



MSB
Mediterranean
School of Business

**Enroll in
a life changing
journey**



www.msb.tn



Welcome

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President's Message

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

It is in this framework that we have developed the South Mediterranean University (SMU). On behalf of all members of our management team, we want to make your education at SMU a life changing experience and wish you success in your drive for professional excellence.

Mahmoud TRIKI,
Founder & President, SMU



Shape your **future** at MSB



Our vision

MSB aims to be a regional hub of excellence in business education by fostering innovative learning and societal impact.



Our mission

Bridging education and the professional world, we offer global business education for our community of responsible changemakers by developing skills and refining talents through innovative pedagogy and relevant research.



Our values

▀ Diversity

▀ Excellence

▀ Integrity

▀ Creativity

▀ Care





A LIFE CHANGING JOURNEY





MSB for a **global career**





Our **learning strategy**

MSB implements an adaptive learning strategy that offers students a life changing experience.



Digital

The education journey at MSB is facilitated with technology and enhanced using various applications, tools, and resources to improve students learning experience.



Active

Through our active pedagogy, students are continuously involved in the learning process through individual and group activities, bootcamps, simulation games enabling them to develop a variety of skill sets highly valued by the job market.



Interdisciplinary

By achieving our curricular objectives using different disciplines we help our students acquire the knowledge and skills necessary for their personal and professional development.

A photograph of three young professionals standing on a balcony with a glass railing. On the left, a man in a dark blazer and jeans. In the center, a woman in a blue blouse and black skirt. On the right, a man in a blue suit. The background shows a modern building with large windows. A blue gradient overlay covers the bottom half of the image.

Opening **new**
professional
horizons

Why choose MSB ?

The Mediterranean School of Business offers a stimulating environment for students to develop their creativity and soft skills, while earning an internationally-recognized degree.

The resources and services available along with the high quality programs optimise our students' experience and meet excellence standards.



BACHELOR



Internationally Recognised Degrees

- Apart being accredited by the MESRS*, MSB is part of an elite group of Business Schools around the world holding two of the most prestigious international accreditations, EFMD and AMBA – opening global opportunities to its students and graduates.

Taught in English

- MSB degree-awarding programs are taught in English by internationally qualified professors.

Innovate Student-Centered Pedagogy

- MSB favors students' personal development, with available personal advisors and active pedagogy putting the student at the center of their learning journey.

Stimulating Digital Learning Environment

- The campus has state-of-the-art facilities that allows the use of latest technology and enhanced learning tools for a unique learning experience.

High Graduates Success Rate

- Either choosing to be entrepreneurs, pursuing further education in an international academic institution or joining the job market, thanks to the school's academic and corporate global network, and new incubator, MSB graduates enjoy a high success rate in these different paths.



Double Degree Opportunities



Partner in **Canada**

HEC
MONTRÉAL

2+2 Double degree program

Exchange program



Partners in **USA**



2+2 Double degree program



3+1 Double degree program

Transfer program



UNIVERSITY of
SOUTH FLORIDA

2+2 Double degree program

Transfer program



Licence Programs

Internationally accredited by



BACHELOR

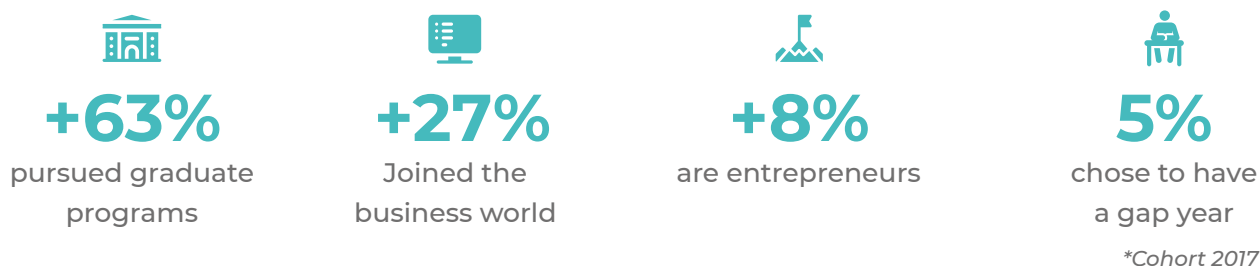
			
Duration	Credits	Language	Accreditation
3 years	180 ECTS	English	 BACHELOR  MESRS

Program Objectives

MSB's Undergraduate Program in Management (Licence degree) is designed for ambitious high-school graduates looking to acquire managerial and leadership skills in a dynamic and multicultural learning environment with the aim of broadening their professional horizons at the international level.

Our Talent

Main students paths after graduation



**Cohort 2017*

Worldwide graduate opportunities

Our graduates have the opportunities to continue studying abroad

FRANCE • PORTUGAL • SPAIN • UK • SWITZERLAND • USA • CANADA

Format & Structure

The program is a 3-year program with the following structure



Program Breakdown - Licence

Year 1

Core courses

- | | | |
|------------------------------|-------------------------------|---------------------------|
| • Microeconomics 1 | • Business Computing 1 | • Business Mathematics 2 |
| • Introduction to Management | • Methodology 1 | • Business Statistics 1 |
| • Business Mathematics 1 | • Ethics and CSR | • Writing and composition |
| • Financial Accounting | • Entrepreneurs of the future | • Business Law |
| • Introduction to Law | • Macroeconomics | • Business Computing 2 |
| • Academic English | • Management & Leadership | • Methodology 2 |

+ 2 Elective courses

- | | | |
|--------------|----------------------|--|
| • Psychology | • American History | • International Human Rights |
| • Sociology | • Arab World History | • Curating Identities: Sexuality & Gender Identity |

Year 2

Core courses

- | | |
|----------------------------------|---|
| • Finance 1 | • Solidarity & Diversity Beyond Borders |
| • Marketing | • MIS |
| • Operations Management | • Managerial Accounting |
| • Entrepreneurial Culture | • HRM |
| • Business Statistics 2 | • Professional Communication |
| • Public Speaking & Social Media | • Microeconomics 2 |
| • Fiscality | • Business Computing 3 |
| • Internship 1 | • Finance 2 |

+ 2 Elective courses

- | | | |
|---------------------------------------|--------------------------------------|--|
| • Democracy & Diversity | • Society & Politics in North Africa | • Development Theories |
| • International relations & Diplomacy | • Geopolitics | • Gender and Sexuality: Diversity & Inclusion in the Workplace |

Program Breakdown - Licence

Year 3

Core courses

- Organizational Behavior
- Strategic Management
- Introduction to Project Management
- Internship 2
- Management Control
- Entrepreneurship & Business Plan
- Business Game
- Analytical Techniques in Business
- Global Economy
- Consultancy Project

Minor courses

FINANCE & CFA

- Investment Analysis & Portfolio Management
- Advanced Financial Analysis
- International Finance & Derivatives
- Econometrics

MARKETING

- Marketing Communication
- Consumer Behavior
- International Marketing
- Digital Marketing

INTERNATIONAL BUSINESS MANAGEMENT

Students need to choose 4 among the list:

- Business Ethics & Corporate Governance
- Organizational Change Management
- Cross Cultural Relations Management
- Supply Chain Management
- International Management
- Creativity & Innovation Management
- International Political Economy

HOSPITALITY MANAGEMENT

- Hospitality Revenue & Pricing Management
- Services Marketing
- Events Management
- Hospitality Operations

BUSINESS ANALYTICS

- Machine Learning (Minor Business Analytics)
- Applied Multivariate Data Analysis (Minor Business Analytics)
- Fundamentals of Data Analysis & Visualization with Python (Minor Data Analytics)
- Econometrics (Minor Finance/ Minor Business Analytics)

+ 2 Elective courses

- Coaching
- Negotiation
- Graphic Design
- Programming Methodology

+ 1 Optional language

- Spanish
- German
- Chinese
- Portuguese
- Italian
- Japanese
- Arabic & French for international students

HEC MONTRÉAL

📍 Montréal, Canada

University of Hertfordshire UH

📍 Hatfield, UK

**HULT**
INTERNATIONAL
BUSINESS SCHOOL

📍 Boston, USA

**HULT**
INTERNATIONAL
BUSINESS SCHOOL

📍 London, UK

**EMPORIA STATE
UNIVERSITY™**

📍 Kansas, USA

Nova
NOVA SCHOOL OF
BUSINESS & ECONOMICS

📍 Carcavelos, Portugal

USF
UNIVERSITY OF
SOUTH FLORIDA

📍 Tampa, USA

**CATOLICA
LISBON**
BUSINESS & ECONOMICS

📍 Lisbon, Portugal

ie

BUSINESS SCHOOL

📍 Madrid, Spain

International Opportunities

- **EXCHANGE PROGRAM :** MSB students are given the opportunity to spend a semester in one of our partner universities abroad to discover the university, the region and benefit from the amazing experience of studying abroad.



📍 Le Havre, France



📍 Lille / Paris, France



📍 France



📍 Talence, France

Shape your world



Ritsumeikan
Asia Pacific University

📍 Beppu, Japan



📍 Rome, Italy



MSB
Mediterranean
School of Business



THE AMERICAN
UNIVERSITY IN CAIRO

📍 Cairo, Egypt

- **INTERNATIONAL COLLABORATIVE PROGRAM :** MSB students can benefit from one of our International Collaborative Partnerships (ICP) and earn a 4-year Bachelor or an MSc in various specializations. Formats are either 2+2 or 3+2. **Please see our website for more details.*
- **DOUBLE DEGREE PROGRAM :** Students in our double degree programs can begin their journey at MSB for 2 or 3 years and then transfer to one of our double degree partners and earn a second degree simultaneously.

Double Degree Opportunities for Undergraduate students (Licence)

2+2 DOUBLE DEGREE PROGRAM WITH HULT INTERNATIONAL BUSINESS SCHOOL

More than a business school, Hult is a dynamic and multicultural community that educates, inspires, and connects some of the most forward-thinking business talent from around the world.

MSB students interested in going to Hult International Business School can choose between the Boston or London campus after completing the first 2 years of the MSB undergraduate program. Students must meet the Hult university eligibility requirements and all candidates are eligible to apply for and receive between 10% and 50% off tuition depending on which scholarships are awarded. More details on our website www.msb.tn.



This partnership is designed to bring real international diversity to our students' undergraduate experience, while helping families benefit financially and still attend top international universities such as Hult.

3+1 DOUBLE DEGREE PROGRAM WITH EMPORIA STATE UNIVERSITY

Emporia State University is an intensely personal, welcoming campus community. They challenge the idea of what education is in the minds of their students. They provide real-world, hands-on learning experiences that helps students uncover what they can offer the world because of what they start here.

MSB students interested in going to Emporia State University have the opportunity to get double bachelor's degree, from MSB and Emporia.

Students must meet the Emporia State University eligibility requirements and all candidates are eligible to apply for and receive a diversity scholarship. More details on our website www.msb.tn.



This partnership is designed to promote interest in teaching and research activities and to deepen the understanding of the economic, cultural, and social issues environments of SMU and ESU.

2+2 DOUBLE DEGREE PROGRAM WITH HEC MONTREAL: BACHELOR'S IN BUSINESS ADMINISTRATION

The BBA 2+2 program allows students to complete the first two years of the “Bachelor of Business Administration- BBA” of HEC Montréal at MSB in Tunis and then transfer to HEC Montréal in Canada to complete the two remaining years and obtain a double degree: the Bachelor degree of HEC Montréal and the Licence degree of MSB.

Students have a choice of three streams: French, bilingual (English and French) or trilingual (English, French and Spanish).

Halfway through the program, you can select a specialization:

- International Affairs
- Business Intelligence
- Sustainability Management
- Entrepreneurship
- Finance
- Operations Management
- Human Resources Management
- Management
- Marketing
- Project Management
- Information Technologies



The curriculum of the two first years at MSB is similar in all aspects to HEC Montréal BBA in terms of: instruction language (French or bilingual), content and teaching methods. Some of the classes at MSB will also be provided by HEC Montréal professors.

The BBA curriculum offers a solid general training, the guarantee of versatility on the job market, and a good preparation for graduate studies.



Our
opportunities
for **a global
exposure**



Masters in **Business Management**

FULL-TIME / PART-TIME

Internationally accredited by



MARKETING



FINANCE



BUSINESS ANALYTICS



**SUPPLY CHAIN
& OPERATIONS MANAGEMENT**



**MANAGEMENT
(PART-TIME)**

jeune
afrique**Duration**18 months Full-Time
2,5 years Part-Time**Credits**

120 ECTS

**Language**

English

**Accreditation**

MESRS

Program Objectives

The MBM at MSB targets ambitious fresh graduates or young professionals holding an undergraduate degree from different academic backgrounds who aspire to access high managerial positions. It is designed to train students to analyze and solve complex managerial problems and be proactive and reactive to changes. It also aims to make them act in a manager's position.

Our Talent

Main students paths after graduation

**3%**

are entrepreneurs

**4%**Pursued a graduate
program**80%**are employed
within 2 months

*Cohort 2019

Examples of companies in which graduates are placed

ALPHA MENA • PWC • DELOITTE • ORADIST • MERCK • HENKEL • COFICAB • UBCI
COCA COLA • UNITED NATIONS • VERMEG • PHILIP MORRIS • MACCANN • MINDSHARE

Format & Structure

MSB Master's program is a 2-year program with the following structure



Program Breakdown - Masters

Year 1

COMMON TRAINING

Core courses

Management Foundation

- Financial Accounting & Reporting
- Advanced Writing Skills for Professionals
- Business Economics
- Business Statistics

Support

- Business Law
- Corporate Communication 1
- Business Computing
- Project Management
- Leadership and OB & HRM

Functional Areas of Business

- Finance
- Business Analytics
- Marketing
- Operations Management

Strategy and Planning

- Career Development
- Business Strategy (+Business games)
- CSR

A world-class
educational
program



Program Breakdown - Masters

Year 2

SPECIALIZATION COURSES & FINAL PROJECT

Core courses

Marketing

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> Marketing Channels Marketing Communication Marketing Research | <ul style="list-style-type: none"> Marketing analytics: Know your customers Consumer Behavior Digital Marketing | <ul style="list-style-type: none"> Strategic Marketing Topics in Marketing New Trends in Management Internship Prep |
|---|--|---|

Finance

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> Fixed Income Advanced Financial Reporting Econometrics Ethics and Standards for Investment Professionals | <ul style="list-style-type: none"> FinTech Foundations & Overview Advanced Corporate Finance Alternative Investments Portfolio Management | <ul style="list-style-type: none"> International Finance & Derivatives Topics in Finance New Trends of Management Internship Prep |
|---|---|---|
-  CFA Institute

Supply Chain & Operations Management

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> ISO Certification and Process Based Management Advanced Operations Management Applied Time Series for Forecasting Analysis | <ul style="list-style-type: none"> Supply Chain Principles Logistics & Supply Chain Management Global Supply Chain & Transportation Management | <ul style="list-style-type: none"> Quality Management & Six Sigma Methods & Tools Topics in SC and OM New Trends in Management Internship Prep |
|--|---|--|

Business Analytics

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> Business Analysis & Process Management Applied Time Series for Forecasting Analysis Data Management | <ul style="list-style-type: none"> Tools & Techniques for Big Data and Business Analytics using Python Machine Learning Data Visualization & Communication with Tableau delivered | <ul style="list-style-type: none"> by Duke University Optimization with Monte Carlo simulation Topics in Business Analytics New Trends in Management Internship Prep |
|---|--|---|



International Opportunities for Masters degree

Amphitheater A-002, ground floor, **MSB**



Partners in Spain



1+1 Double degree program

This program offers our students the opportunity to obtain a double Diploma: MBM from MSB & a MSc in Marketing Management from ESIC.

ADVANTAGES

45% scholarship
Ease of application
Gain International Experience
2 Master's degree



1+1 Double degree program

This Program offers our Student the opportunity to obtain a double degree.

ADVANTAGES

40% scholarship
Get 2 diplomas in 2.5 years
International Study trip included
Ease of application
Gain International Experience



Partner in Canada



1+1 Double degree program

This double degree program offers our masters students the opportunity to obtain a "Diplôme d'études supérieur spécialisé" D.E.S.S. en gestion - option chaîne logistique from HEC Montréal and an MBM in Business Management from MSB.

ADVANTAGES

Ease of Application
Save Money by studying 1st year at MSB.
2 Masters' degrees in the time it would take to get one.
Gain International experience



Our Executive Programs

Our Executive programs are designed to train visionary executives capable of anticipating change and mobilizing the required resources to be among the first movers.

The executive programs offered by MSB are :

Executive MBA (EMBA)



- The EMBA allows participants to acquire up-to-date management concepts and develop their soft skills. High diversified and motivated participants, world-renowned faculty and state-of-the-art facilities make the EMBA a program of reference in the Mediterranean region. Language of instruction is English. MSB's EMBA program is part of an elite group of MBA programs around the world internationally accredited by the London based Association of MBAs.

Mini MBA



- The Mini MBA is a program co-delivered by HEC Montréal and MSB to executives who would like to reinforce their managerial and strategic skills. The program is taught in French and lasts for 6 months.

CFA Program



- The CFA program is a preparation for a certification to get the most prestigious title in the financial field; Chartered Financial Analyst.

LCI



- The Language and Culture Institute is a center of excellence in language training and cultural activities. LCI aims to provide language and professional development courses of excellence, as well as promoting intercultural awareness leading to a better understanding and bringing together of people from all over the world.

Seminars



- MSB provides a variety of short-term seminars which focus on the development of specific skills. These short-term programs can be delivered in French or in English and are taught by our network of world renowned faculty.





SMU Career & Alumni Center

Best way to build your network

In a more demanding employment market now, more than ever, the need for mentorship and guidance for you to choose your career wisely is crucial. As a career center, our aim is to bridge the gap between professional life needs and our educational system to provide our students with the right skills and knowledge so that they succeed in their professional lives.

Alumni Center, 4th floor, **MSB**



SMU Incubator



SMU Incubator
MSB - MedTech - LCI

In a world where innovation is at the heart of rising economies, new business ideas have become an essential need. By founding the SMU Incubator, the university seeks to encourage young ambitious students and Alumni by helping them take the first step in creating their own companies.

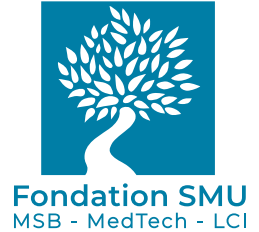


Advising and Counseling Center

Our University's top priority is the health and wellbeing of its students. Owing to that fact, SMU presents the Advising and Counseling Center (ACC) that provides academic advising and individual counseling to students in need. The ACC has been created to help students keep a healthy state of mind and help them in finding proper on-and-off-campus resources. Students are welcome to talk with their counselor about stress, academic performance, self-esteem and uncertainty. Services are provided by a licensed counselor.



Fondation SMU



Promotes and supports the development of talents through academic excellence. Fondation SMU is a Tunisian non-profit association created in 2018 by South Mediterranean University to create and manage its Corporate Social Responsibility programs. Its aim is to promote and support the development of Tunisian youth through the funding of student scholarships, research projects as well as employability and capacity building initiatives.

Foster talent & open quality education to all

Offer scholarships and loans to students who have the talent and ability to succeed but concerns about funding.

Drive research excellence

Provide an optimal framework for research around projects that have the potential to positively impact the social and economic sectors.

Bridge education

Facilitate employability of young graduates by bringing them into a high-level training coupled with apprenticeship.

Develop competencies & skills

Deploy capacity building programs that develop competencies and skills.



An exciting student life



SMU Student Life
MSB - MedTech - LCI

For broader horizons and for a learning experience that does not stop at the doorsteps of the classrooms, the campus features many clubs and associations that provide extracurricular and co-curricular opportunities for students, launching social projects, raising funds and donations for those in need or developing leadership skills and aiming for peace or winning competitions and bringing back trophies with SMU Sports Club. Our students are always learning, developing, and most importantly following their passions around and beyond campus.

Resting area, Mezzanine, **MedTech**



Cafeteria, ground floor, **MedTech**



Cafeteria, ground floor, **MedTech**



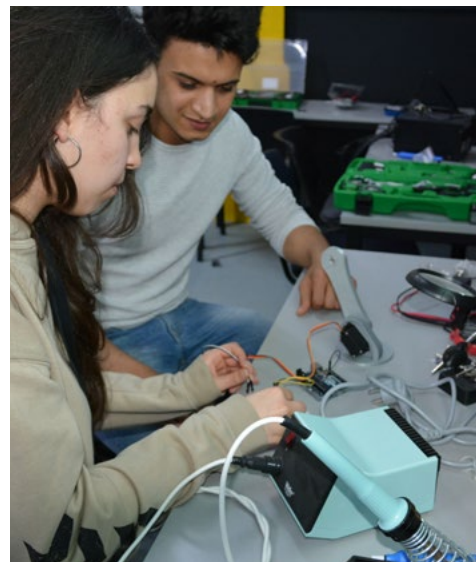


SMU

Makerspace

Dedicated to creativity and innovation, SMU Makerspace is a space where students, faculty and alumni can gather to invent, create and learn with a “do it yourself” spirit.

SMU Makerspace enables SMU Community members to explore new interests and to develop creative projects from conception to implementation.



A photograph of a person with long hair tied back, wearing a dark shirt, focused on working on an electronic circuit board. They are using a soldering iron. The workspace is cluttered with various electronic components, wires, a magnifying glass, and other tools. The image has a teal overlay.

In this space,
turn your
ideas into reality

“

Testimonials



NOUR DJAÏT
UPM ALUMNA CLASS 2019
MAJOR : FINANCE

I was enrolled in the UPM program at MSB and graduated in 2019 with a diploma in Business Administration, majoring in Finance. Afterwards, I decided to pursue my Master's in International Business at IESEG School of Management, in Paris. Both experiences made me see things big and want to work in multiple and diverse environments and cultures (in this case, in multinational firms and more specifically, in a Big Four).



MOHAMED RAFIK TRIKI
UPM ALUMNUS CLASS 2019
MAJOR : MARKETING

People are impressed by the work I am doing as they express and announce it and I would always give credits to MSB for building a person and helping me to have a profile who would add value to other organizations, and I am working on projects that would give opportunities to students from SMU to continue their studies here in the U.S.A and a partnership between both institutions.



ADAM CHEBBI
MBM ALUMNUS
MAJOR : BUSINESS ANALYTICS

I co-founded my startup, Vynd, while I was still a student at MSB, therefore I did my final studies' project within my company. At that time, the idea of starting my own business at a young age seemed like a dead-end for some and a courageous decision for others but for me, it was the normal path I was born for.



RANIA YACOUBI
MBM ALUMNA
MAJOR : OPERATIONS MANAGEMENT

In all honesty, finding jobs and internships while being a student at The Mediterranean School of Business is not that hard. The school's reputation played a key role in allowing me to land the professional experiences that I sought.

”



Admission process



To start the application process follow the link: cms.smu.tn/admission

Scholarships & Financial Aid

Scholarships : MSB grants merit scholarships for outstanding students who cannot afford the tuition fees in order to promote academic excellence and provide greater access to quality education. They also provide diversity scholarships to further enhance the cultural and international diversity on the SMU campus.

Financial aid : SMU assists students in the process of getting grants, scholarships or student loans.

Student employment : As an SMU student, you will find many employment opportunities on campus, such as part-time librarian or internships in different SMU departments.

Admitted Students : Next Steps

Housing : SMU is located in Lac 2 where you will find high-end accommodation. Cheaper options are Jardins de Carthage or El Aouina. La Marsa and Sidi Bou Said are popular options with expats as they are quite diverse and have many options for entertainment.

For assistance, please contact the International Programs department:

internationalprograms@smu.tn

Bank account : Opening a bank account will probably be one of your priorities when moving to Tunisia. You will only need to provide: A copy of your certificate of registration at SMU, a copy of the first page of your passport, a copy of your Residency Card and a housing contract.

Health services : On campus, you will find a full-time nurse and a contracted doctor with whom you can have an appointment at the nursery (Mezzanine, MSB building). SMU can also help you get a health insurance.



South
Mediterranean
University

MSB . MedTech . LCI



✉ info@smu.tn

📍 Campus SMU : Les jardins du Lac 2, Tunis

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www.smu.tn

