

**J-TERM TRAVELING SEMINAR
INTERNATIONAL BUSINESS
Morocco, France, Belgium**

BUS 304, BUS 325, ECO 325, MGMT 325, MKT 325

3 CREDITS (45 CONTACT HOURS)

PROFESSOR: Aboubakr Jamaï, Professor, IAU

PROGRAM WEBSITE: <https://iau.edu/academics/jterm/InternationalBusiness>

Important Notice: One of the goals of IAU's J-Term traveling seminars is to provide students with access to multiple cities and countries in order for them to gain as great a perspective as possible related to the course content. The travel aspect of the program is critical to its success, but can also sometimes pose logistical challenges. Therefore, due to issues related to global security, country- and industry-related strikes, inflated travel costs, and health and well-being issues that are specific to regions in which the seminars are scheduled to take place, IAU reserves the right to modify the itinerary accordingly and will communicate any changes to the students as soon as they are known.

I. ACADEMIC PROGRAM OVERVIEW

The International Business Traveling Seminar is designed for students interested in the study of the business environment of various economic systems. The Europe Morocco Business study tour has been designed to give students a unique exposure to the different facets of International Business and international economics.

Students will study how businesses cope with the challenges specific to these different economies; and how they seize the opportunities they offer.

One of the IB traveling seminar main purposes is to allow students to learn how businesses deal with public policy and regulations at the national level AND the supra-national level. Students will meet with policymakers from the individual countries visited. They will also meet decision makers from the European Union.

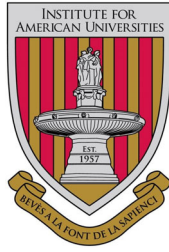
II. CONTACT HOURS

This course carries 3 credits or 45 contact hours. Students complete readings prior to the program and finalize their assignments after departure, which extends the academics of the component past the on-site components. Lectures and site-visits are conducted 7-days per week throughout the J-Term.

III. LEARNING OUTCOMES

At the end of this course, students will have acquired a better grasp of the business environment in a developing country (Morocco), a major European economy (France) and the European Union institutional framework.

1. Students will learn to identify the main challenges facing businesses operating in a developing



economy by studying the case of Morocco. They will be able to articulate these challenges by linking their economic and political dimensions.

2. Students will be able to differentiate between different models of market-based/developed economies by comparing the French and the US models. They will learn how France is adapting its business environment to the challenges of globalization compared to the United States.
3. Students will acquire the methodology to study Business environments at different stages of development by comparing Morocco and France.
4. Students will develop a better understanding of the EU regulatory framework's impact on European national economies and Multinational companies.

IV. INSTRUCTIONAL METHODS AND ACTIVITIES

- a) Site visits
- b) Seminars and lectures
- c) Discussions/reading assignments for each place visited

V. PRIMARY TEXTBOOKS/READINGS

Readings will be assigned from various journals and magazines. Chapters will be assigned from the following reports and textbooks:

1. "Morocco's growth diagnostic" African development Bank, 2016
2. "Creating Markets in Morocco: A Second Generation of Reforms: Boosting Private Sector Growth, Job creation and Skills Upgrading" International Finance Corporation June 2019
3. Carnevali, Francesca. "Europe's advantage" Oxford University Press 2005
4. Johnson, D; Turner, C. "European Business" Routledge 3rd Eds 2015
5. Damro, C; Guay, Terrence. "European Competition Policy and Globalization" Palgrave 2016

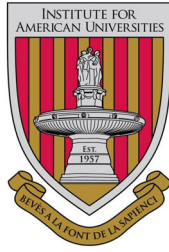
VI. EVALUATION AND GRADING

Attendance and Short Papers:

Students are expected to attend and participate in every scheduled event, barring sickness. Students who miss sessions during the trip normally write papers to compensate.

Papers and Exams:

There will be 3 reports; one for each of the following segments of the trip (Morocco, France and Belgium). A take home final research paper will be due 10 days after the conclusion of the trip.

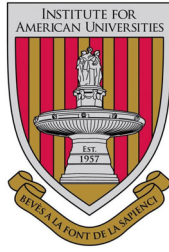


Grading Scale:

Note IAU	US
A	95-100%
A-	90-94%
B+	89%-88%
B	84-87%
B-	80-83%
C+	79%-78%
C	74-77%
C-	70-73%
D+	69%-68%
D	64-67%
D-	60-63%
F	59%-0%

Plagiarism:

Submitting material that in part or in whole is not entirely one's own work without attributing those same portions to their correct source is prohibited.



Accommodations:

It is IAU’s goal to provide reasonable accommodations for students with a documented disability. If students need accommodations to fully participate in this class, they should contact enroll@iau.edu right away.

VII. OTHER INFORMATION

General Travel Advisory:

This trip is a serious one, both academically and culturally. Students are expected to be prepared for intellectual, linguistic, social, and travel challenges. We are traveling as a team, and each member must be prepared, punctual, cautious, and professional. With those important caveats, the trip promises to be an incredible experience, including fun and adventure.

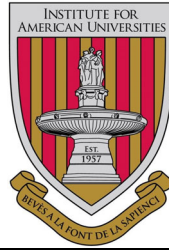
Pre-Departure:

Leading up to departure, be sure to check your email diligently so we can get in touch with you should there be any adjustments to the program.

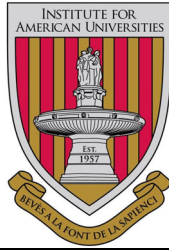
VIII. CONTENT

Calendar is subject to change at the discretion of IAU and the program director.

Session	Content
<p>MARRAKESH Saturday, Dec. 28</p>	<p>Arrival in Marrakesh Orientation Lecture: Aboubakr, Jamai, Dean of the School of Business, IAU – “Introduction to Morocco’s Economy and Politics” Welcome dinner</p>
<p>MARRAKESH Sunday, Dec. 29</p>	<p>Lecture: Mohammed Baayou, CEO Kenzi Hotel Chain – “The Tourism Industry in Morocco” Lunch in Medina City tour and visit to Jemaa El Fna/Souk, traditional Moroccan market</p>
<p>MARRAKESH Monday, Dec. 30</p>	<p>Lecture: Aboubakr, Jamai, Dean of the School of Business, IAU – “Doing Business in Morocco” Depart for Ourika Valley Visit Agounssane Village, Social entrepreneurship against poverty</p>



<p>MARRAKESH / CASABLANCA / RABAT Tuesday, Dec. 31</p>	<p>Depart to Casablanca Visit Hassan II Mosque Depart to Rabat New Year's Eve dinner</p>
<p>RABAT Wednesday, Jan. 1</p>	<p>City tour Lecture: Fouad Abdelmoumni, President of <i>Transparency Morocco</i> – “Business and the Curse of Corruption/Microfinance” (business ethics issues: corruption)</p>
<p>RABAT / CASABLANCA Thursday, Jan. 2</p>	<p>Visit Intelcia Group, IT services Visit Technopark (incubator for IT companies) / Maroc Numeric Fund, Meeting with Chief Investment Officer</p>
<p>CASABLANCA / TANGIER Friday, Jan. 3</p>	<p>Depart to Tangier Visit Tangier Free Zone Visit YAZAKI, Japanese automotive company based in Tangier's Free Zone</p>
<p>TANGIER Saturday, Jan. 4</p>	<p>Visit the US Legation Walkabout city tour Free afternoon</p>
<p>TANGIER / AIX Sunday, Jan. 5</p>	<p>Lecture: Aboubakr Jamaï, Dean of the School of Business, IAU – “Doing Business in Europe Flight to Aix-en-Provence Walkabout city tour</p>
<p>AIX Monday, Jan. 6</p>	<p>Visit The Camp, IT cluster Visit Chateau Virant, wine business</p>
<p>AIX / MARSEILLE Tuesday, Jan. 7</p>	<p>Visit Gemalto, IT/AI company Marseille city tour</p>
<p>BRUSSELS Wednesday, Jan. 8</p>	<p>Train to Brussels Visit to EU Institutions</p>



	Lecture: “Introduction to EU Institutions”
BRUSSELS Thursday, Jan. 9	Visit & Lecture: The American Chamber of Commerce Visit IBM
BRUSSELS / PARIS Friday, Jan. 10	Train to Paris Visit American Chamber of Commerce Visit & Lecture: Mazars Consultancy Company – “Doing Business in France” Visit FedEx
PARIS Saturday, Jan. 11	Lecture: Aboubakr Jamaï, Dean of the School of Business, IAU Luxury Industry Tour
PARIS Sunday, Jan. 12	Free day
PARIS Monday, Jan. 13	Lecture: Aboubakr Jamaï, Dean of the School of Business, IAU – wrap-up session and one-on-one evaluation Farewell dinner
PARIS Tuesday, Jan. 14	Depart according to individual schedules