



MSB
Mediterranean
School of Business



FROM HERE
We Rise

BUSINESS

SCHOOL

• SINCE 2002 •

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**



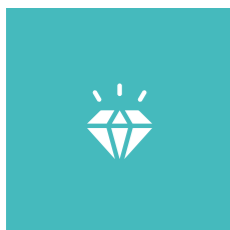
OUR VISION

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 | Integrity | Care | Excellence | Creativity



**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 and 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.

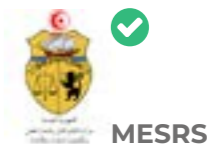


OPENING **NEW**
PROFESSIONAL
HORIZONS

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 optimize our students experience and meet excellence standards.



INTERNATIONALLY RECOGNIZED 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.

HIGH GRADUATE 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.

INNOVATIVE 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 allow the use of the latest technologies and enhanced learning tools for a unique learning experience.

TAUGHT IN ENGLISH

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

LICENCE PROGRAMS

INTERNATIONALLY ACCREDITED BY



Duration
3 years

Credits
180 ECTS

Language
English

Accreditation



PROGRAMS 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*

+63%
are enrolled in PhD
abroad

+8%
are entrepreneurs

+27%
joined the business
world

WORLDWIDE GRADUATE OPPORTUNITIES

Our graduates have opportunities to continue studying abroad
FRANCE • PORTUGAL • SPAIN • UK • SWITZERLAND • USA • CANADA

FORMAT & STRUCTURE



LICENCE

Year 1

CORE COURSES

Microeconomics 1 Introduction to Management Business
Mathematics 1 Financial
Accounting Introduction to Law
Academic English

Business Computing 1
Methodology 1
Ethics and CSR Entrepreneurs of the Future
Macroeconomics Management & Leadership

Business Mathematics 2
Business Statistics 1 Writing and Composition
Business Law
Business Computing 2
Methodology 2

+ 2 ELECTIVE COURSES

Psychology
Sociology

American History Arab World History

International Human Rights
Curating Identities: Gender Identity



LICENCE

Year 2

CORE COURSES

Finance 1
Marketing
Operations Management
Entrepreneurial Culture Business
Statistics 2

Public Speaking & Social Media
Fiscality
Internship 1
Solidarity & Diversity Beyond Borders
MIS

Managerial Accounting
HRM
Professional Communication
Microeconomics 2
Business Computing 3 Finance 2

+ 2 ELECTIVE COURSES

Democracy & Diversity
International Relations & Diplomacy

Society & Politics in North Africa
Geopolitics
Development Theories

Gender: Diversity & Inclusion in the Workplace

LICENCE

Year 3

CORE COURSES

Organizational Behavior
Internship 2
Business Game
Global Economy

Strategic Management
Management Control
Analytical Techniques in Business

Introduction to Project Management
Entrepreneurship & Business Plan
Consultancy Project

MINOR COURSES

Finance & CFA

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

Business Analytics

Machine Learning
Applied Multivariate Data Analysis
Fundamentals of Data Analysis & Visualization with Python
Econometrics

Marketing

Marketing Communication
Consumer Behavior International
Marketing Digital Marketing
Services Marketing

International Business Management

Business Ethics & Corporate Governance
Organizational Change Management
Cross Cultural Relations Management

Hospitality Management

Hospitality Revenue & Pricing Management
Services Marketing
Events Management Hospitality Operations

Supply Chain Management
International Management
Creativity & Innovation Management
International Political Economy

+ 2 ELECTIVE COURSES

Coaching
Negotiation
Graphic Design Programming
Methodology

+ 2 ELECTIVE COURSES

Spanish
German
Chinese
Portuguese

Italian
Japanese
Arabic & French
for international students





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.

INTERNATIONAL COLLABORATIVE PARTNERSHIPS

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

START YOUR JOURNEY WITH 2 YEARS AT MSB AND CONTINUE WITH ONE OF OUR INTERNATIONAL PARTNERS

 PARTNERS IN **CANADA**



 PARTNERS IN **USA**



 **Les Roches**

MSB MASTERS

INTERNATIONALLY ACCREDITED BY



MASTER IN
MARKETING



MASTER IN
FINANCE



MASTER IN
BUSINESS ANALYTICS



MASTER IN SUPPLY CHAIN
& OPERATIONS MANAGEMENT



Duration
18 Months
Full-Time



Credits
120 ECTS



Language
English



Accreditation



#1 on Tunisie selon | Ranking 2021
**jeune
afrique**

PROGRAMS OBJECTIVES

The MSB Masters target ambitious fresh graduates or young professionals holding an undergraduate degree 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 change. It also aims to make them act in a manager's position.

OUR TALENT

MAIN STUDENTS' PATHS AFTER GRADUATION*

4%

pursued a graduate
program

5%

are entrepreneurs

81%

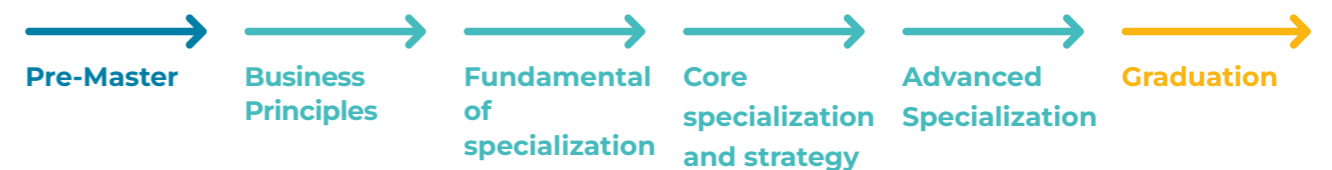
are employed within 2
months

EXAMPLES OF COMPANIES IN WHICH GRADUATES ARE PLACED

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

FORMAT & STRUCTURE

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



*cohort 2020

MASTER IN BUSINESS ANALYTICS

Year 1

SEMESTER 1

Business Principles

Business Ethics and ESG
Business Law
Behavioral Design Thinking
Business Communication
Business Statistics and Analytics
Business Economics
Financial Accounting and Reporting
Business Challenge (MKT, BA, FIN, SCO)

Fundamental of specialization (Core 1)

Data Management
Data Visualization

SEMESTER 2

Core Specialization (Core 2)

Data Analytics
Econometrics
Applied Time Series For Forecasting Analysis with R
Tools and techniques: Algorithm Data Structure

Strategy & Integration 1

New Trends in Leadership

Year 2

SEMESTER 3

Advanced Specialization (Core 3)

Python and Data Analysis
Applied Linear Algebra for Business Analytics
Machine Learning
Deep Learning
ERP and Process Management (SAP)
Topic in BA

Strategy & Integration 2

Business Strategy

SEMESTER 4

Specialization Experiential Learning

Project Preparation Seminar
Internship



MASTER IN FINANCE

Year 1

SEMESTER 1

Business Principles

Business Ethics and ESG
Business Law
Business Statistics and Analytics
Financial Economics
Behavioral Design Thinking
Business Communication
Business Economics
Business Challenge

Fundamental of specialization (Core 1)

Financial Accounting & Reporting
Fundamentals of Financial Engineering

SEMESTER 2

Core Specialization (Core 2)

Fixed Income
Alternative Investment and Risk Management
Artificial Intelligence and Quantitative Finance.
International Finance and Derivatives

Strategy & Integration 1

New Trends in Leadership

Year 2

SEMESTER 3

Advanced Specialization (Core 3)

Portfolio and Wealth Management
Advanced Corporate Finance
Equity Research and Financial Modeling
Topics in Finance: Global Banking & Fintech
Ethics and Standards for Investment Professionals

Strategy & Integration 2

Business Strategy

SEMESTER 4

Specialization Experiential Learning

Project Preparation Seminar
Internship

MASTER IN MARKETING

Year 1

SEMESTER 1

Business Principles

Business Ethics and ESG
Business Law
Behavioral Design Thinking
Business Communication
Business Statistics and Analytics
Business Economics
Financial Accounting and Reporting
Business Challenge (MKT, BA, FIN, SCO)

Fundamental of specialization (Core 1)

Marketing Management
Omnichannel Strategy

SEMESTER 2

Core Specialization (Core 2)

Marketing Psychology and Consumer Behavior
Marketing Research & Data Management
Integrated Marketing Communication
Customer Intelligence & CRM

Strategy & Integration 1

New Trends in Leadership

Year 2

SEMESTER 3

Advanced Specialization (Core 3)

Sales Management and Selling Strategies
e-Marketing
Marketing Analytics in the Digital Era
Strategic Marketing and Planning
Topics in Marketing (Hubspot Certifications Training)

Strategy & Integration 2

Business Strategy

SEMESTER 4

Specialization Experiential Learning

Project Preparation Seminar
Internship



MASTER IN SUPPLY CHAIN & OPERATIONS MANAGEMENT

Year 1

SEMESTER 1

Business Principles

Business Ethics and ESG
Business Law
Behavioral Design Thinking
Business Communication
Business Statistics and Analytics
Business Economics
Financial Accounting and Reporting
Business Challenge (MKT, BA, FIN, SCO)

Fundamental of specialization (Core 1)

Project Management
Data Visualization

SEMESTER 2

Core Specialization (Core 2)

ISO Certification and Process-Based Management
Advanced Operations Management
Quality Management and Six Sigma Methods and Tools

Strategy & Integration 1

New Trends in Leadership

Year 2

SEMESTER 3

Advanced Specialization (Core 3)

ERP Systems and Digitalization: Implementation and Challenges
Logistics in Supply Chains
Sustainable Global Supply Chain and Transportation Management
Warehouse Management
Topics in OM

Strategy & Integration 2

Business Strategy

SEMESTER 4

Specialization Experiential Learning

Project Preparation Seminar
Internship



MSB PART TIME MASTERS

INTERNATIONALLY ACCREDITED BY



PART-TIME MBA WITH
AI FOCUS

Duration
2 Years
Part-Time

Credits
120 ECTS

Language
English

Accreditation  

PROGRAMS OBJECTIVES

The Part-time Master in Business Administration with a focus on Artificial Intelligence is designed for aspiring junior professionals with a minimum of three years of professional experience.

The program is tailored to elevate their careers by imparting specialized knowledge in AI Management, equipping them with the needed skills and tools to confidently secure managerial positions and thrive in the rapidly evolving landscape of business and technology.

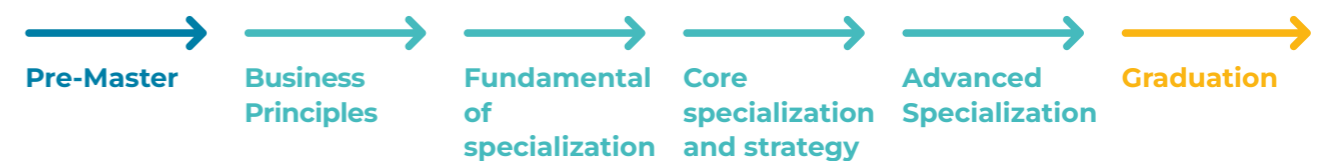
CAREER OPPORTUNITIES

AI Specialist in Marketing, Finance, etc.
Project Manager
Entrepreneur/Startup Founder
Account Executive/Account Manager

Risk Management Specialist
Consultant
AI Strategy Consultant

FORMAT & STRUCTURE

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



PART-TIME MBA WITH AI FOCUS

Year 1

Business Principles

Financial Reporting & Analysis
Corporate Communication
Economics of Platforms
Project Management
Business Law

Support

Tools and Techniques (algorithmic & Python)
Database Management System
Machine learning
Data visualization

Functional areas of business

Financial Analysis and Forecasting
Data Analytics
Marketing in the Digital Era
Supply Chain & Operations Management

Strategy & Integration

Leadership and OB & HRM
Business Strategy (+Business games)
CSR

Year 2

Core Courses

Digital Transformation
Artificial Intelligence for OM Analytics, Digital Banking and Fintech
Artificial Intelligence and Financial Modeling
Governance & Data Security
Artificial Intelligence & Ethics
Digital Marketing
Artificial Intelligence for Marketing Analytics

Specialization Experiential Learning

Project Preparation Seminar
Internship



MSB PART TIME MASTERS

INTERNATIONALLY ACCREDITED BY



PART-TIME MASTER IN
HEALTHCARE MANAGEMENT

Duration
2 Years
Part-Time

Credits
120 ECTS

Language
English

Accreditation



Virtual
exchange with
**Georgia State
University**

PROGRAMS OBJECTIVES

- Understand the functioning and governance of healthcare organizations and industries.
- Acquire an understanding of the management and administration functions of the healthcare enterprise.
- Integrate healthcare ethics with knowledge of business and industry.
- Develop leadership, learning, and professional development skills.

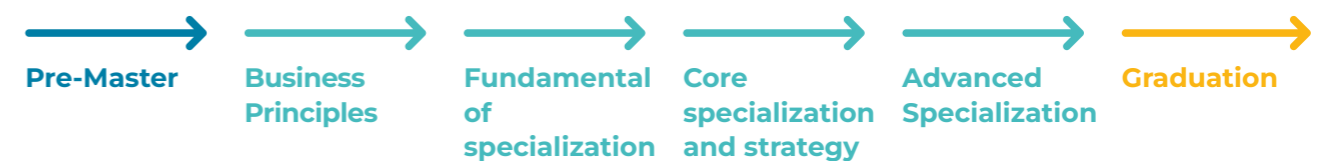
CAREER OPPORTUNITIES

Healthcare management
Expert in Health Project Management and Strategy
Director of a hospital center/ Clinic
Manager of a healthcare facility
Director of a private healthcare facility

Healthcare management advisor or consultant
Executive and expert in the central and local administration of the healthcare system
Executive in the pharmaceutical industry

FORMAT & STRUCTURE

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



PART-TIME MASTER IN HEALTHCARE MANAGEMENT

Year 1

Business Principles

Financial Reporting & Analysis
Corporate Communication
Healthcare Economics and Systems
Project Management
Medical Law and Ethics

Support

Machine Learning
Database Management System
Healthcare Analytics
Data visualization

Functional areas of business

Health Operations and Supply Chain Management
Healthcare Marketing and Consumer Behavior
Human Resource Management for Healthcare Professionals
Financial Management in Healthcare

Strategy & Integration

Executive Leadership and OB in Healthcare
Healthcare Business Strategy
CSR

Year 2

Core Courses

Health Innovation and Entrepreneurship
Healthcare Quality Management and Performance Improvement
International Health
Topics in Healthcare Management
Digital Health
Health Care Negotiation & Conflict Resolution
Innovative Problem Solving and Design Thinking

Specialization Experiential Learning

Project Preparation Seminar
Internship





INTERNATIONAL OPPORTUNITIES FOR MASTERS DEGREES

#1 en Tunisie selon | Ranking 2020

jeune
afrique



PARTNERS IN EUROPE



1+1 Double degree program
Finance

Students at MSB have the opportunity to work towards an MSc in Corporate Finance and Fintech of Groupe ESC Clermont after completing 3 semesters at MSB and receiving two master's degrees.

Advantages: A 20% scholarship

No language tests

No application fees

Get 2 diplomas in 2.5 years

International Study trip included

Gain International Experience



1+1 Double degree program
All the specialties

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



PARTNERS IN CANADA



1+1 Double degree program
Supply Chain and
Operations Management

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 Master's 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

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.

SEMINARS

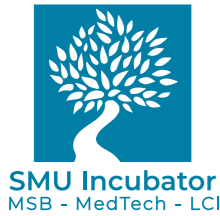
MSB provides a variety of short-term seminars which focus on the development of specific skills. These short-term programs can be delivered in French or in English and are taught by our network of world renowned faculty.

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 promote intercultural awareness leading to a better understanding and bringing together of people from all over the world.

CFA PROGRAM

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



SMU INCUBATOR

Launched in September 2019, the SMU Incubator was established to nurture the leadership community of South Mediterranean University (MSB & MedTech). Embracing innovation within a vibrant entrepreneurial environment, +10% of our students and alumni are trailblazers, shaping the future and creating value.

With a wealth of faculty expertise, SMU is dedicated to fostering its driven talents and project leaders by aiding the growth and execution of their business concepts. The Incubator provides a comprehensive 6-month training for entrepreneurs and spinoffs in the early stage, offering workshops, mentorship, coaching, and access to MSB & MedTech resources and network. This culminates in Pitching Sessions before expert panels, potential clients and interested investors. The SMU Incubator is not just a training ground; it's a gateway for entrepreneurs and companies to expand their horizons to new markets and secure funding through our extensive Alumni and Partner network and have impact on our communities.

Our Co-working Space is designed as a collaborative hub for each cohort to leverage collective skills, resources, and business-engineering synergies.

In its third year, the latest cohort showcased their innovative FinTech, HRTech, and FoodTech startups to investors on DEMO DAY after months of guidance from top mentors and industry experts.



SMU CAREER SERVICES

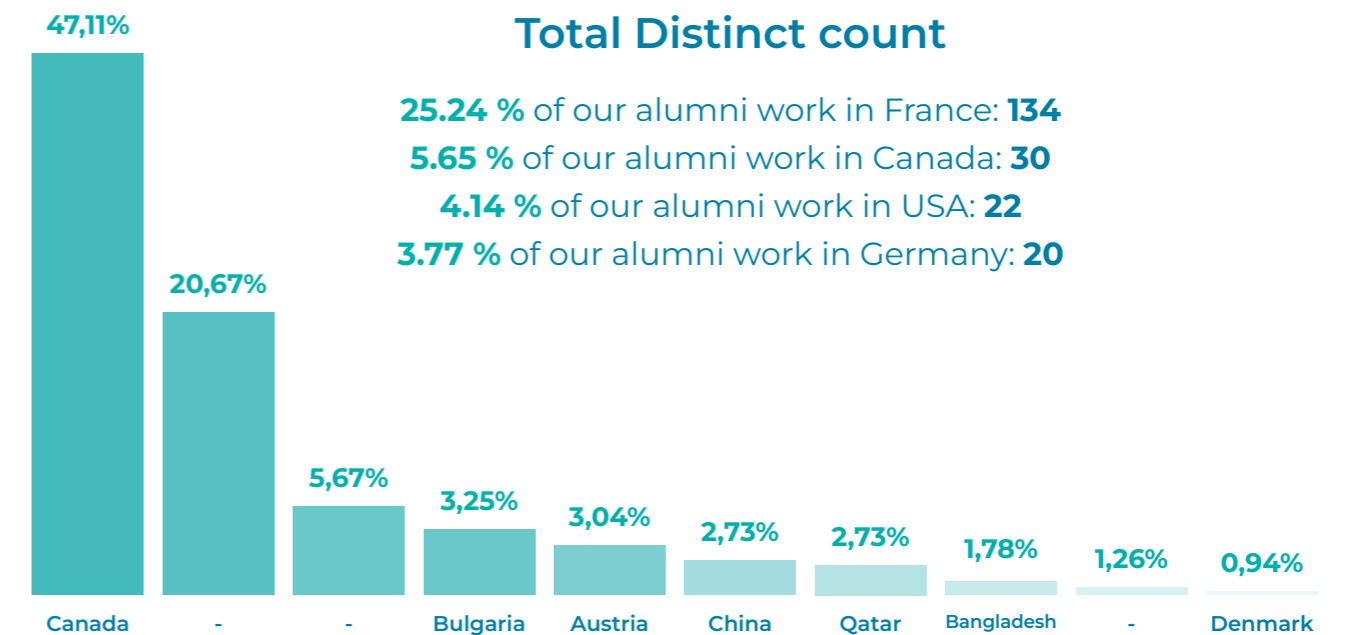
In today's competitive job landscape, effective mentorship is more essential than ever to make informed career decisions. Our career center is dedicated to closing the gap between the demands of professional life and our academic offerings, equipping our students with the necessary skills and insights for professional triumph.

SMU Robust corporate partnerships provide students with essential career development resources and direct pathways to employment opportunities. These collaborations offer internships, job placements, and practical insights into industry trends, greatly enhancing the employability and real-world preparedness of graduates.

ALUMNI AND FAMILY RELATIONS

Serves as a hub for graduates to connect with their former school and each other. It offers networking events, and mentorship programs to support alumni's professional growth. The center also organizes reunions, manages alumni records, to enhance the university's resources and programs. Its goal is to maintain a vibrant alumni community, provide ongoing support to build a strong, engaged SMU community that contributes to the institution's legacy and supports current students.

WHERE ARE OUR MSB ALUMNI TODAY ?



MSB SENT TO

- | | | |
|----------------------------------|---|-----------------------|
| Banque national du Canada | Hitlon | Amazon |
| UNDP | Emporia state university | HSBC |
| Unicef | Microsoft | EY |
| Deloitte | Bloomberg | Allianz |
| New york Stock Exchange | British international investment | Hitachi energy |

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.

BRIDGE EDUCATION

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

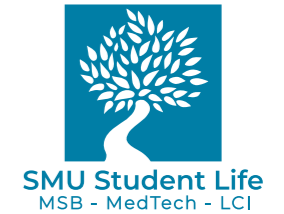
DRIVE RESEARCH EXCELLENCE

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

DEVELOP COMPETENCIES & SKILLS

Deploy capacity building programs that develop competencies and skills.

AN EXCITING STUDENT LIFE

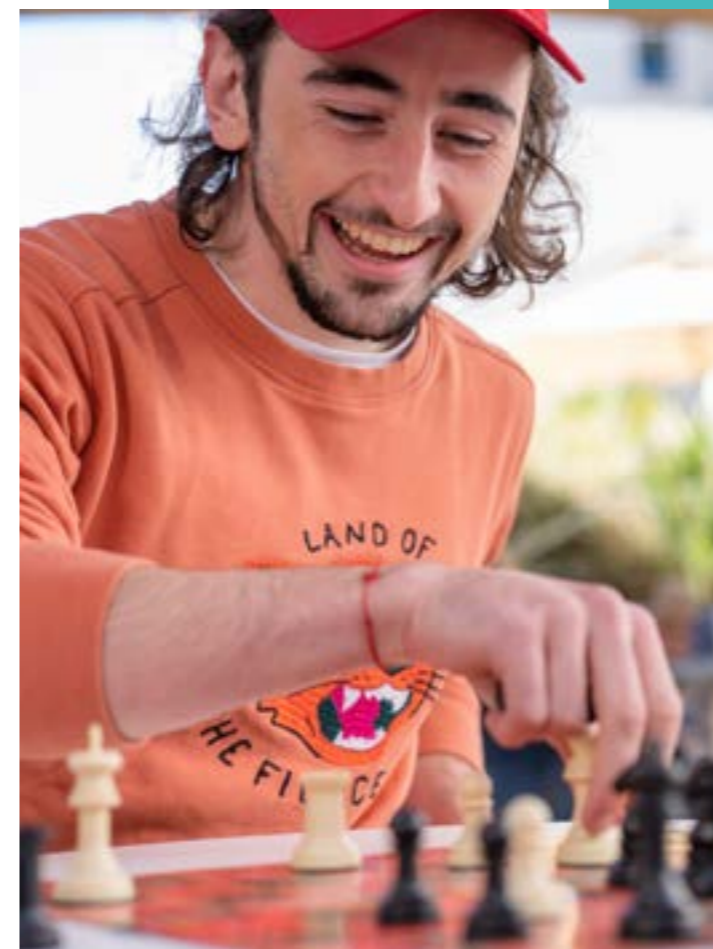


For broader horizons and for a learning experience that does not stop at the doorsteps of the classrooms, the campus features many clubs and associations that provide extracurricular and co-curricular opportunities for students, launching social projects, raising funds and donations for those in need 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.



Created on April 1st 2023 at the cutting edge of technology, the Trading Room of the South Mediterranean University offers 18 specialized workstations allowing the University's students to experience the environment and the activity of the highly performing financial analysis and trading platforms. Students and faculty members benefit from access to Refinitiv Eikon and Datastream platforms and to Cloud / Windows based Financial Trading and portfolio management simulation platforms.



IN THIS SPACE,
YOU MAKE
**YOUR DREAMS
COME TRUE**



South
Mediterranean
University

MSB . MedTech . LCI



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