

جامعة الأكوان

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AL AKHAWYN
UNIVERSITY

INSPIRE
TRANSFORM
IMPACT

SCHOOL OF SOCIAL SCIENCES,
ARTS AND HUMANITIES

ABOUT

جامعة الأذريين
الأندلسية
AL AKHAWAYN
UNIVERSITY

Al Akhawayn University in Ifrane

Founded by Royal Dahir, Al Akhawayn University opened its doors in January 1995, establishing itself as a pioneering institution dedicated to shaping Morocco's future leaders and those of the global community.

With a focus on a globally-oriented, English-language liberal arts education modeled on the American system, Al Akhawayn University offers a unique, comprehensive learning experience. The university plays a crucial role in Morocco's development, while actively engaging with the world through cutting-edge educational and research initiatives, including programs in continuing and executive education.

Committed to upholding the highest academic and ethical standards, Al Akhawayn University champions equity, social responsibility, and a campus life that enriches students' educational journeys.

- **Moroccan Public University**
Degrees fully recognized & accredited.
- **Non-Profit Institution**
Dedicated to community and national advancement.
- **American Education System**
Offering an internationally focused liberal arts curriculum.
- **Vibrant Campus Life**
A unique residential experience that fosters growth and lifelong connections.
- **Scholarships and Financial Aid**
Financial assistance options to support student access and success.

30 Years

of Excellence and Achievements

Partnerships with over

+400
universities worldwide

A campus representing more than

57 nationalities

+7500
Alumni around the world

84%

of graduates get a job proposal before graduation

46%

of students engage in international exchange programs

91%

satisfaction rate from our students

+50 Active Clubs

International accreditations



Multiple Opportunities Offered

- Strong Alumni network
- Work-study programs
- Work-study internships
- Remote professional experiences in collaboration with major partners like Leyton, Capgemini and Dashser
- «Start Up Olympus» Incubation Platform

LIBERAL ART EDUCATION

Elite education system to shape the leaders of tomorrow

A Liberal Arts education goes beyond specializing in a single subject; it's about gaining a well-rounded foundation that prepares you for real-world challenges. This system encourages you to explore a variety of fields-like sciences, humanities, and social sciences-developing critical thinking, problem-solving, and communication skills along the way. By learning to think across different disciplines, you'll be ready to adapt to changes in the job market and tackle complex issues with creativity and confidence.

A Liberal Arts education is not just about preparing for your first job; it's about equipping you for lifelong success.





ABOUT

SCHOOL OF SOCIAL SCIENCES, ARTS AND HUMANITIES



The School of Social Sciences, Arts and Humanities (SSAH) offers a program that brings together multiple disciplines to train creative, critical, and ethical leaders in thought and practice, equipped to address political, economic, social, and cultural challenges, and eager to shape a sustainable future.

Al Akhawayn University, the only institution in Morocco offering this liberal arts program, provides a comprehensive education that spans history, culture, society, and technology. This program is essential for developing well-rounded, confident, and adaptable individuals. The liberal arts curriculum fosters humanistic, ethical, and critical thinking skills, which are vital for professional success and for making meaningful contributions to society-skills that AUI students are specifically trained to cultivate.



117

International and national
faculty members

+10 programs

Career Opportunities

- Design, Arts, Film making and public relations.
- Working in policy analysis, diplomacy, international relations, or governmental roles where knowledge of society, culture, and ethical decision-making is key.
- Opportunities in nonprofit organizations, community service, and advocacy,
- Exchange and study abroad program that gives our students the opportunity to spend one semester to a year at one of our partner institutions in the USA, Europe, and Asia.
- Strong Alumni network
- Receiving training to work in the Moroccan industry while simultaneously preparing for further education.



PROGRAMS

Our programs provide a diverse selection of courses aimed at offering students a comprehensive education that covers the sciences, arts, and humanities. We offer distinct programs for both undergraduate and graduate levels.





UNDERGRADUATE

Bachelor of Arts in Communication Studies

In societies driven by both information and emotion, along with rapid changes in technology (in terms of tools and also artificial intelligence), and the crossing of borders, the need for interdisciplinarily trained and holistic communication experts could not be overstated. This program prepares students to be effective and nimble storytellers and persuasive communicators focusing on areas like design thinking, old and new media, rhetoric and journalism, public relations, and design and arts. It uniquely blends disciplines such as advertising, filmmaking, and strategic communication, allowing students to engage in creative and analytical work using industry-standard tools and equipment.

Prepares you with

Skills related to intercultural communication, systems and design thinking, written and oral communication, visual arts and communication, and media literacy and analysis, with the ability to choose a focus on a particular sector in the wider world of communications theory and practice.

Career opportunities

Graduates of the program become leaders in various fields, including media planning, corporate strategy, communication design, creative entrepreneurship, cultural management, and filmmaking, while also excelling as public speakers, journalists, and social media innovators. They are needed in every organisation. They are prepared to thrive in a technology-driven society, equipped with critical thinking and research skills essential both for corporate and public communication, as well as for art residencies and graduate programs.

UNDERGRADUATE

Bachelor of Science in Human Resource Development

Employers are increasingly looking for individuals who can maximize employee potential and elevate organizational performance.

Students gain the knowledge to tackle these challenges head on, from courses such as Training & Development, Organization Design, and Career Counseling, to internships geared towards practical application. Through experiences like problem-based learning methods and hands-on projects, aspiring HRD professionals develop the expertise needed to succeed in today's competitive job market.

Prepares you with

In-depth knowledge of human capital and human development from various angles, applicable in almost any professional space. Paired with a liberal arts approach, the experts produced have transformative potential giving their ability to think holistically and systematically within organizations and societies, transforming organizational culture and improving policies.

Career opportunities

Graduates are qualified for roles in human capital development, human resource management, leadership, and community development, and more, with expertise in both human resource management and development, making them highly sought after for top managerial positions. This HRD program is unique in Morocco, opening up pathways for graduates in both national and international organizations.



UNDERGRADUATE

Bachelor of Science in Psychology

Prepares valuable and dynamic experts in the human condition and social work, who can support the demands for health and wellbeing of societies undergoing rapid change and crisis. Our curriculum provides students with rigorous scientific and practical knowledge essential for professionals in the field, working with individuals & organizations, and communities experiencing the pressures of a changing social and world situation. It addresses the national demand for mental health professionals in Morocco, equipping students with an understanding of the ethical and legal aspects necessary for effective practice.

Prepares you with

Our program is unique in its groundedness in multidisciplinary knowledge, skills that are learnt through practical experience, and preparation to deal with a range of individuals and communities. English-language instruction within a Liberal Arts framework fosters interpersonal skills, crosscultural communication, and scholarly engagement with psychology and mental health.

Career opportunities

The program equips students for careers in both the public and private sectors, preparing them to become coaches, counselors, educators, conflict resolution mediators, cultural advisors, and experts in human emotions. It also positions students to conduct significant research on mental health issues, establishing them as leaders in this field in Morocco. Graduates are prepared for roles in mental health care facilities, clinics, media, advertising, human resources, communication, public relations, marketing, sales, labor relations, and management.



UNDERGRADUATE

Bachelor of Science in Environmental and Sustainability Studies

This program addresses global challenges like sustainable development and the climate crisis by training experts in Environmental & Sustainability Studies. It prepares students to advocate for environmental and planetary security, aligning with Morocco's leadership in green energy and sustainability. The multidisciplinary program covers fields such as chemistry, biology, geography, economics, politics, law, culture, and ethics, offering a comprehensive approach to environmental issues. It fills a gap in the market by emphasizing the social and political aspects of sustainability, which are often overlooked by other local programs.

Prepares you with

Skills needed for careers in sustainable development, resource management, agriculture, and infrastructure planning, among others. Also, project management, advanced research and data analytic skills, including geographic information systems and data visualization, Data analysis, policy...

Career opportunities

Graduates are prepared to become advisors and experts in various fields, including environmental monitoring, renewable energy, risk management, urban planning, and disaster mitigation. They are also ready to pursue advanced education to become research fellows, educators, and national or international consultants and advisors working for a range of corporate, public, and global organizations.

UNDERGRADUATE

Bachelor of Science in Territorial Planning and Management

This program provides rigorous, multidisciplinary training in urban and spatial planning, focusing on geo-marketing, information systems, and risk management, which equips students with in-demand skills for careers in civil, regional, and urban planning. The uniqueness of this program is its emphasis on the responsible and ethical approach to space and place within a liberal arts framework, which ensures a holistic and well-rounded approach to planning.

Prepares you with

Skills in geographic information systems and spatial planning, along with project management and urban affairs through an interdisciplinary foundation.

Career opportunities

Graduates of this program can pursue careers as urban analysts, environmental advisors, researchers, and monitors for national and international agencies, including government bodies and research centers. Their expertise is in high demand as consultants and analysts on urban and environmental issues. Additionally, They have the option to further enhance their education in architecture, spatial design, and urban studies. Additionally, the program meets the high demand from regional and national agencies for experts in information systems and spatial planning, giving graduates a competitive edge in the job market.



GRADUATE

Master of Arts in International Studies and Diplomacy

This program trains experts who grasp the interconnectedness of geopolitics, economics, business, human security, social development, global governance, and the environment, and who can contribute effectively to understanding, analyzing, and addressing global political issues. You will gain the knowledge, skills, and experience needed to confront both present and future global challenges. All students will acquire a solid understanding of the discipline's foundations, along with the research and critical thinking skills required to analyze key issues.

Prepares you with

While a background or experience in cognate fields is preferred in order to engage in the advanced learning, students with degrees in other fields or professionals seeking to change direction, will be provided solid foundations in the disciplines. All students have a chance to collaborate with faculty on research projects and attend seminars with industry experts, and learn how to conduct independent research and craft policy.

Career opportunities

Alumni are expert analysts in the media, researchers, international relations specialists, and consultants in government, NGOs, and multinational corporations.

GRADUATE

Master of Arts in North African and Middle Eastern Studies

This program offers a unique opportunity to study the Maghreb through a multidisciplinary lens, positioning students as future leaders in regional and international development. As the only English-language graduate program focused solely on the Maghreb, it explores its distinct characteristics and connections to Africa, Europe, and Asia (distinguishing it from programs that prioritize Egypt and Western Asia). With rigorous and engaging academics and opportunities for original research, students gain deep insights into the Maghreb's past, present, and future within its regional and global contexts.

Prepares you with

Acquire in-depth knowledge of the region, including language skills and cultural competencies. Participate in field studies and research projects.

Career opportunities

Graduates of the program market themselves as multidisciplinary analysts with specialized regional expertise, making them uniquely positioned for roles in the Maghreb region. Moroccan graduates leverage their local knowledge, while non-Moroccans gain deep understanding through lived experience. Many continue to PhD programs, while others pursue careers in academia, journalism, NGOs, international agencies, and governmental bodies, providing expert insights and analysis on regional issues.



GRADUATE

Master of Arts in Communication Studies and Digital Media

This program provides advanced training in strategic communication, digital and alternative media, media policy, and communication design, combining hands-on training and theoretical foundations to produce reliable and strong experts in the fields of communication and media, in a dynamic technological context.

Prepares you with

Skills in critical thinking, research, data analysis, marketing, media policy and planning, and creative production in multiple genres, with exposure to dynamic technologies.

Career opportunities

Media planning, corporate strategy, entrepreneurship, visual and graphic art and design, filmmaking, media and social influencers, journalists, and social media innovators.

GRADUATE

Master of Science in Human Resource Development

This program equips practitioners, managers, professionals, and specialists with the skills to identify strategic individual and organizational capabilities and leverage them through various developmental actions to enhance individual and team leadership, build collective intelligence, drive business innovation, and achieve exceptional performance.

Prepares you with

The program offers innovative, highly stimulating, and challenging learning experiences, suited to students from various fields who are seeking to develop themselves into human capital experts. They receive detailed training in the field, as well as the critical and analytic skills to understand these functions in a wider societal, national, and international context.

Career opportunities

Jobs in HR departments in public and private sectors, and in development and public policy circles at the local, national, and international levels.





TESTIMONIAL

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Studying International Studies at SHSS didn't just prepare me for Oxford-it prepared me for life. Every professor taught me to think critically, question the question, and argue with structure and conviction.

Though Oxford's academic life can feel overwhelming at times and imposter syndrome sneaks in, I can clearly see how my time at Al Akhawayn set me up for this. Shifting from International Relations to Modern Middle Eastern Studies feels natural thanks to the multidisciplinary aspect of my undergraduate degree.

The job market can feel uncertain, and like many SHSS students, I wondered how I would find my place. However, my time at the Australian Embassy working on public diplomacy and direct aid showed me that I have the skills to thrive. In that fast-paced environment, I learned how to stay on top of my game, communicate effectively, and approach complex challenges.

Ibtissam Eddajraoui

Bachelor of Arts in communication Studies



GENERAL CONDITIONS ADMISSIONS

Review of high school records and credentials.

Pass the General Admissions Test (GAT)
or provide SAT with minimum score of 920 (500 in Math)

A satisfactory admission interview

N.B: A Moroccan candidate who is studying and living abroad may be invited for an online GAT interview.

APPLY → info.aui.ma/applynow





FOR MORE INFORMATION AND APPLICATION

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