, I was recruited as General Manager before becoming the CEO of a company in automotive distribution in Tunisia.

Ever since, I am contributing, day after day, to the development of this company using the management tools learnt at MSB, transforming this company to one of the top leading distribution companies in Africa. ”

Mr. IBRAHIM DEBACHE,
CHIEF EXECUTIVE OFFICER - ENNAKL
EMBA 2005 ALUMNUS

THE PROGRAM'S KEY FIGURES

2 Years

17 Modules

1 Final Project

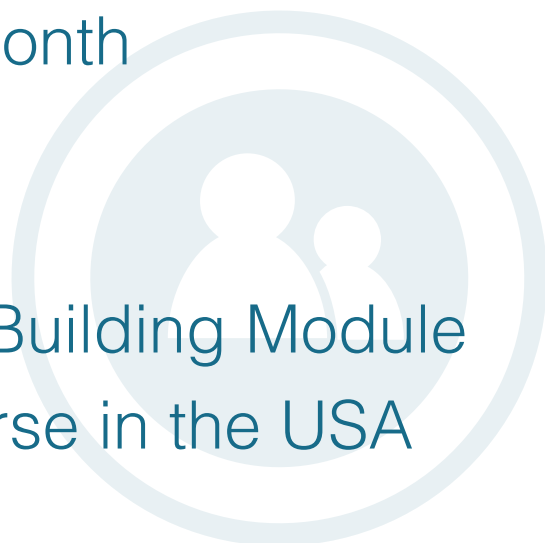
1 Course per Month

3 Workshops

5 Terms

1 Offsite Team Building Module

1 Optional Course in the USA



HIGHLY DIVERSIFIED PARTICIPANTS

THE PARTICIPANTS

Participants are selected among holders of a university degree (License / Bachelor or equivalent) with a minimum of three years of professional experience in a managerial position.

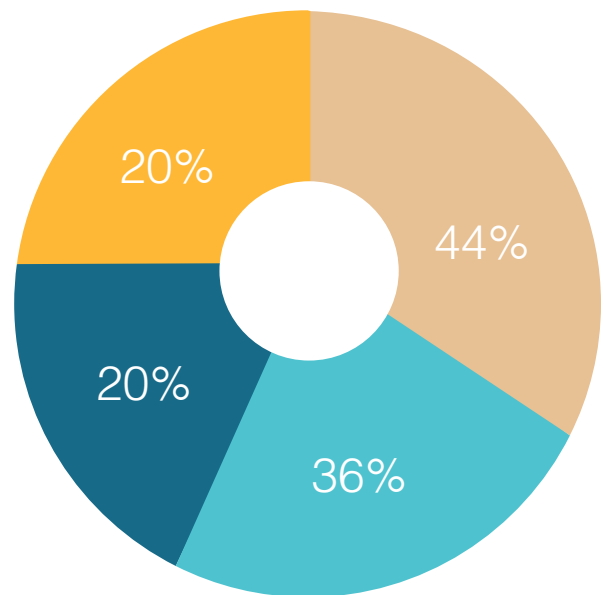
Good English proficiency is required to enroll in the program. Applicants are interviewed to assess their motivation, potential and capacity to benefit from the program.

Each class is composed of highly diversified participants (activity sector, age, gender, nationality, and educational background). This diversity offers a unique learning experience and opportunities for networking.

With MSB's regional focus, the program has attracted participants of over thirty different nationalities.

PARTICIPANTS' EDUCATIONAL BACKGROUND

- BUSINESS & MANAGEMENT
- ENGINEERING SCIENCES & TECHNOLOGIES
- MEDICINE, DENTISTRY & PHARMACY
- OTHER



CLASS OF 2015





“The Executive MBA at MSB is a great opportunity for me to update my managerial skills and broaden my vision of the business in an increasingly fast-growing digital economy.

The excellent faculty and the well-designed curriculum increased my ability as an executive to understand matters and make decisions with a clearer view of the factors affecting today's complex business environment.

[...] After 25 years of professional experience, it may seem infeasible to combine your work and studies of this kind, but it's really worth it. The knowledge is broad and your sacrifice should pay off soon!

MRS. AMEL ZGHAL
EXECUTIVE GENERAL DIRECTOR - SPG GROUP
EMBA 2016



PARTICIPANTS' PROFILE

AVERAGE
AGE

37

AVERAGE

10

PROFESSIONAL
EXPERIENCE

OVER

32

NATIONALITIES

OVER

700

ALUMNI

OUTLINE OF THE PROGRAM

MBA's are among the most recognized programs in the world. The Executive MBA at MSB has been developed along the lines of EMBA programs of top-ranked business schools. It is taught by the same prominent faculty in state-of-the-art facilities with the participation of highly motivated executives operating in the region.

Term 01

TEAM BUILDING

Introduces participants to the core competencies of effective leadership actions and teambuilding activities. Through experiential outdoor applications of effective teamwork, self-assessment instruments, small group discussion, and leadership simulations, participants will be familiarized with the most impactful approaches to leadership and teambuilding.

FINANCIAL ACCOUNTING

Examines fundamental principles of financial accounting, reporting, and analysis. Topics discussed include understanding how financial statements are prepared, interpreting the information provided in financial statements and conducting preliminary financial analysis of a firm.

STATISTICS FOR DECISION MAKING

Presents basic statistical concepts and methods for managers. Topics discussed include time series, categorical data, random variables and their distributions, variability, correlation, and simple and multiple regression models.

MODERN FINANCE

Explores the strategic decisions that lead to capital spending and the process of evaluating long-term capital projects.

Recent theories in corporate finance are illustrated through a series of case studies.

Term 02

MANAGERIAL ACCOUNTING

Provides the students with a framework to understand and productively use the accounting systems they are likely to encounter in their careers. Emphasis is placed on the problems of motivation and control in organizations and the role of accounting information in this context.

MARKETING MANAGEMENT

Aims at understanding, developing, and evaluating brand strategies over the life of a product/market. The ultimate focus is to develop coherent marketing plans that consider issues of segmentation, targeting, and positioning.

BUSINESS ECONOMICS

Highlights the usefulness of the basic principles of modern microeconomics in making business decisions. It explores the nature and determinants (including market forces) of decisions about profit-maximizing production and pricing.

LEADING AND MANAGING

Focuses on the effective use of information and resources to make decisions in organizations.

The course provides students with the social science tools needed to solve organizational problems and influence the actions of individuals, groups, and organizations.

Term 03

ORGANIZATIONAL DESIGN & CHANGE MANAGEMENT

Explores how organizations can design themselves in a way that facilitates positive change.

It presents design as an ongoing process aiming at facilitating the adaptation to the environment and organizational renewal.

BUSINESS STRATEGY

Examines the principles and conceptual frameworks for evaluating and formulating business strategy. Topics discussed include the analysis of industry economics, strategic positioning, competitive advantage, the boundaries of the firm, and the role of resources and capabilities in shaping and sustaining competitive advantages.

OPERATIONS MANAGEMENT

Examines the basic principles of managing the production and distribution of goods and services, from the perspective of a general manager.

The course positions operations as a managerial integration function and provides frameworks and tools to target and implement improvements in business processes.

INNOVATION AND TECHNOLOGY MANAGEMENT

Helps to develop tools crucial for the formulation and management of a winning technology strategy.

It focuses on the application of conceptual models that clarify the interactions between external competition, firm positioning, patterns of technological and market change, and the nature and development of internal firm capabilities.



“ Since 2007, plenty of our Executive Directors and Managers have enrolled in this program in a way that has enhanced their managerial skills and allowed them to develop new strategic and operational vision for the bank.

[...] the Executive MBA has significantly contributed to the performance, leadership and responsiveness of ATB managers.

MSB's Executive MBA represents a real contribution to the new generations of leaders of the Tunisian companies.

We are very satisfied with the EMBA return on investment and are willing to keep on collaborating with MSB and its professors for continuous development of our human resources at the Arab Tunisian Bank. ”

MR. FERID BEN TANFOUS
CHIEF EXECUTIVE OFFICER - ARAB TUNISIAN BANK
EMBA 2007 ALUMNUS

Term 04

MERGERS, ACQUISITIONS, ALLIANCES AND PARTNERSHIPS

Examines different issues related to mergers and acquisitions, including target selection and valuation, deal negotiation and financing, and post-acquisition organizational integration. These issues are discussed in a logical time sequence, enabling participants to gain insights about the merger and acquisition process.

ENTREPRENEURSHIP

Focuses on the process of venture creation from the moment that entrepreneurs identify a business opportunity until their venture becomes a viable organization.

Term 05

WORKSHOPS

In addition to the program, we organize a series of specialized workshops for our EMBA participants. These following workshops are designed to develop key areas for both academic and professional success :

- **Public Speaking and Business Communication Workshop**
This workshop is designed to help EMBA participants improve their soft skills relative to any business environment.
- **Corporate Social Responsibility (CSR) Workshop**
The CSR workshop helps participants grow into the role of responsible leadership and to provide the best business practices for a positive social impact
- **Methodology, Consultancy, New Ventures Workshops**
These workshops are offered based on the participant's choice during the final phase of the program.
It is primarily designed to provide guidance and assistance for the final project.

CUSTOMER RELATIONSHIP MANAGEMENT

Provides knowledge about CRM and its main concepts, the technologies and the strategies for implementing customer relationship initiatives to remain competitive in today's global economy and to strengthen customer relations to extend market reach, improve quality and customer service so as to increase profitability.

NEGOTIATIONS FOR MANAGERIAL DECISION MAKING

Applies theories developed as guides to improving negotiation (the science) and sharpens negotiating skills of participants through negotiations exercises (the art).

INTEGRATION EXERCISE

Presents a simulation of a real acquisition. Pulls together core topics covered during the MBA program and gives participants the opportunity to translate many of the theories and concepts they have learned into practice in dealing with a complex real-world situation.

FINAL PROJECT

The final project is a capstone module integrating the courses included in the program.

It is intended to allow each participant (individually or in a group) to use the managerial skills acquired throughout the program to study a project that is of interest to a third party (an outside company or professional organization) or a new venture.

THE FACULTY

MSB MED-TECH

The Manager's MBA faculty consists of prominent professors teaching at top-ranked business schools. Their international experience in executive education and their use of real-life business cases made the Manager's MBA a reference in the region.

DR. VICTOR ARAMAN

Ph.D in Operations Management, Stanford University. Associate Professor, New York University and AUB.

DR. THOMAS L. BAKER

Ph.D in Marketing from Florida State University, USA. Associate Professor of Marketing at the University of Alabama.

DR. SAMI DAKHLIA

Ph.D. in Economics from Washington University in St. Louis (USA). Professor of Economics and Strategy and Head of the Strategy and Management department at the ESCE School of Business in Paris.

DR. KRISTEN FRIDGEIRSDOTTIR

Ph.D. in Management Science and Engineering, Stanford University. Assistant Professor at London Business School, U.K.

DR. TAÏEB HAFSI

Ph.D. in Business Policy, Harvard University. Professor and holder of the Walter J. Somers Chair of International Strategic Management, HEC Montreal.

DR. ERIC R. HANSEN

Ph.D in Economics from the Massachusetts Institute of Technology. President of the Economic Transformations Group and Lecturer at the ESSEC Business School in Paris.

DR. TAOUFIK JELASSI

Ph.D in Information Systems from the Stern School of Business at New York University. Professor at IMD Business School. Has served as Minister of Higher Education, Scientific Research, and ICT in the transition Government of Tunisia.

DR. SCOTT KEATING

Ph.D. in Business Administration, Harvard University. Professor of Accounting, Sloan School of Management, MIT, Boston.

DR. CEDRIC LESAGE

Ph.D in Management from the University of Rennes. Previously at HEC Paris, he joined Concordia University, Canada in 2016.

DR. SALI LI

Ph.D in International Business & Strategic Management from University of Utah, USA. Associate Professor, Sonoco International Business Department, Moore School of Business, University of South Carolina.

DR. MOEZ LIMAYEM

Ph.D. in Management of Information Systems, University of Minnesota. Dean, School of Management, University of South Florida (USA). Dr. Limayem is a founding member of MSB.

DR. ROBERT MARX

Ph.D. in Psychology, University of Illinois. Professor of Management, University of Massachusetts at Amherst.

DR. MIGUEL PINHA CUNHA

Ph.D. from Tilburg University. Professor of Organization Studies at Nova School of Business and Economics, in Lisboa, Portugal.

DR. STEVEN POELMANS

Ph.D. in Management/Organizational Behavior, IESE, Barcelona, Spain. Professor in the Department of Managing People in Organizations at EADA, Spain.

DR. MOHSEN SAAD

Ph.D in Finance from University of Delaware, USA. Associate Professor of Finance at the American University of Sharjah.

DR. FILIPE SANTOS

Ph.D. in Management Science and Engineering, Stanford University. Assistant Professor of Entrepreneurship at INSEAD (Fontainebleau) and Director of INSEAD's Social Entrepreneurship Program.

DR. CATALINA STEFANESCU

Ph.D. in Operations Research from Cornell University. Associate Professor and Director of Research at ESMT European School of Management and Technology (Berlin).

DR. AKRAM TEMIMI

Ph.D. in Economics from the University of Illinois. Associate Professor of Economics at the University of Qatar.



“ For the past 20 years, I've been a Finance and Economics professor teaching at places like Chicago, London Business School, MIT...

One of the pleasures of those past few years was being involved in the MSB and its Executive MBA program. Coming to Tunis is an amazing experience and working with the students here is an even more amazing one experience.

The course that I teach is a course in managerial accounting. The MSB students show an energy and desire to learn that is just fabulous; as good as anywhere in the world.”

**DR. SCOTT KEATING, DBA. HARVARD UNIVERSITY
PROFESSOR AT MIT SLOAN SCHOOL
OF MANAGEMENT**

EMBA 2015 - 2017



LIVE AN INTERNATIONAL EXPERIENCE

In line with MSB's vision of global education, we offer international experiences at the University of South Florida - Muma School of Business and the University of Virginia - Darden.



EMBA Participants can spend a week at the Muma College of Business to take the Customer Relationship Management course.

They will meet local business leaders, go on corporate visits, and be taught by the Dean of the business school.



“ Throughout my career I have been involved with several Executive MBA programs worldwide and I strongly believe that the

MSB Executive MBA is one of the best if not the best.

The caliber of the MSB students and the quality of the faculty teaching in this program are simply second to none. ”

**DR. MOEZ LIMAYEM, PH.D MINNESOTA UNIVERSITY
AND DEAN OF MUMA SCHOOL OF BUSINESS
AT THE UNIVERSITY OF SOUTH FLORIDA**



“ For my EMBA final project, I worked in collaboration with Darden School of Business on the Alzheimer disease and how to set up an innovative project in Tunisia to make a difference in this region.

I went to the U.S.A and thanks to Darden School of Business, I built strategic partnerships with leaders in the market.

In 2015 I successfully launched in Tunisia the « Alzheimer Family Assistance Center » which is today the only one in Africa and Middle East specialized in taking care of Alzheimer patients and their families.”

DR. AFEF HAMMAMI
FOUNDER & CEO - AFA CENTER
EMBA 2011 ALUMNA



Students who are selected to work with Darden will engage in a joint consultancy for their final project, which will include Darden Global MBA students.



OTHER EXECUTIVE PROGRAMS

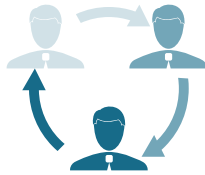
EXECUTIVE SEMINARS

We offer two types of seminars :

* Highly specialized seminars of two to three days focusing on the development of specific skills.

* Seminars leading to an MSB certification : These seminars are offered either in Tunisia or in other countries of the region.

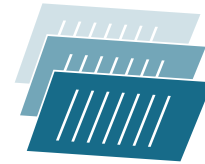
Certification programs relate to a functional area of Business such as Marketing, Finance, Operations Management, Human Resources Management, Training of Board Members, among other topics.



THE LANGUAGE AND CULTURE INSTITUTE (LCI)

Responding to the needs of our partners among corporations and candidates, the Language and Culture Institute (LCI) at SMU offers training programs in Business English and Business Communication.

These programs are organized in state-of-the-art language labs using modern software which allows for an interactive learning environment.



SMU MEMBERSHIPS & PARTNERSHIPS





“ The P.A.G.E. Program, is similar to a mini-MBA for Board Members. It is very suitable for executives or directors as it allows them to grasp the strategic, economical, financial and legal dimensions of the enterprise at its finest precision in a way that serves a better judgement and decision making. ”

MR. KARIM GHENIM
CHIEF EXECUTIVE OFFICER - BIAT CAPITAL RISK





SOUTH MEDITERRANEAN UNIVERSITY

MSB | MedTech | LCI

Business Engineering Language

Campus Lac II Les jardins du Lac II

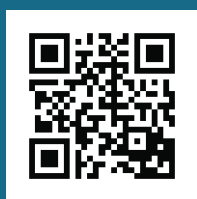
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