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Nada BIAZ
 General Director
 of Groupe ISCAE

EDITORIAL

Dear Partners and Friends,

We are grateful for your cooperation and trust and wish you a year filled with great victories and even greater dreams! Wish big!

We hope this year ends on a joyful note and continues into a safe and prosperous New Year to you and your families.

On behalf of our faculty and staff,

I send you all the best wishes for the New Year's Season. Wishing you good health, happiness, and success in the coming year and always.

Happy New Year 2020!

The last four years at the head of Groupe ISCAE were probably the most significant ones in my career. An experience during which, we had to constantly adapt to pursue the ambitious goals of the «ISCAE 2020» strategy.

It was necessary to deal with the available resources in a creative and inclusive way, and find the right combination that maintains balances and dynamics, despite the paradoxes that engender the position of ISCAE as a leader public B. School with an international opening.

The issues and challenges that Groupe ISCAE will have to face cannot be grasped apart from those of higher education at the national level, and the knowledge-based economy development at the global level.

The «CAP 2023», a roadmap for development will therefore be an acceleration plan for the ongoing projects, with prospective strategic refocusing.

It revolved around three main strategic axes:

- Qualitative positioning
- Internationalization
- Impact

The General Director of Groupe ISCAE participates in «Gaidar Forum» organized by RANEPa University Moscow



Nada BIAZ with Andrew Main WILSON, CEO d'AMBA



Panel composed of Tim MESCON, Senior Vice-President of AACSB, Andrew Main WILSON, CEO of AMBA, and Sergey MYASOEDOV, Vice-President of IBS Business School de RANEPa

On January, 13th to 16th, 2020, Ms. Nada BIAZ, General Director of Groupe ISCAE, took part in the “Gaidar Forum”, a flagship event organized by the Russian Presidential Academy of National Economy and Public Administration (RANEPa).

Indeed, the «Gaidar Forum 2020» is one of the main annual international scientific conferences in the field of economy.

This event was organized this year under the theme «Russia and the world: Challenges of the New Decade». It brought together more than 15,000 participants and 800 speakers.

Led by very high-level speakers, the panels and expert discussions focused on a wide variety of themes in the academic, social, economic, technological and environmental

fields, with a highlight of their interdependence, as is the case of any sustainable development model.

This major gathers several personalities from the professional world at an international level. In the field of Business Schools, Presidents, General Directors and Deans as well as the top managers of international accreditation bodies were present, Mr Tim MESCON, Vice-President of AACSB, and Mr Andrew Main WILSON, the CEO of AMBA.

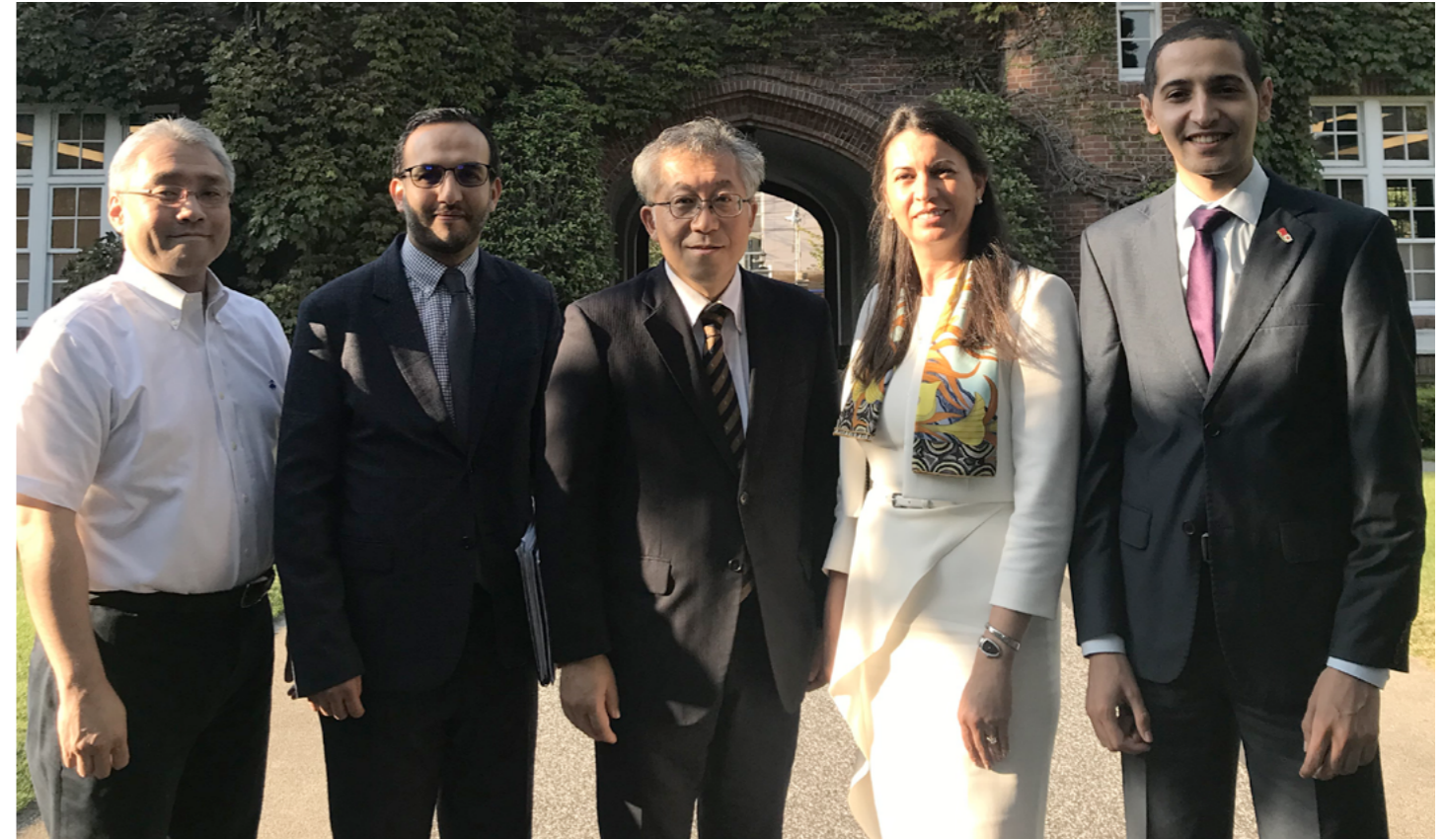
This visit was an opportunity to meet and discuss with the Dean and the managers of the RANEPa Business School “IBS-Moscow”, with the aim of strengthening ties with Groupe ISCAE and revitalizing the agreement that binds the two institutions. This approach aims to maintain and further

contribute to the diversity of the portfolio of international partners, in order to ensure more openness to different cultures.



Nada BIAZ with Sergei MYASOEDOV, Dean of IBS Business School of RANEPa

First Strategic Partnership with a Japanese University, RIKKYO UNIVERSITY Japan



A souvenir photo with RIKKYO UNIVERSITY Managers and Morocco's ambassador to Japan

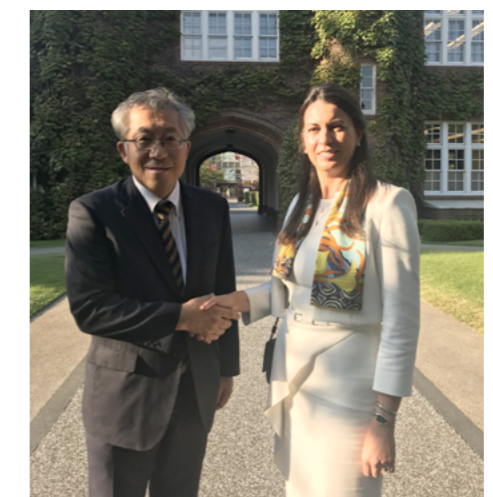
On January 3rd, 2020, Groupe ISCAE signed a new partnership agreement with the Japanese university RIKKYO UNIVERSITY.

This partnership is the result of the working visit of the General Director of Groupe ISCAE to RIKKYO University in October 2019.

It is in alignment with the international opening policy of Groupe ISCAE that aims to enrich and diversify our portfolio through academic partnerships with premium positioning.

Founded in 1874 in Tokyo, RIKKYO UNIVERSITY was selected as part of the «Top Global University Project»

in 2014, a program that the Japanese government has set up to support universities that are leading the



The General Director of Groupe ISCAE with Professor of Finance and Sport Business/Director COB and GSB Study Abroad

internationalization of Japan's education by launching new programs to encourage and deepen interactions and partnerships with the world's top universities.

RIKKYO UNIVERSITY was ranked 14th among Japanese universities in the 2019 world university ranking, according to Times Higher Education (THE).

This university combines authenticity of the oldest universities with modernity, through the integration of new technologies and the opening up to the international.

So far, Groupe ISCAE is the unique RIKKYO's partner in the MENA Region.

The General Director of Groupe ISCAE attended ESCP Europe's Bicentenary and took part of the «International Advisory Board Meeting» Paris - France



Shortly after her appointment as a member of ESCP Europe's International Advisory Board, General Director of Groupe ISCAE attended the Bicentennial Ceremony of this school and participated in its first IAB meeting, held from November 25 to 27, 2019 in Paris.



The celebration of the 200th anniversary of this prestigious school was marked by highlights. Indeed, the kick-off was given by HSH Prince Albert II of Monaco who spoke on the Sustainability, Biodiversity and Climate, and was followed by the awarding ceremony degree of the of Doctor Honoris Cosa title of the Doctoral School ESCP. This anniversary took place in a historical place, symbolizing the art and culture at that time, using modern technologies of 3D projections.

The International Advisory Board meeting was held the next day, in the presence of more than twenty eminent personalities of the academic and Business worlds, members of the IAB.

After a presentation of the challenges and orientations of the school by Frank BOURNOIS, the General Director of ESCP Europe, and other members of the management team, the working groups focused on four complementary strategic aspects, in the framework of reflection workshops: «Globalising the ESCP Brand», «Enhancing the School's Uniqueness», «Fundraising & Shareholding», «Developing Students Services on Tomorrow's Campuses».

The bicentenary has ended with a moment of conviviality and informal discussions, expanding the respective networks of the members of the International Advisory Board ■

Created in 1819 by Jean Baptiste Say, ESCP Europe is the world's first business school, which spawned the concept of «entrepreneurship».

Nada BIAZ recently nominated as IRTI Board of Trustees Member Jeddah - Kingdom of Saudi Arabia



The 3rd Term Board of Trustees (B.O.T) of the Islamic Research and Training Institute (IRTI) of the Islamic Development Bank (IsDB) Group has held its first meeting to discuss how to reposition IRTI to better serve its objectives of supporting the sustainable development of IsDB Member Countries.

The meeting was chaired by IsDB Group President, H.E. Dr. Bandar M.H. Hajjar, who is also Chairman of Board. The meeting was held on Tuesday, 29 October 2019, at the IsDB Headquarters in Jeddah, Kingdom of Saudi Arabia.

In his opening remarks, Dr. Hajjar thanked the new Board members for accepting to serve on the board and highlighted the important role of the Board of providing invaluable guidance and advice to the Institute.

At the meeting, IRTI Acting Director-General, Dr. Sami Al-Suwailem, along with his team, briefed the Board on IRTI's recent initiatives as well as the significant achievements of the Institute over the decades since its establishment in 1981. He also highlighted the roadmap to reposition IRTI for the future.

Members of the B.O.T expressed their appreciation to the IsDB President for giving them the opportunity to contribute to the mission of the Islamic Development Bank Group. They also highlighted IRTI's pioneering role

and immense contribution to the development of Islamic Finance, and gave constructive suggestions on how to consolidate on the recorded gains. The Board supported the new direction of the Institute, and offered several valuable comments and suggestions in this regard.

The newly reconstituted Board of Trustees comprises eminent personalities working in regulatory authorities, central banks, academia, and Islamic financial institutions. Board members who attended the meeting were:

- H.E. Bulent Aksu, Deputy Minister for Treasury and Finance, Republic of Turkey
- H.E. Ismail Manik, Minister of State for Finance, Republic of Maldives
- Br. Khalid Hamad Abdulrahman Hamad, Executive Director, Banking Supervision, Central Bank of Bahrain
- Dr. Nada Biaz, Director General, Groupe ISCAE, Morocco
- Dr. Dadang Muljawan, Director, Islamic Economics & Finance Department, Central Bank of Indonesia
- Dr. Mohamad Hammour, Founder & Chairman, Guidance Financial Group
- Dr. Shahin A. Shayan, Global Investment & Risk Management Advisor, Los Angeles, USA
- Dr. Abdulmohsen Alkharafi, former Secretary-General, Kuwait Awqaf Public Foundation
- Dr. Ahmed Mohiyeldin Ahmed, Head of Banking Research & Studies, Al Baraka Group, KSA ■

Groupe ISCAE participated in the 12th Eduniversal World Convention (EWC) Bangkok - Thailand



A delegation representing Groupe ISCAE, made up of Pr. Mohamed Amine ISSAMI, Director of Development, International Relations and Communication and Mrs. Samira ALAOUI, Head of International Relations and Communication, attended the 12th edition of the Eduniversal World Convention, held on October 26th to 29th, 2019 in Bangkok.

The Eduniversal World Convention is an education-based event designed to bring together education professionals from all over the world. The 12th edition is organized under the theme: «Transformation and Creativity in a Hyperconnected World», it focused

on practical learning, cross-cultural interactivity and tailor-made networking opportunities, based on shared interests, expertise and selected topics, etc. The event was an opportunity for the 140 participants of university deans, business



school directors and international relations Managers from around the world to forge connections and to discuss the following four themes, which help to expand and transform Education in the world:

- Creativity through Transformation of Business Education
- Creativity through Hyperconnected Practice
- Creativity through Action Learning
- Creativity through Global Collaboration

As an outcome of this event, about twenty agreements proposals were discussed with academic institutions from various countries ■

General Director of Groupe ISCAE participated to the EFMD Strategic Leadership Programme Brussels - Belgium

“The General Director of Groupe ISCAE participated to the EFMD Strategic Leadership Programme for Deans that took place in Brussels, from the 23rd to the 25th of October this year. The purpose was to share and discuss common themes and challenges that any Dean, Director or General Director faces in one way or the other.

Actually, there are different kinds of issues that were brought up. Of course, there are strategic challenges such as rethinking the business model of business schools, changing landscape, multi campus choice, multi activity institutions, internationalization, innovative approaches, accreditations. However, it seems like the daily common challenges the Deans and General Directors are dealing with are mainly

internal to the organization. It has to do with governance, change management and bringing individuals on board. It is a question of social climate, how to get over that feeling of people not been enough respected and trusted, and how to align performance evaluation with the school strategy. And most of the time these issues lead to conflicts. That's how operational problems and emergencies are often taking over

strategic objectives. And the role of the Dean or the General Director is to moderate and provide leadership while dealing with communication outburst and sometimes aggressiveness. Even committees fall apart because of divergent points of view and perceptions, individual priorities and expectations. So often, it becomes highly emotional and meetings can turn around issues that are not those of initial purpose.

Consequently, dealing with personal expectations and frustrations, along with a history of administration / faculty / staff relations, is a recurrent challenge for Deans and General Directors. Last but not least, financial challenges still came out as recurrent, specifically managing resources, seeking fundings, sustaining and growing programs. It seems also hard to assess each program's contribution, as most Business Schools

don't know accurately how much money is made out of each activity, because of many common shared resources making it difficult to assess the exact contribution of each «agent» on each activity. This is especially the case for «support agents» that work for all value creation activities, whether it is BtoC (academic programs), BtoBC (executive education) or BtoB (consulting)” ■

Pr. Tarik EL MALKI, Director of ISCAE-Rabat, participated in the celebration of the 50th anniversary of ENAP-Quebec Dakar - Senegal

The National School of Public Administration (ENAP) of Canada celebrated its 50th anniversary in a solemnity called «Recognition of Francophone African Partners and Haiti», on September, 18th and 19th, 2019 in Dakar, Senegal.

This event was attended by worldwide eminent guests, two days-round. The agenda included a «Panel: Shared Views on Public Administration in the Age of Transformation» and a «Presentation of Recent Innovative International Projects» focused on development, consulting, support and training.

Actually, this event was an opportunity for signing new collaboration agreements between ENAP and different partners. Workshops were organized for discussions, networking and reception sessions.



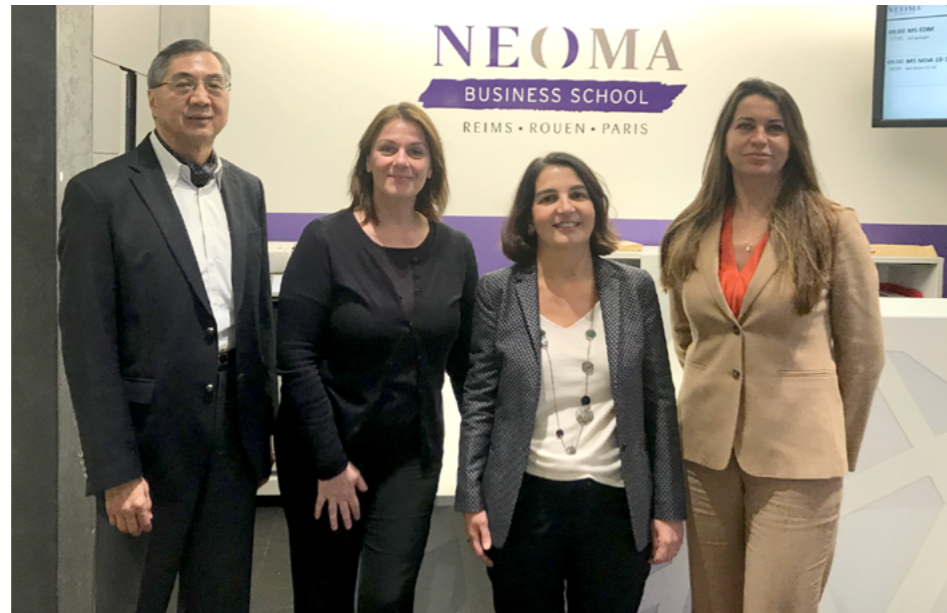
The ENAP is an academic institution, member of the University of Quebec network founded in 1969. Headquartered in Quebec City, ENAP specializes in teaching and research in public administration. It offers 33 programs of higher Education.

The ENAP has relocated its training programmes in some African countries. This school of higher education now has nearly 11,000 graduates ■



Nada BIAZ, the General Director of Groupe ISCAE has participated in the International Advisory Board - NEOMA Business School Paris - France

As a nominated member of the International Advisory Board of NEOMA Business School in 2018, the General Director of Groupe ISCAE, Ms. Nada BIAZ attended, for the third time in a row, the meeting of the international council on September 16th, 2019 at NEOMA headquarters in Paris. The presentation focused on the highly satisfactory record of the academic year 2018-2019, as a result of the BBA programs and MSc blossoming. Since the Grande Ecole quality-positioning is maintained by the increasing attractiveness with regard to international students, by parallel admission process. Several indicators were mentioned to highlight the positive trend of NEOMA in several aspects, namely faculty diversity, research and rankings. The discussions between NEOMA, Groupe ISCAE and board members from other Schools, emphasize the similarity of their challenges, faced at relatively different levels. Thus, issues of internationalization, digitalization,



growth management and the transformation of business models seem to be common concerns. However, if the requirements at the international level are standardized, the way to comply with them depends on the local context, the resources, the governance and the regulations in force.

Participation in such advisory board is part of a win-win relationship, it strengthens the Business Schools to Business Schools contact, through a common reflection that promotes anticipation, coherence and bridges between the different systems ■

Nada BIAZ, the General Director of Groupe ISCAE participated in «Morocco on the Move» Conference London - United Kingdom



On July 9th, 2019, the General Director of Groupe ISCAE participated in «Morocco on the Move» conference, organized in London jointly by The British Moroccan Society and the association of friends of the Museum for Moroccan Judaism with the support of the Ministry in charge of the Moroccan Residents Abroad and Migration Affairs and in collaboration with the Embassy of Morocco to the United Kingdom.

This conference is part of the Association of Friends of the Museum of Moroccan Judaism activities that aim to promote the image of a modern, multicultural and tolerant Morocco. Thus the association has organized for several years, in partnership with other organizations,

conferences on contemporary Morocco, its realities and its challenges, at political, economic, social and cultural levels. Informative presentations were followed by discussions targeting Moroccans living abroad, as well as citizens of host countries, who wish to deepen their knowledge of Morocco.

The organizers invite Moroccan and local experts to make presentations on various themes, including the features of the last Moroccan Constitution (July 2011), notably that relating to Moroccan identity, women's status, press freedom and other economic subjects and society ■

Pr. Mohamed Amine ISSAMI, Director of Development, International Relations and Communication, Groupe ISCAE participated at AABS Connect Annual Conference Cape Town - South Africa

Pr. Mohamed Amine ISSAMI, Director of Development, International Relations, and Communication, Groupe ISCAE participated at AABS Connect Annual Conference 06-09 June 2019, University of Stellenbosch Business School, Cape Town, South Africa, under the theme: A Leadership Agenda for the 4th Industrial Revolution



There is an increasing expectation that business schools in Africa play a leading role in our new world dominated by the 4th Industrial Revolution. This international conference focuses on how business schools and industry can join hands to provide leadership to add economic and social value in African and global societies. This new age for humanity will require a new type of leader –a leader who can “navigate these changes with integrity and to provide positive, impactful leadership as the business landscape takes a new shape” (World Economic Forum Annual Meeting, 2018). When thinking about the 4th Industrial Revolution, the first thing that comes to mind is the reinvention of work. This includes the saving of jobs, the adoption of new skills and the invention of new jobs, which open up opportunities for business education and business leaders.

What are the implications of this agenda for business schools in Africa? What are the implications for industry on the continent and the world? What are the key points of challenge and which possibilities are created? What should be the focus of our debates in the years to come?

This annual meeting aims to provide you with a conference to connect with fellow business schools practitioners, business leaders, public officials, thought leaders and business schools alumni. AABS Connect encourages debate to aid our African business and management education growth strategy. The launch of the AABS Accreditation process, which has officially begun in October 2018, has shown impeccable influence across many arenas. AABS is not only embedding an impact full

culture of continuous improvement in the continent, but is also a major contributor in improving global measures for management education worldwide. It is no coincidence that Impact is one of the main cornerstones of the AABS accreditation standards. On June 08th, Professor ISSAMI has participated as a speaker in one of the five panels and interviewed by Financial Mail a South African newspaper, the topic of the session was “Teaching and research in the world of 4IR/4IR ready learning/classroom of tomorrow”. The presentation highlighted the concept of smart B. Schools. Besides, Professor ISSAMI has represented Groupe ISCAE at the annual AABS Members Meeting held on Sunday, 9th June 2019, after the AABS Connect Conference, at University of Stellenbosch, South Africa ■

Groupe ISCAE attendance to the 5th Edition of the Africa Congress of Accountants (ACOA) Casablanca - Morocco



A delegation from Groupe ISCAE has attended, on Wednesday June 19th, the opening ceremony of the 5th edition of the Africa Congress of Accountants (ACOA). Under the High Patronage of His Majesty the King Mohammed VI, this African Congress of the Accounting Profession brought together more than 1200 participants from 58 countries, including 47 from Africa, more than 10 international organizations, and several institutional bodies.



This large-scale event dealt with the crucial theme «For a efficient public sector in Africa» and was an opportunity to meet and share with our partners members of the Order of Chartered Accountants and personalities from the world of economy and finance, both Moroccan and International profiles. Many students from the Grande Ecole and Doctoral Cycle have participated as reports in various panels ■

A delegation from IESEG School of Management at ISCAE-Casablanca



On October 15th, 2019, Groupe ISCAE hosted a delegation from IESEG School of Management, headed by Mr. Antonio GIANGREGO, Principal Teacher and Associate Dean for International Relations.

The purpose of this delegation's visit is to:

- Consolidate the commitment of the two parties to facilitate, inter alia, the international mobility of their students and faculty, and the exchange of best practices,
- Commit to new strategic orientations, particularly to foster the collaboration of teacher-researchers and PhD students on research topics of common interest,
- Promote IESEG School of Management among Groupe ISCAE students,
- To meet IESEG «outgoing» students, present on the campus of ISCAE-Casablanca, to know more about the course process at ISCAE.

This visit was also an opportunity for this delegation to meet Groupe ISCAE teachers and pedagogical managers of the specialized Masters, keenly interested in the exchange of teacher-researchers as well as the co-organization of events in the framework of their executive training offering ■

Visit of Dr. Nicolas ARNAUD, Director of Audencia Programs at ISCAE



As part of the development of partnership relations between Groupe ISCAE and Audencia Business School, Dr. Nicolas ARNAUD, Director of Audencia Programs, paid a courtesy visit on October 14th, 2019 to ISCAE-Casablanca. It was an opportunity to discuss new ways of collaboration between the Groupe ISCAE and Audencia Business School ■

LAVAL University hosted by ISCAE : Information and Exchange Session on International Mobility



As part of the development of partnership relations for Groupe ISCAE, LAVAL University, represented by Mr. Abdennasser MARGOUM, Partnerships and Development Director and Mr. Jean ABAKAR, Studies Promotion and Information Manager, animated an information session for Groupe ISCAE students, on October 3rd and 4th, 2019.

The information session focused on exchange programs, offered by LAVAL University to ISCAE students. This delegation was pleased to see how keen are the students to know more about exchange programs ■

Groupe ISCAE hosted an Exchange Information session about Neoma's Business School Programs



Ms. Sylvie JEAN with Groupe ISCAE students .

Groupe ISCAE hosted on Monday, September 30th, 2019, Ms. Sylvie JEAN, Director of NEOMA Business School "Grande Ecole Program", who led a briefing session on international mobility. To the many students who attended the event, Ms. Sylvie JEAN presented the city of Rouen, NEOMA BUSINESS SCHOOL and exchange programs, double degree and Master of Sciences (MSc), offered by our partner. The debate was rich and the students were satisfied with the services offered by NEOMA Business School ■

The Ambassador of Mali to Qatar on visit to ISCAE, blend of emotion and nostalgia



In order to strengthen the academic dialogues and expand its relationship network, Groupe ISCAE hosted, on September 27th, 2019, his Excellency the Ambassador

of Mali to Qatar Mr. Cheikh Ahmed TIDIANY DIAKITE, a graduate from ISCAE in 1982. This visit was a moment of reunion with the large ISCAE family, particularly

Moroccan and sub-Saharan students. And also an opportunity to discuss new ways for tripartite collaboration between Groupe ISCAE, universities in Mali, and Qatar ■

The Participants of the Specialized Master of International Trade (MACI) on a study tour to Lille : a great moment of exchange Lille - France



As part of the training programme, Professor Adil BAMI, the manager of the programme MACI and Professor Brahim KERZAZI, Speaker, and the

participants of the Specialized Master in International Trade (MACI) had organized a study tour in partnership with the University of Lille, from June 17th to 19th, 2019.

The study tour provides participants with an immersive and international experience. It's an opportunity for understanding of the factors of the macro environment interacting with various stakeholders (Companies, territories, universities, Infrastructures, Institutions, etc.)

This visit was inaugurated on Monday, June 17th, 2019, with a presentation by a representative of Competitiveness Centre, addressing the competitiveness in a changing world.

On June 18th, 2019, the visit to the Port of Rotterdam revolves around the theme «Port logistics at the heart of international trade». The port of Rotterdam is the largest port in Europe. It is the main maritime gateway for goods flows (Import & Export).



The programme of this study tour also includes institutional visits, notably to the European Parliament. At this event, the participants attended the work of a commission on Energy and Climate. The participants were also received by three officials at the European

Commission who are working on Moroccan current issues (fisheries agreement, agriculture, services, etc.). Another institutional visit was dedicated to the Moroccan Embassy to the European Union and NATO. It was an opportunity to learn more about the mission of our diplomatic

representatives in protecting and defending the Kingdom's economic interests, namely the access to the European market ■

Visit of the President of international University Geneva at ISCAE



Mr Eric WILLUMSEN, The Director of the International University in Geneva, paid a courtesy visit to ISCAE-Casablanca on November 29th, 2019.

This meeting was an opportunity to visit the premises of the ISCAE-Casablanca and to discuss new avenues of collaboration between Groupe ISCAE and the International University in Geneva.

Visit of Tunisian Professors Delegation at ISCAE



A delegation of Tunisian university professors led by Pr. Ridha GOUIA, Dean of the APBS University Avicenne Private Business School.



20th
Edition 2020
of the International
Symposium of Rabat

CROSSED VIEWS ON THE TRANSFORMATIONS OF MANAGEMENT AND THE PUBLIC INSTITUTIONS

April 16th & 17th, 2020
Rabat - Morocco

Theme

A HALF CENTURY OF ADMINISTRATIVE REFORMS: WHAT IMPACT ON THE PUBLIC ORGANIZATION GOVERNANCE?

Overview:

The 2020 Edition of the international symposium "Crossed views on the transformations of management and the public institutions" aims to present and discuss new advancements and findings in the impact of administrative reforms affecting the public organizations governance since 1976.

Jointly with

The International Doctoral Research Workshop in Management and Strategy of Public Organizations (ADIMAP), the rationale of the 2020 edition will be the fostering and guiding the conceptual approaches and innovative practices of an ethically responsible public management.

Professors Rachid M'RABET and Mohamed Amine ISSAMI participated in the First Edition of «Managlobal Winter School 2019» Manchester - Great Britain

The first "Winter school" of the ManaGlobal project was organized from December 9 to 12, 2019 in Manchester (Great Britain). Professors Rachid M'RABET and Mohamed Amine ISSAMI of Groupe ISCAE took part in the work of this event.



Prs. Rachid M'RABET and Mohamed Amine ISSAMI

Indeed, Pr. Rachid M'RABET chaired several sessions and panels and also presented a paper on the governance of family businesses in Morocco. For his part, Professor Mohamed Amine ISSAMI led a working session and presented an article on the development of private equity in Africa and an intervention on qualitative and quantitative analysis in the context of ethnographic research. During this meeting, several researchers and professionals from Cameroon, Senegal, Ghana, England, Germany and France presented their work within the framework of the Work Packages of ManaGlobal Project.

For the record, the ManaGlobal project is piloted by Rennes 2 University inaugurated in February 2019. It is an innovative research and training project

(RISE). It focused on management practices in several African and Arab countries. It has received support from the Horizon 2020 program of the European Union through the Marie Skłodowska-Curie grant agreement and receives funding of 1.5 million euros over 4 years.

ManaGlobal's objective is to contribute to research on business management in the different countries participating in the project and to network African,

Arab and European academics and practitioners.

The faculty of Groupe ISCAE actively partake in project activities, in particular, through the ethnographic studies they must carry out (four studies are being prepared in the following sectors: Real Estate, food industry, Banking and Finance, and Tourism are in progress. In addition, secondments are programmed in partner European academic institutes ■

Pr Jihane AAYALE attended the 5th Edition of ICTO International Conference at EDHEC Business School Lille - France

On the 24th & 25th October, 2019, Pr Jihane AAYALE, attended the 5th Edition of ICTO International Conference at EDHEC Business School.

The topic of this edition is 'The Impact of Artificial Intelligence on Business and Society', Pr AAYALE, Groupe ISCAE faculty member, co-authored and presented two papers related to the aforementioned theme.

The titles of these articles headed as follows:

- Cryptocurrencies and Artificial Intelligence: Flight-to-Quality» Co-Authored By Pr Jihane Aayale and Pr Mohamed Amine Issami.

- And «AI- Based Tools' Integration in Predictive Marketing: A Definition of Consumer Satisfaction Determinants.» Co-Authored By Pr Jihane AAYALE and Pr Nada SOUDI ■

Groupe ISCAE : Back to school 2019-2020 Casablanca - Morocco



On September 5th, 2019 at ISCAE-Casablanca, the kick-off of the 2019-2020 university year was given during a welcome ceremony for Groupe ISCAE Faculty and Directors. On this occasion, the General Director of Groupe ISCAE presented the results for 2016-2019 and the strategic issues and challenges for 2019-2023 ■

Pr Mohamed SABAR attended the Global Colloquium on participant-Centered Learning Boston - USA



Professor Mohamed SABAR, faculty member of Groupe ISCAE took part in the Global Colloquium for Participant Learning (GloColl*), on July 21st to 27th, 2019 at Harvard Business School, Boston, USA.

- Identifying the qualities of strong teachers
- Determining when the case method is and is not appropriate
- Conducting field-based research
- Maximizing synergy among research, case writing, and teaching

Your teaching strategy and plan

- Examining different curriculum development methodologies
- Preparing and executing your teaching strategy
- Developing teaching plans

Effective engagement with learners

- Defining learning contracts
- Questioning, listening, and offering feedback
- Developing a strong relationship with the class

Research and case writing

- Practicing case writing and editing

Innovation and change

- Learning and developing as leaders and teachers
- Integrating economics, ethics, and the institution
- Introducing participant-centered learning—including strategies, support requirements, and political responses ■

*GloColl seeks to build an international community of faculty members who are committed to participant-centered learning through innovative teaching and course design. Combining a weeklong on-campus module and a regional in-depth case-writing workshop, educators learn how to become more effective teachers using the case method.

The training programme is focus on « Case Writing Workshop», it gathers Professors from different business schools around the world. During this training, participants had the opportunity to work individually and in groups to draft case parts and also to watch videos that highlight the challenges of writing and teaching cases.

KEY BENEFITS

- Principles of practice-based learning**
- Exploring how people learn

Upcoming Events

Accreditation Eligibility Workshop

13 February 2020 | Antwerp, Belgium
20 April 2020 | Istanbul, Turkey

Annual Accreditation Conference: Europe, Middle East, and Africa

17–19 June 2020 | Oslo, Norway

Assessment and Impact Conference

19–21 March 2020 | Houston, Texas, USA

Assurance of Learning Seminar I

4–5 March 2020 | Innsbruck, Austria

30–31 March 2020 | Birmingham, United Kingdom

21–22 April 2020 | Istanbul, Turkey

27–28 May 2020 | Lyon, France

Assurance of Learning Seminar II

1–2 April 2020 | Birmingham, United Kingdom

B-School Communications and Development Symposium

4–6 March 2020 | Washington D.C., USA

Business Accreditation Seminar

11–12 February 2020 | Antwerp, Belgium
15–16 June 2019 | Oslo, Norway

Continuous Improvement Review Seminar

6 March 2020 | Innsbruck, Austria

Deans Conference*

2–4 February 2020 | Nashville, Tennessee, USA

Engagement, Innovation, and Impact Seminar

20 May 2020 | Lyon, France

Faculty Standards and Tables Workshop

3 March 2020 | Innsbruck, Austria

19 June 2020 | Oslo, Norway

New Deans Seminar*

2–4 March 2020 | Berlin, Germany

Graduate Curriculum Conference

13–15 May 2020 | Indianapolis, Indiana, USA



Annual Accreditation Conference: Europe, Middle East, and Africa

17–19 June 2020 | Oslo, Norway

Uncover the latest business accreditation trends while you reconnect with your peers.

*Registration is limited to business school deans and others who head higher education business units.

Learn more and register at aacsb.edu/events



ICAM 2020 features themes to heighten and reinvigorate your role, your program, your staff, your school, and your



The Council of Government Meeting on december 12th, 2019, decided to renew its confidence and approved the reappointment of Nada BIAZ* as General Director of Groupe ISCAE Rabat - Morocco

After several years of academic, managerial and entrepreneurial experience in the fields of education and training, she joined Groupe ISCAE in 2014 as Director of ISCAE-Casablanca.

In 2016, she was appointed General Director of Groupe ISCAE for a term of four years, during which the transformational strategy «ISCAE 2020» was initiated. Today, a vision is extended to «ISCAE milestone 2023», to continue on the same track and seize new development opportunities.

Ms Nada BIAZ contributes to the reflection on innovation in academic management at national and international level, more precisely in the field of higher management education. She is thus a member of the Higher Council for Education, Training and Scientific Research (CSEFRS), the National Commission for the Coordination of Higher Education (CNACES) and the Conference of University Presidents (CPU).



Ms Nada Biaz is also a member of the International Advisory Board of ESCP Business School and Neoma Business School. The General Director of Groupe ISCAE shares with these renowned French schools, with the Triple Crown,

her outlook and experience as the head of a North African higher education institute ■

* Ms Nada BIAZ is graduated from ISCAE, cohort 1991.

The Great Debaters Club won the Debate Competition Trophy for the English Section ISCAE-Casablanca



On November 17th, 2019 at the Faculty of Economic and Legal Sciences of El Jadida, the ISCAE-Casablanca «Great Debaters» team awarded the first prize in the English section of «Debate Competition».

This event is an opportunity to share the values of the Club «Great Debaters ISCAE-Casablanca», namely listening, responsiveness, critical thinking, cohesion, solidarity and respect.

The Great Debaters team of ISCAE-Casablanca is made up of the following Grande Ecole students:

- Maryem HMAMA • Soukayna MHIMRA • Asmaa FATHANI
- Anas AZZABI • Lamiae JAAFAR • Zineb ATIMI • Nisrine SLASSI
- Fabrice BADO • Mazou SORE • Ali CAMARA • Mouad ELKHATEB

The Chartered Institute for Securities and Investment and Casablanca Stock Exchange in Information Session to Groupe ISCAE Campuses ISCAE-Casablanca and ISCAE-Rabat



On October 24th, and 28th, 2019, Groupe ISCAE hosted, respectively, in its two campuses (Casablanca and Rabat), two eminent personalities Mr Praneet SHIVAPRASAD Senior International Manager of CISI and Mr Ahmed BENNANI “Ecole de la bourse” Manager. The session information is designed for Grande Ecole, Bachelor, doctoral students and specialized master in finance participants. It aims to present a certified programme in stock market area, through giving insights regarding its curricula, fees, and expected learning outcomes. The presentation was followed by a questions and answers session to know more about the programme offering ■

Workshop at ISCAE-Rabat, October 2nd, 2019 «Assessment of the Impact of Trade Chapters of the Euro-Mediterranean Association Agreements with six partners, Algeria, Egypt, Jordan, Lebanon, Morocco and Tunisia» ISCAE-Rabat



Pr. Tarik El MALKI, Director of ISCAE-Rabat



Participants at the workshop of October 2nd, 2019 in Rabat

On October 2nd, 2019, ISCAE-Rabat organized, in partnership with the Center for Social and Economic Research (CASE), the Euro-Mediterranean Forum of Institutes of Economic Sciences (FEMISE) and ECORYS Netherlands, a workshop on the theme :

«**Assessment of the impact of trade chapters on the Euro-Mediterranean Association Agreement**»

This workshop is part of the evaluation of the trade pillar of the Association

Agreement between Morocco and the European Union, in force since 2000.

The meeting purpose is information exchange, in particular on the methodology and the preliminary results of the study and promotion of an interactive dialogue between the different stakeholders.

The interventions focused on assessing the trade chapters' effectiveness, efficiency, coherence and relevance in promoting trade, developing seamless economic and social relations, and

meeting the necessary conditions for the gradual liberalization of trade in goods, services and capital between the EU and Morocco, and the promotion of intra-Mediterranean trade as well.

Aside from that workshop, well-known keynotes Moroccan speakers and moderators exchanged information and experiences related to the Moroccan context (economy, competitiveness, sustainable development etc.) ■

CGEM organised the 2nd Summer University on september 13th & 14th, 2019 at ISCAE-Casablanca

The CGEM held its 2nd Summer University on September 13th & 14th, at ISCAE Casablanca. During two days of intense debates, nearly 100 speakers expressed their different insights regarding the role of entrepreneurship in Morocco's development model.



The Summer University was also an opportunity to highlight one of the pillars of the model supported by the CGEM, namely the crucial role of entrepreneurship, in all its forms and dimensions, for economic and social development of Morocco.

The Guest of Honor of this edition inaugural ceremony is Nicolas Sarkozy, former President of the France. Mr. Sarkozy has exchanged with the entrepreneurs of the CGEM in a plenary session entitled «The world is changing so fast! What about tomorrow's economy?»

The CGEM Summer School was marked by a strong institutional presence: Mr. Saad Dine El

Otmani, Head of Government, Mr. Mohammed Benchâaboun, Minister of Economy and Finance, Mr. Moulay Hafid Elalamy, Minister of Industry, Investment, Trade and the Digital Economy, Mr. Said Amzazi, Minister of National Education, Vocational Training, Higher Education and Scientific Research, Mr. Ahmed Reda Chami, President of the Economic, Social and Environmental Council (CESE), Driss Guerraoui, President of the Competition Council, and Dounia Taarji, President of the Management Board of the Hassan II Fund for Economic and Social Development ■

Source: Text adapted from a communiqué/press release of the CGEM



The Summer University thus constitutes an extraordinary platform for discussions and concrete suggestions for the future, particularly in the context of the ongoing dynamic for a new model of economic and social development combining a strong, productivity-oriented growth, with a palpable improvement of the living conditions of the populations.



The 6th Edition of the University Chants Festival : A unique artwork

ISCAE-Casablanca



On 03rd and 04th May 2019, ISCAE Casablanca hosted the sixth edition of the Festival of University Chants, organized by the ISCAE Choir, under the theme «Spring Harmony».

Over the years, the Festival of University Chants has become a not to miss annual event, punctuated by the participation of the country-wide choristers and musicians.

The festival aims to contribute in the cultural and artistic influence of students, by providing with opportunities for meetings and exchanges between choirs higher education institutions and to make art accessible and popular for all. This tradition also corroborates the efforts of Groupe ISCAE to:

- Maintain its image as an open space of artistic culture;
- Nourish the artistic passion of its students community;

• Balance the academic and extracurricular development. The edition, was kicked off by the General Director of Groupe ISCAE, in the presence of some Faculty members, the program included a variety of the most famous songs and musical pieces.

Led by the choirmaster M. Adnane Matrone, the ISCAE Choir offered an outstanding performance to the applause of music lovers ■

«An International Lunch-Time Gathering» ISCAE-Casablanca

Groupe ISCAE organized, on January 10th, 2020, a welcome lunch for the «incoming students», to inaugurate the «spring semester 2020».

This moment of conviviality was an opportunity for exchange and discussion between students from different continents, General Management, faculty, and administrative staff ■



Professor Mohamed Amine ISSAMI has participated in a roundtable organized by Amadeus Institute

Thursday, May 30th

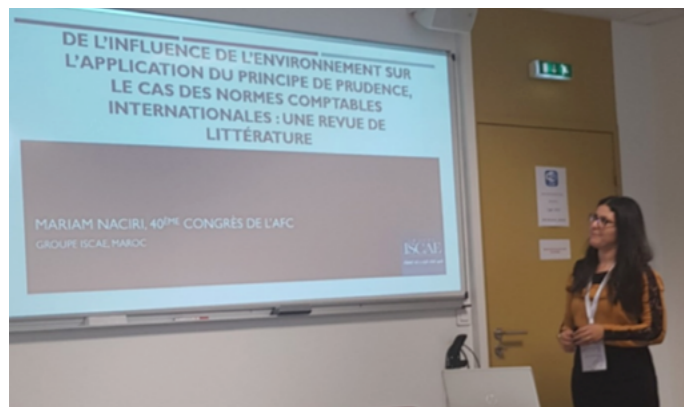


As part of its activities, Amadeus Institute launched a series of conferences under the theme «Thinking Morocco's new development model: the need for an integrated and participatory approach». Several roundtables have been launched to deepen the debate around this development model.

On Thursday, May 30, 2019, similar to Chatham House rules, a roundtable was organized under the theme «From School to University: A New Paradigm for a New Generation». Professor Mohamed Amine ISSAMI joined ten other experts at this event, led by Amine EL KABBAJ, Projects and Analysis Unit Manager at Amadeus Institute. The

gathering aims to enrich the current debate on education in Morocco, as a lever for development and growth. Reflections on this roundtable and other meetings will be reported in a memorandum ■

The 40th Francophone Association of Accounting May 20, 21 and 22, 2019 - Paris



Mariam NACIRI, doctoral student at Groupe ISCAE, has participated in the prestigious congress of the Francophone Association of Accounting (AFC), held in Paris for its 40th edition, on May 20th, 21th and 22th, 2019, under the theme «Ethics, Regulation and Accounting». She presented a paper entitled «The impact of environment on the implementation of the conservatism principle, the case of international accounting standards: a literature review», as part of her PhD work, under the supervision of Professor Fawzi BRITEL.

Abstract:

The accounting literature considers the prudence or conservatism principle an accounting as an attribute of the financial information quality. The adoption of a single set of high-quality, understandable and globally accepted standards, namely IFRS, has failed to harmonize accounting practices across countries, or even to improve the quality of published financial information. Based on this observation, we conducted a literature review of the work performed by scholars to evaluate the impact of the transition to IFRS the level of prudence or accounting conservatism.

We conclude that the implementation of the same accounting standard differs from one context to another, as a result of various institutional, organizational and cultural factors. Indeed, accounting rules have the specificity of being able to adapt and evolve to meet the needs of users of financial information, and if their implementation is affected by external factors, which is not without effect. Accounting standards interact with their economic, legal and social environment.

Keywords: IFRS, Prudence, accounting conservatism, literature review ■

35th Edition of Carrefour du Manager «What Collaborative Practices for Tomorrow's Businesses?»

ISCAE-Casablanca

Tuesday, December 3rd, 2019, the 35th edition of "Carrefour du manager" opens its doors on the campus of Groupe ISCAE in Casablanca, around the theme «What collaborative practices for Tomorrow's businesses?»

Initiated by Groupe ISCAE in partnership with the French Chamber of Commerce and Industry of Morocco (CFCIM), this two-day event is an opportunity for meetings and exchanges in a friendly environment between professionals and students with rich and varied profiles, talents and experiences. In her keynote address, the General Director of Groupe ISCAE, Nada Biaz, indicated that the Carrefour du Manager is more than a simple recruitment space. This is a special event that brings together the main players in the ecosystem of co-creation of managerial knowledge, through various topical themes, she said. «This year, the theme that we are proposing



is that of collaborative practices, as a lever for the development of the today's and tomorrow's businesses» And noted that there are several complementary ways to approach this theme. It can be dealt with from the point of view of the synergies that are established in the formal, hierarchical framework, or in a less formal framework, facilitated by a joined up management style, trust-

based relationships, and significant outcomes. Thanks to the technological progress, collaborative work has taken on another dimension, whether in terms of communication, knowledge-sharing, data pooling, shared work, or monitoring and task management, Ms BIAZ she points out that when we speak of collaborative work, this quite broad concept I includes systematically the digital dimension which has transformed work relationships. For its part, the General Director of CFCIM, Philippe Cros, said he was proud to support this event dedicated to employment and recruitment. As it is of particular importance insofar as it connects students with companies that in search of relevant talents.

This is a constantly improving event, he said, and an opportunity for students to develop their professional careers in the future.

In summary, Carrefour du Manager Offers not only a space dedicated to recruitment, but organizes thematic conferences, Keynotes and a Distinctive Awards ■



A Memorable Meeting with two Renowned Moroccan Authors: Pr. Fouad LAROUI and Pr. Rachid BENZINE

ISCAE-Casablanca



On December 25th, 2019, ISCAE-Rabat welcomed Pr. Fouad LAROUI and Pr. Rachid BENZINE two major Moroccan writers, members of the Special Commission on the Development Model (SCDM), to exchange with Groupe ISCAE students. This meeting crowns the role of businesses as an economic and social corpus, as well as the role that the student will carry out in business and in society, therefore, a society

is discovered under its multiple facets through training, literature, art, etc. This event was also an important opportunity to reflect with the students on the development model of Morocco. During this meeting, moderated by Pr. Hayat ADRAOUI, the debate was rich and fruitful and marked by an exchange with our students who were highly appreciated by the two eminent speakers ■

Groupe ISCAE Celebrates its 46th Cohort An Unforgettable Moment that crowns/Awards Praise Worthy Curricula

ISCAE-Casablanca

The 46th cohort is made up of 221 graduates from different programmes.

This ceremony is a moment of mixed emotions tinged with relief, pride, satisfaction, and hope, it's a moment of celebration of the culmination of mutual efforts of dissemination, accompaniment, exchange and sharing. 221 laureates from Groupe ISCAE different academic cycles: Doctorate in Management Science, Accounting Expertise and Grande Ecole (Grade Master). Every year, the graduation ceremony is held to celebrate the success of outgoing cohorts, and also to confirm the excellence of one of the fully-fledged higher management



education institutes in Morocco, with its 48 years of history, experience and its shared values «Diversity, Inclusion, Ethics and Commitment, Groupe ISCAE is committed to a mission that goes beyond the simple transmission of academic knowledge.

On this occasion, Nada BIAZ, the Director General of Groupe ISCAE, and ISCAEiste 1991 Cohort, addresses a graduation speech:

«Dear fellow students,

At ISCAE you have learned to learn, and above all you have learned to unlearn to reinvent. Indeed, the upheavals of society and those linked to international markets transformed by technological advances, give rise to the exactly same concerns of constantly changing transformation.

Thus, learning to unlearn is the prerequisite of a fulfilled life, it is about detaching from oneself initial condition to granting the freedom to ask yourself questions and to base your habits rather on universal principles such as Responsibility, Integrity, Abundance, Renewal, Evolution, Transformation instead of limiting beliefs (True Or False) or judgments.

Only a change in your perception and interpretation of the world and events will give you access to richer life.

Thus, the ISCAE's mission was to support you in your constructive transformation to better evolve in your professional but also personal life, to better evolve through the ages of life, to better seize and appreciate the opportunities. Now, to continue this transformation process, which is above all a personal project, you should know that your graduation from ISCAE is today your new starting point. Moreover, in this context of intense technological disruption (with its social, cultural and psychological effects), you will inevitably have to rethink your life as a creative process, rich in varied experiences as several alternatives which can be lived successively or simultaneously.

A life rich in learning, a life of openness, sharing and impact, this is the best investment. Giving hope and example of a fulfilled life and becoming yourself an agent of change, this is the best legacy to leave for future generations.

So imagine your life as a journey by train, plane, boat, maybe one day you would take a rocket; a journey where you go from adventure to adventure, a journey where the distance and the experiences are as important if not more important than the final destination.

Thus, the ISCAE will have been a stopover among others in your life, a stage which will contribute to your development, to get prepared to face other stages and to improve the quality of your journey, a stage which will open up new horizons, horizons you have never thought of before. Take this experience as a stage in your life that will contribute to «outclass you», giving you a posture to travel in first class, to be in the front row, with a breathtaking view of the horizon of possibilities.

I therefore invite you to leave your "door of change" open, wide open, and to continue to evolve beyond this beautiful ISCAE site, but remember to come back to learn more or and to contribute and bring the progress to the flagship of development.

Morocco our wonderful country, your families, the schools you had the chance to attend to get there today, then ISCAE (through its faculty, your classmates, staff members, internship opportunities and of international mobility), all this had to anchor your roots and trigger your transformation. Now spread your little wings and fly to the future, enjoy the beautiful landscapes, and be what you are not yet, but be what you want, and you certainly will be» ■

Groupe ISCAE Induction Week A New Start, Full of Emotion and Friendliness

ISCAE-Casablanca



Groupe ISCAE celebrated an induction week for the new students of Grande Ecole and Bachelor programmes. This great moment of the new academic year was animated by the General Director of Groupe ISCAE, the Directors of the institutes as well as the faculty.

This induction week's program included guided tours of ISCAE-Casablanca and ISCAE-Rabat Campuses, support activities, association fairs and Business Games. It is a real educational tool allowing the discovery and use of knowledge, skills, professional attitudes, in a concrete, fun and interactive ways. Also, diversified workshops designed to allow new students to adapt with their new environment, before the start of classes.

Singing, dancing and music were also part of the gatherings organized by the student associations, in order to better welcome the new Iscaeists. At the end of the week, a trips of discovery and inclusion were organized into the city of Agadir for the students of ISCAE-Casablanca, and into Merzouga for the students of ISCAE-Rabat ■



Intellectual Contributions of Groupe ISCAE Faculty 2019-2020

FACULTY	INTELLECTUAL CONTRIBUTION	RELEASE/EVENT
Pr. Salma ECHCHARQY	Paper : Inter-company cooperation: A development mode for Moroccan SMEs ?	International Journal of Scientific & Engineering Research, ISSN 2029-5416, Vol. 10, Issue 8, JANUARY-2019
	The case study: A creative approach in teaching strategic management	MACCA Management Conference), Toulouse Business School (Toulouse, France), December 2019
Pr. Salma ECHCHARQY and Abdelhadi BOUSSASS	Steering strategic performance via balanced scorecard Opportunity : an epistemological view on the concept	5 th International Conference on Communication, Management and Information Technology, Competitiveness factors and business failure risks, Colloque international, Vienna Austria, March 2019.
Pr. Mohamed Jaouad ELQASMI	Textbook: Strategy of a model for a successful Moroccan school	
	Paper : A model for a successful Moroccan school	Moroccan journal of Audit and Development (REMA)
	Paper : Moroccan School governance	Moroccan journal of Audit and Development (REMA)
Pr. Adil BAMI	Paper : Energy Transition: Between Economic Opportunity and the Need for Financing?	International Journal of Global Energy, Vol. 41, n° 1/2/3/4, 2018
Pr. Chaymae SEMLALI and Pr. Mohamed Amine ISSAMI	Paper : The rationing of bank loans: The case of Moroccan SMEs	Organizational Management and Finance Studies Review, N°9
Pr. Nada SOUDI	Paper : The impact of Financial digital communication on the liquidity of stock exchange - Case of Morocco	«Accounting Control and Audit Review (RCCA)- ISSN: 2550-469X Num 10»
Pr. Rachid M'RABET	Governance of family businesses in Morocco	ManaGlobal Winter School 2019
Pr. Mohamed Amine ISSAMI	The development of private equity in Africa	ManaGlobal Winter School 2019
Pr. Mohamed Amine ISSAMI	Qualitative and quantitative analysis in the context of ethnographic research	ManaGlobal Winter School 2019
Pr. Jihane Aayale and Pr. Mohamed Amine ISSAMI	Paper : Cryptocurrencies and Artificial Intelligence: Flight-to-Quality	La conférence internationale de 'The Information and Communication Technologies in Organisation and Society (ICTO2019)-5 th edition
Pr. Jihane Aayale and Pr. Nada SOUDI	Paper : AI- Based Tools' Integration in Predictive Marketing: A Definition of Consumer Satisfaction Determinants	La conférence internationale de 'The Information and Communication Technologies in Organisation and Society (ICTO2019)-5 th edition
Pr. Azzelarab ZAOUDI MOUAGNI	«New public management and professionalization as levers of improvement of the public service in morocco».	CIPRO 2019

International Summer School Program Groupe ISCAE 2020



PROGRAM OBJECTIVES

Based on its extensive experience in terms of training senior managers and its outward-looking international perspective, and with a view to ongoing innovation, Groupe ISCAE is implementing a specific summer program for International students under the thematic: « Doing Business in Morocco ».

This summer program aims to provide a comprehensive overview of the geopolitical positioning of Morocco, the Moroccan economy issues and challenges, the multidimensional Moroccan business context - economic, political, cultural, and sociological - so to identify business opportunities arising from it.

PROGRAM DURATION

During your 3 weeks program in ISCAE you will attend various academic seminars which consists of an average of 20 hours per week.

Beside studying you will explore Morocco with 3 trips to the most important cities (Rabat: Morocco's capital, Casablanca: one of the largest cities in Africa, and Marrakech: The charming red city).

FACILITATORS

The speakers are ISCAE faculty staff and experienced practitioners with rich and varied experience in their areas of expertise.

We hope that this program meets the expectations of the participants and allows them an in-depth immersion in the Moroccan business world.

Groupe ISCAE participated in AMBA Global Conference 2019

Istanbul - Turkey



From May 12th to 15th, 2019, Ms Nadia EL BOUAAMRI, Director of ISCAE-Casablanca and Pr Hind KABAILI, EMBA Program Manager, took part

in the AMBA Global Conference 2019, held in Istanbul, Turkey.

AMBA GLOBAL CONFERENCE is a distinctive networking event that brought together deans, business school leaders and EMBA/MBA program directors from all over the world. This provides Groupe ISCAE with more international visibility, as well as an opportunity to identify potential worldwide partners. The event agenda included sessions, workshops and one-off exhibition for the benefit of the various delegations. The numerous and diversified sessions made it possible to exchange and keep up with the trends and developments in the education industry. The topics covered were very broad, ranging from technological innovations to the latest research on the MBA market.



Many sessions were devoted to the presentation of the various support services for higher education, such as:

- Assessment platform;
- Assurance of learning workshops;
- Workforce development;
- Mapping of learning outcomes;
- Online digital higher education services for students and faculty;

Also, a workshop was dedicated to AMBA re-accreditation ■

The 12th cohort of Groupe ISCAE EMBA attended a residential seminar

July 5th to 7th, 2019 in Marrakech



From July 05th to 07th, 2019, cohort 12 of Groupe ISCAE EMBA participated in a residential seminar in Marrakech.

The seminar program included:

- Training Groups which presented their Entrepreneurial Initiative and Strategic Diagnosis projects. Each presentation was assessed by a jury made up of three supervisors.
 - A regulation session led by Pr KABAILI, «EMBA Program Manager».
- During her speech, Pr Kabaili recalled the expected goals of the EMBA training «Intended Learning Outcomes» that aim to:
- Improve significantly the soft skills
 - Highlight the leadership of the participants.
- Alongside this seminar, a debate conference was organized under the theme «Happiness at work» under the moderation of Dr Hassan CHARAF, Vice-President of the International Center for Development and Cooperation.
- Besides, entertainment activities were organized and allowed participants to discover various aspects of the red city ■

The EMBA class 2019-2020, Groupe ISCAE organizes an inaugural round table on the theme: **“Africa on the edge of Entrepreneurship and Value Creation”**

On the occasion of the launch of the EMBA cohort 2019-2021, Groupe ISCAE organized on December 6th, 2019, an inaugural roundtable on the theme: «Africa on the edge of Entrepreneurship and Value Creation».



This topical theme challenges all stakeholders, actors from the academic world, public or private sector companies, or future managers. Indeed, the development model in Africa is decaying and consequently has become outdated. It no longer produces the desired



outcomes in terms of redistribution and social inclusion and regular economic growth. Based on this finding, one of the most important levers that public and private decision-makers must reconsider entrepreneurship. This is a major development axis that deserves to be prioritized in view of the positive effects it can bring to our continent. Indeed, entrepreneurship goes hand in hand with the creation of value, the promotion of self-employment, the reduction of unemployment and the effective contribution to the economic and social development of our country.

Young entrepreneurs and executives have to take the most of investment and value creation opportunities. The export of products and services to African countries is one of the most interesting niches. In addition to draining foreign exchange, the exportable supply is able to contribute effectively to generate an interesting profitability for the project holders and to participate by the same token in the training and the creation of national wealth (GDP). This round table was given by an elite of academics, economic operators and moderated by an expert journalist.



Launch of «Blue Space», the new incubator of Groupe ISCAE and BMCE Bank of Africa

«Blue Space» is a joint initiative of BMCE Bank of Africa and Groupe ISCAE, it aims to support students and project holders in their entrepreneurial career.



It consists of two components: an educational banking area dedicated to students and an incubator for project promoters participating in the program.

The main mission of the incubator «Blue Space» is to stimulate the young Moroccan entrepreneurs, to undertake and innovate, and to accompany them in the maturation of their project, and then the creation of their business. It is up to the project proponents participating in the program, to know how to use efficiently their resources in order to ensure the success and sustainability of the business. The Blue Space Incubator offers a complete range of services: it is an interactive platform throughout the development of the project, from the idea of the project to the sustainability of the created startups.

The call for applications to candidates for the «Blue Space» program is launched. About twenty project

holders will be selected, located in the Region of Casablanca and wishing to create their company, the candidates must submit their application by clicking on the link <https://www.bluespace.ode.ma/home>. Once the selection process is completed, the candidates will be able to join the Blue Space Incubator where they will have an access to a range of services and training tools, promoting their skills to carry out their projects.

Mainly, it's:

- An incubation area dedicated to project holders.
- A complete training cycle on ISCAE-Casablanca campus.
- Technical and methodological support.
- Customized consulting support by business experts and professionals.
- Access to the ecosystem of the Observatory of Entrepreneurship (ODE).

- A synergy partnership that allows a link with existing support networks, etc.
- A cross perspectives on collective training and pooling of experiences.

Thus, each participant can find solutions, support and turn their idea into a concrete final business plan. Besides, «Blue Space» By BMCE Bank and Groupe ISCAE offer tailor-made support for each project holder who integrates the program: business plan advice, legal and accounting aspects, financial arrangements, marketing, human resources, R & D, etc. and even coaching provided by senior entrepreneurs. It is up to the participants to make the most of all the resources at their disposal, to prepare and adapt them to their environment, in order to ensure the success and sustainability of their business ■

National

IN CONJUNCTION WITH THE SIGNING OF A PARTNERSHIP AGREEMENT WITH IBM, GROUPE ISCAE ORGANIZED A ROUNDTABLE ON THE THEME: «MANAGEMENT TRAINING IN THE DIGITAL AGE»



On the occasion of this meeting, a partnership signing ceremony was organized between Groupe ISCAE and IBM.

The Information and Decision-making Systems Department of Groupe ISCAE organized, on December 13th, 2019 at Casablanca campus, a roundtable on the theme: «Training in Management in the Digital Age».

Digital technology is changing deeply the economic models and the way doing business. Training institutes in the areas

of Management play a key role in supporting and leading the transition in progress. They must, in fact, prepare managers able to understand the current digital revolution, assess its opportunities and threats, and implement the appropriate changes. In addition, digital technology offers a whole range of media, both for the transmission and the dissemination

of knowledge and for the management and supervision of training activities. Through this debate around a topical theme, The Information and Decision-making Systems Department aims to contribute to deciphering the ongoing digital evolutions and to assess their impact on Management training. Some outlines of reflection are described as follow:

- What economic model for Management training institutes?
- What educational models for which profiles?
- What about infrastructure?



EHTP DELEGATION VISITING GROUPE ISCAE



On November 1st, 2019, a delegation from Ecole Hassania des Travaux publics “EHTP” had visited ISCAE, it’s composed of two research professors: Pr LEKHLIFI Director of Executive Education and Pr Bachir ALAMI,

and Ms Soumia MEKOUAR Head of Development and External Relations. The delegation was welcomed by Pr ISSAMI Director of Development, International Relations and Communication, Pr KABAILI EMBA Program Manager, and Mrs. BAGAHAD Researcher Teacher and LAREF Representative. The main objective of the visit is to explore the different ways of collaboration between the two renowned schools. At the end of the meeting, ideas for joint collaboration projects were discussed, to create a complementary effect between the training provided on both sides, and thus combine the two fields of study: Management and Engineering. These projects will be set out in a formal way later on.

International

EM NORMANDIE BUSINESS SCHOOL



On December 19th, 2019, a partnership agreement was signed between Groupe ISCAE and EM NORMANDIE B. School. This agreement aims to develop academic and cultural exchange, research and a win-win relationship between the two institutions.

GDANSK UNIVERSITY OF TECHNOLOGY



On December 6th, 2019, Groupe ISCAE concluded a new partnership agreement with GDANSK UNIVERSITY OF TECHNOLOGY-Poland. This memorandum of understanding is designed to facilitate the development of mutually beneficial exchange programmes and to promote research and educational relationships between the two institutions. The Gdansk University of Technology is an autonomous Polish

state university and an academic center recognized worldwide. The Faculty of Management and Economics (FME) of the Gdansk University of Technology offers full-time masters, engineering and bachelor’s degree programs in management, economics and economic analysis. FME’s study programs provide graduates with knowledge and skills in the fields of economics and sociology as well as information technology. Effective communication, learning skills and the ability to keep up with the changing environment are also part of the curricula. With such a broad education, graduates are better equipped to identify, model, and control business processes in today’s environment.

BEIJING FOREIGN STUDIES UNIVERSITY



On November 28th, 2019, Groupe ISCAE signed the fifth partnership agreement with a Chinese academic institute: INTERNATIONAL BUSINESS SCHOOL BEIJING FOREIGN STUDIES UNIVERSITY (IBS BFSU). This partnership makes it possible to create communication channels to encourage exchanges between students and teachers. Within the framework of Sino-African cooperation in education, aiming to train nationals of high-level African countries in business,

BEIJING FOREIGN STUDIES UNIVERSITY has established a short-term program for Chinese business studies with the theme «Understanding China’s Economy and Business», sponsored and commissioned by the Chinese Ministry of Education. For the first time, three students from Grande Ecole programme have benefited from this offering and the dedicated scholarship. This scholarship covers 100% of tuition and accommodation costs, in addition to a subsistence allowance of 3000 RMB per month.

BANKU AUGSTSKOLA LATVIA



On December 6th, 2019, Groupe ISCAE and BA School of Business and Finance signed a partnership agreement. Through this agreement, the two institutions undertake to offer a multicultural and diversified exchange programme, designed for both students and faculty in the Educational and Research fields. BA School of Business and Finance is one of the leading business schools in Latvia. It was founded in 1992 as a higher education institution. It offers undergraduate, and graduate programs in economics and entrepreneurship, business administration and finance.

International

CORVINUS UNIVERSITY OF BUDAPEST - HUNGARY



On June 21st, 2019, Groupe ISCAE concluded a new partnership agreement with Corvinus University of Budapest, one of the best universities in Hungary, which offers training programs in business administration, economics and social sciences for approximately 14,500 students.

Corvinus University of Budapest is in the top 50 as per the Financial Times' European ranking of Masters in Management.

This agreement aims to give our institution a greater influence, to develop academic and cultural exchange, research, and a win-win relationship between the two institutions.

EURO-MEDITERRANEAN FORUM OF INSTITUTES OF ECONOMIC SCIENCES «FEMISE» - FRANCE



On June 3rd, 2019, Groupe ISCAE became an active member of the «FEMISE» association. Through this agreement, Groupe ISCAE will regularly participate in the work of this association and undertakes to achieve the following objectives:

- Conduct research, reflection and proposals on the economic dimension of the partnerships between Europe and the Mediterranean;
- Publish the results to private, public, national, and multilateral institutions;
- Ensure wide dissemination of results by the most appropriate means.

ATHENA SCHOOL OF MANAGEMENT - INDIA



Groupe ISCAE concluded, on July 29th, 2019, a new partnership agreement with ATHENA School of Management (India). Through this agreement, Groupe ISCAE and ATHENA School of Management intending to develop the academic exchange of students and faculty, scientific research and other joint activities.

This agreement is in addition to the two agreements already

signed with prestigious Business Schools of India: Management Development Institute (MDI GURGAON) and UNIVERSITY XAVIER BHUBANESWAR.

For the record, ATHENA School of Management is one of the leading business schools in India. It was ranked as the Best Emerging Business School in India (2018) by Higher Education Review, 6th Best School B in India (2017) by Times of India, 3rd Best School in Western India (2017) by Times of India and Best Future Management College of Mumbai (2017) by Time Cybermedia.

RIKKYO UNIVERSITY



On January 3rd, 2020, Groupe ISCAE signed a new partnership agreement with the Japanese university RIKKYO UNIVERSITY. Groupe ISCAE aims to enrich and diversify its portfolio, with regard to its qualitative positioning focused on the selection of distinguished partners.

Founded in 1874 in Tokyo, RIKKYO UNIVERSITY was selected as part of the «Top Global University Project» in 2014, a program that the Japanese government has set up to support universities in their internationalization. RIKKYO UNIVERSITY was ranked 14th

International

among Japanese universities in the 2019 global university ranking, established by Times Higher Education (THE). This university combines prestige and history of old universities with modernity, through the integration of new technologies and the opening up to the international. As for Rikkyo University, Groupe ISCAE is its first partner in the region.

PARIS BUSINESS SCHOOL



On November 20th, 2019, Groupe ISCAE signed a partnership agreement with Paris Business School. By this agreement, the two parties agree to:

- Facilitate the students exchange in the appropriate programmes on the basis of ECTS credit transfer.
- Exchange course syllabus and other relevant information. Through this agreement, each institution will be responsible for promoting exchanges among its student community.

A TAIWAN TECH DELEGATION VISTING ISCAE-CASALBNACA



On June 12th, 2019, Groupe ISCAE had welcomed a delegation from "National Taiwan University of Science and Technology," also known as "Taiwan Tech." This visit was an opportunity to discuss collaboration and academic exchanges and the possibilities for implementing the cooperation axes between Groupe ISCAE and TAIWAN TECH.

TAIWAN TECH, is located in Taipei, the capital of Taiwan. It consists of seven colleges, including engineering, electrical and computer engineering, management, design, liberal arts and social sciences, applied science,

and intellectual property studies. It is very well ranked business school in Taiwan, according to «the 2018 Times Higher Education World University Rankings». A partnership agreement between Groupe ISCAE and TAIWAN TECH was signed.



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