

MARKETING

- Initiation to Marketing
- Introduction to Marketing
- Direct Selling & Customer Service
- Marketing Strategy
- Hospitality Marketing & Hospitality Economics
- Marketing for Tourism
- E-Marketing
- Customer Relationship & Branding
- Luxury Brand Management in Hospitality

CORPORATE MANAGEMENT & FINANCE

- Mathematics
- Computer Application - Word & Outlook
- Corporate Finance
- Corporate Strategy
- Accounting - Uniform System of Accounts
- Computer application - Powerpoint & Excel
- Cross-cultural Management
- Financial Analysis
- Statistics
- Leadership & Professional Development
- Managerial Accounting
- Career Management
- Talent Management
- Introduction au coding
- Collective intelligence
- International Trade

TOURISM MANAGEMENT

- Tourism Economics
- Introduction to Tourism management & Geography and Tourism in Morocco
- Travel & Leisure Industry & Travel Agency and Tour Operators
- Event Management and Operations
- E-Tourism
- Managing the Travel Business
- Design and Financing new touristic products
- Advanced International travel Management
- Sustainable Development of Tourism
- Resort & Destination Management

HUMANITIES / SOFT SKILLS

- Applied English
- Applied French
- Supplementary language (Arabic / Chinese / German / Russian)
- Career
- Research Methods
- Applied English
- Applied French
- Supplementary language (Arabic / Chinese / German / Russian)
- Human Behaviour & Performance in the Workplace
- Ethics & Law
- Supplementary language (Arabic / Chinese / German / Russian)
- Ethics & Law
- Foundation of economics (includes Micro & Macro)
- Academic writing
- Supplementary language (Arabic / Chinese / German / Russian)
- Intercultural awareness
- Job / Internship search preparation

ENTREPRENEURSHIP & INNOVATION

- Entrepreneurship & Innovation
- Business Game
- Developing Entrepreneurial projects
- Business Game
- Project Management
- Entrepreneurship
- Student project
- Innovation Management

HOSPITALITY MANAGEMENT

- Room Division Management
- Facilities Management
- Service Quality & Design
- Service Operations Management
- Event Management
- Revenue Management
- Internship at supervisory level in the hospitality industry
- Crisis Management
- Security Management
- Trends in Hospitality Franchising
- Trends and Innovation in Hospitality

HOSPITALITY OPERATIONS

- Kitchen - Preparation Kitchen
- Kitchen - Food Court (hot & cold)
- Kitchen - Fine Dining
- Kitchen - Finger Food
- Kitchen - Bakery
- Kitchen - Dessert & Pastry Making
- Operational internship within the hospitality industry
- Introduction to F&B Management
- F&B - Food Court
- F&B - Fine Dining & Bar Lounge
- F&B - Bar
- F&B - Cost Control
- F&B - Banqueting and Catering
- Room Division Operations
- F&B - Practice of Coffee & Tea
- Room Division - Front Office
- Room Division - Housekeeping
- Room Division - Laundry & Public Areas
- Room Division - MICE
- Room Division - Property Management System
- Hygiene, Safety & Nutrition
- Stewarding