

LICENCE IN BUSINESS MANAGEMENT



Shape Your Talents
for the Global Market



President's Message



« The 21st century Manager must possess a good understanding of today's Business issues, a comprehensive command of core Management Skills and fluency in strategic thinking. It is in this context that we have conceived and developed our programs.

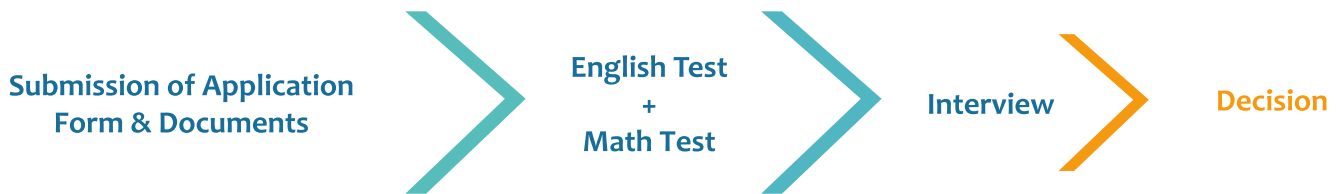
At MSB, we train visionary Managers capable of anticipating change and capitalizing on the new opportunities offered by the Digital economy and the challenges of Globalization.

Should you decide to join our programs, you will embark on a unique and stimulating learning experience. The quality of our faculty and our facilities, the adaptability of our programs to the needs of employers, and the dedication of our staff will make your MSB experience a wise investment for yourself, your family and your employing organization. »

Pr. Mahmoud Triki
MSB President & Founder

How to get started ?

ADMISSION PROCESS



FINANCING

Most students cover the costs of fees and living expenses through a combination of :

- Family support;
- Interest-free Loans;
- Scholarships : MSB grants scholarships for outstanding students who do not afford the tuition fees in order to promote academic excellence and provide greater access to quality education and diversity scholarships to further enhance the cultural and international diversity on the SMU campus.

APPLICATION DEADLINES

The Undergraduate Program has two intakes: September Session & January Session.

We operate on a rolling basis; however competition is high so the earlier you gain admission, the more time you will have to secure financing, arrange logistics and most importantly improve your English possibly at the LCI, the Language & Culture Center at SMU

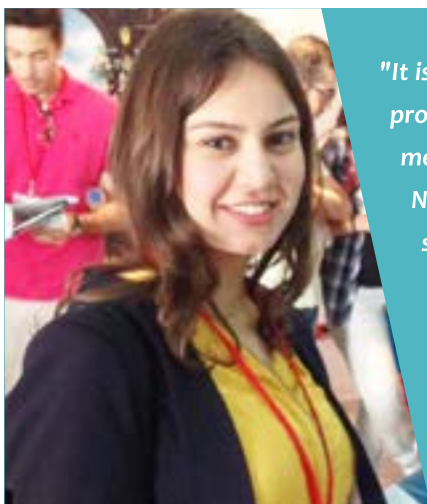
VISIT US ON CAMPUS OR ONLINE AND STAY TUNED THROUGH OUR SOCIAL NETWORKS

We would be delighted to meet you at MSB-MedTech Campus on LAC 2.

You can start your application through these links :

msb.tn/application : to pre apply quickly and get more information about our Undergraduate program admission process

smu.tn/application : this is our official online application form.



"It is with great pleasure that I have learnt about my acceptance at I ÉSEG for a Master program. My 3 year academic journey at the Mediterranean School of Business allowed me to shape my professional career along with a self-development accomplishment. Now, moving forward with a Master Grande École at IÉSEG will certainly further strengthen my competencies."

Ilef Kacem – Valedictorian Licence 2015

An Exciting Student Life



Campus life is vibrant outside SMU amphitheatres and classrooms, students work together as teams in club activities and events monitored by the SCC (Student Clubs Council)

This spirit of teamwork and collectivity is supported by SMU throughout its curriculum and its professors who work closely with students to help them create clubs and contribute positively to student life:

- TEDx
- Debate Club
- Mediterranean Finance Club
- Radio Club
- Integration Club
- AIESEC
- The Pulse (Blog)
- Sports Club
- Dance Club
- Book Club
- Google Students Club
- Young Professional Club
- Theatre Club
- Events Club
- Music Club



MSB Undergraduate Program in Business Management



MSB Cited by the Financial Times as a Model of Business School in Africa



67%⁺

of UPM students had an International Experience



90%⁺

of professors hold PhDs from prominent universities & 10% of professionals



92%

of UPM graduates applied for a master's program



98%

of UPM graduates' college applications were accepted



92%

of UPM graduates got their first choice graduate school

Why Choose MSB ?

- **A GLOBAL EDUCATION** : programs taught in English to diversified students by internationally qualified professors
- **INTERACTIVE TEACHING METHODS** : favoring the development of soft skills, use of case studies, learning by doing
- **STIMULATING LEARNING ENVIRONMENT** : state-of-the-art facilities, dedicated advisors, diversity of clubs (AIESEC, Google Students Club, Debate club, Young Professionals Club, Mediterranean Finance Club, among others)
- **INNOVATION LAB** : a physical space dedicated to creativity, problem solving, and experimentation with the mission to help all entrepreneurs find, test, and realize innovative ideas
- **JOINT DEGREES PROGRAMS**: Possibility to start at MSB and continue at top ranked business schools in Europe and North America

Training Visionary Entrepreneurs For a Global Career



MSB's Undergraduate Program in Business Administration (Licence) is distinguished by its global approach.

This program presents a unique opportunity for ambitious high school graduates to acquire Managerial and Leadership skills in a dynamic and multi-cultural learning environment in the aim of broadening their professional horizons on an international level.

Format & Structure

While the program complies with the LMD system, it is designed in the spirit of American Business Education. The curriculum is balanced between theoretical and practical learning.



* MSB's UPM major in Finance has been acknowledged as incorporating at least 70% of the CFA Program Candidate Body of Knowledge and preparing students to sit for the CFA examinations

- Start Smart Program: a 3-week preparatory program aiming at introducing students to academic life and business culture, as well as providing them with basic knowledge of essential learning tools.
- A 2-year common core program and a 1-year specialization both taught on a full-time basis
- 2 mandatory one-month internship during summers
- A mandatory Community Service Learning project within an NGO or association



Our Top Ranked Academic Partners



International Opportunities

International experience is a necessity in the modern workplace, and an important part of your development at MSB. There are numerous options to go international during your studies, from a summer program at Babson College, a semester on exchange at one of our partners, or taking a class with an international student at MSB.

If you'd like to continue your studies abroad, you can take advantage of our numerous 2+2 agreements with our Licence Degree and one of our partners' Bachelor Degree (HEC Montréal, USF, Moore School of Business, Babson...), or a Master Grande École in France (IÉSEG).

MSB Licence graduates have joined a wide range of honorable universities such as; SDA Bocconi, Oxford University, IÉSEG School of Management, and Université du Québec, thanks to MSB Licence program which opened many doors for advanced studies.

Both MSB and its faculty members offer the necessary tools and opportunities to meet international programs' requirements.

MSB continues to offer its support to the Licence graduates through the career center, to develop their employability and enlarge their networks with alumni and corporate partners.



Program Breakdown

First Year

Business Statistics I
Financial Accounting
Introduction to Management
Introduction to Law
Freshmen Seminar
Human Rights
Business Calculus
Microeconomics I

Psychology
Macroeconomics
Society and Politics in North Africa
Linear Algebra
Management and Leadership
Business Computing I&II
Writing and Composition I&II
Internship I

Second Year

Professional Communication
Public Speaking and Social Media
Business Computing III
Management Information Systems
History and Society
Human Resources Management
Finance I
Entrepreneurial Culture
Operations Management

Marketing
Development theories
Managerial Accounting
Business Law
Microeconomics II
Introduction to Ethics
Business Statistics II
Internship II

Third Year

ODC Management
Innovation and IT Management
International Management
Spanish/German
Coaching
Supply Chain & Quality Management
Negotiation
Finance II
Strategic Management
Entrepreneurship and Business Plan
Analytical Techniques in Business
Management Control
Business Game

Majors

Marketing Major

- Introduction to Marketing Communication
- Consumer Behavior
- Family Business

Finance Major

- Portfolio Management
- International Finance

Management Major

- Introduction to Project Management



Learn From Internationally Qualified Professors *

Anis Chelbi, Ph.D. from Laval University, (Canada)

Professor of Supply Chain and Operation Management at MSB. Also holds a Master from Laval University and Kyoto University (Japan). Extensive teaching experience, at the graduate level worldwide and a rich background in Industrial consultancy.

Katya Ghanmi LONG, Ph.D. from University Libre de Bruxelles, (Belgium)

Wiener-Anspach grantee at the university of Cambridge. Before joining MSB in 2014, she was a researcher at the «Fonds National de la Recherche Scientifique» in Belgium.

Mohamed Louadi, Ph.D. from University of Pittsburgh, (USA)

An extensive teaching experience at Université du Québec, Concordia University, among others. Has been consultant with UNDP, Tunisian Ministeries, the African Development Bank, Poulina Group to name a few.

Noomen Lahimer, Ph.D. from Paris Dauphine, (France)

Several research-teaching positions at Saint John's University New-York (Paris-Campus), Université Paris-Daphine and Ecole Supérieure des Affaires de Paris. His research activities are focused on economic development, poverty alleviation and income inequalities.

Omar Trimeche, Ph.D. from Kyoto University, (Japan)

Assistant Professor of Marketing and Marketing Communication at MSB. Extensive experience in the field of political marketing. Previously held consultancy positions such as Nation Branding Mission Consultant at the Tunisian Ministry of Tourism.

Sana Mami Kefi, Ph.D. and an M.Sc from the University of Quebec at Montreal, (Canada)

Prior to joining MSB, she worked as a Consultant for the Development Research Department of the African Development Bank (AfDB). She also was a Teaching Assistant at the University of Quebec at Montreal.

Sana Miladi, Ph.D. from Sciences Po Paris, (France)

Professor, Management Discipline Lead, and Director of Full-time Programs at MSB. An affiliated Research Fellow at the Center for The Sociology of Organizations (CSO-CNRS), Paris. Currently a full-time Faculty at the MSB and Director of BAA 2+2 MSB-HEC Montréal.

Soumaya Ben Dhaou, Ph.D. joint program from Concordia University - HEC Montréal - McGill And UQAM

Professor, Researcher and Management Information Systems Discipline Lead at MSB. Professional experience in training, consulting and business coaching SME'S development, innovation and change management.

Trevor Crosby, M.A. from Bowling Green State University, (USA)

Professor of English and Communication at MSB. Over a decade of experience teaching German and ESL, including General English, Business English, Medical English, and English for the petroleum industry.

* For the full list of the faculty please visit : www.msb.tn



« At MSB, we offer Global Education through our network of partner schools in Europe and the USA, with an upcoming expansion to five continents. This network allows students at MSB to achieve dual degrees and credit transfers, and also to engage in diverse international experiences. You may spend the summer studying International Business at EADA Barcelona or Entrepreneurship at Babson College or a whole semester on exchange at Top Business Schools in Lisbon, Paris, or Washington, D.C. On campus, we offer international consulting assignments, as well as a strong commitment to internationalization through globally-focused pedagogy, education in English, and an accomplished local and international student body and faculty. »

Isaac Bolger, Professor at MSB
& Director of International Programs

MSB Career Center

Your Bridge to the Professional World

WHO WE ARE

The Career Center provides advice and guidance to students and assists them with both local and international placement opportunities (i.e. internships and jobs). It fosters corporate partnerships and organizes events such as job fairs, workshops, and company visits to connect students with the business world.

The center maintains a close collaboration with major multinational and national companies such as: EY, TAYP, DELOITTE, SWICORP, UNILEVER, ALPHA MENA, COLOMBUS, ODDO, SFBT, BNP PARIBAS, PWC, among others.

The Career Center also focuses on Alumni Community Development and conducts follow-up efforts as well as satisfaction surveys involving our different stakeholders.

CONTACT

careeroffice@msb.tn

Advising and Counseling Center (ACC)

WHO WE ARE

The Advising and Counseling Center (ACC) provides academic advising and individual counseling to current MSB students.

The ACC staff works with members of the University to assist students in facing any challenges they may encounter.

It will assist students in developing interpersonal skills to help them grow personally, and build more satisfying relationships within their community.

SERVICES OFFERED*

Individual counseling sessions

Individual academic advising

Weekly group sessions or/and workshops related to specific topics

Outreach programs to raise awareness about certain mental health and academic issues and improve self-care

*Services are provided by a licenced counselor.

CONTACT

acc@msb.tn



« 3 years ago, I enrolled at MSB. To say the least, I was never expecting that decision to open up so many opportunities for me and to change my life in so many ways ; I was selected to become a CocaCola Scholar, go to the U.S and study for 3 weeks at Indiana University's Kelley School of Business. I was selected as GOOGLE Student Ambassador (MENA Region) and now creating a set of Google Student Clubs across Tunisia. None of this would have been possible without the lessons professors of MSB taught me and the continuous encouragements of faculty and staff members to use our fullest potential and think globally.»

**Nadia Soussi, MSB Licence Student in Business Administration
Google Student Ambassador MENA Region**



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