



J-TERM INTERNATIONAL BUSINESS TRAVELING SEMINAR MOROCCO, FRANCE, SPAIN and BELGIUM

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3 CREDITS (45 CONTACT HOURS)

I ACADEMIC 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 COURSE OBJECTIVES:

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. [L] [SEP]

4. Students will develop a better understanding of the EU regulatory framework's impact on European national economies and Multinational companies. [L] [SEP]

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.

III INSTRUCTIONAL METHODS AND ACTIVITIES:

a) Site visits

b) Seminars and Lectures [L] [SEP]

c) Discussions / Reading Assignments for each place visited

IV READINGS AND PRIMARY TEXTBOOK:

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
6. OECD (2024), *OECD Economic Surveys: France 2024*, OECD Publishing, Paris, <https://doi.org/10.1787/bd96e2ed-en>.
7. OECD (2023), *OECD Economic Surveys: Spain 2023*, OECD Publishing, Paris, <https://doi.org/10.1787/5b50cc51-en>.
8. World Bank. 2024. *Business Ready 2024*. Washington, DC: World Bank.

V ATTENDANCE: 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.

VI Papers AND EXAMS: There will be 4 reports; one for each of the following segments of the trip (France, Morocco, Belgium and Spain). A take home final research paper will be due 10 days after the conclusion of the trip.

VII Detailed Schedule

Monday Dec. 30: PARIS

- Lecture
- Company Visit

Tuesday Dec. 31: PARIS

- Lecture
- Company Visit

Wednesday Jan. 1: PARIS TO MARRAKECH

- Lecture:

Thursday Jan. 2 : MARRAKECH

- Lecture

- Company Visit

Friday Jan. 3 : MARRAKECH

- Lecture
- Company Visit

Saturday Jan. 4: MARRAKECH/CASABLANCA/RABAT

- Depart To Casablanca
- Visit: Mosque Hassan II
- Depart to Rabat

Sunday Jan. 5 : RABAT

- Lecture

Monday Jan. 6: RABAT/TANGIER

- Depart to Casablanca

Tuesday Jan. 7: TANGIER

- Lecture
- Company Visit

Wednesday Jan. 8: Tangier/Brussels (Flight Ryanair 8:00-10:55 am)

- Depart to Brussels

Thursday Jan. 9: BRUSSELS

- Lecture
- Company Visit

Friday Jan. 10: BRUSSELS

- Lecture
- Company Visit

Saturday Jan. 11: BRUSSELS/MADRID (FLIGHT RYANAIR 13:25-15:50)

Sunday Jan. 12: MADRID

Monday Jan. 13: MADRID

- Lecture
- Company Visit

Tuesday Jan. 14: MADRID

- Lecture
- Company Visit

Wednesday Jan. 15: MADRID

- Lecture
- Company Visit

Thursday Jan. 16: Departure From Madrid

VIII Examples of visits during prior International Business Jterm Traveling seminars:

France:

- Lecture and Luxury Industry Tour
- Visit: *The American Chamber of Commerce*
- Visit: Mazars Consultancy company
- Visit: Fed Ex

Morocco:

- Visit: Agounssane Village, Social Entrepreneurship against poverty
- Visit: Technopark (IT companies' incubator) /[Maroc Numeric Fund](#), Meeting with Chief Investment Officer
- Visit: Intelcia group IT Services
- Visit: Tangier Free Zone
- Visit: YAZAKI/Automotive Japanese company based in Tangier's Free Zone

Belgium:

- Visit to EU Institutions
- Visit: *The American Chamber of Commerce*
- Visit: IBM

