

جامعة الأخوين
AL AKHAWAYN
UNIVERSITY

INSPIRE
TRANSFORM
IMPACT

SCHOOL OF BUSINESS
ADMINISTRATION

ABOUT

جامعة الأخوين
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

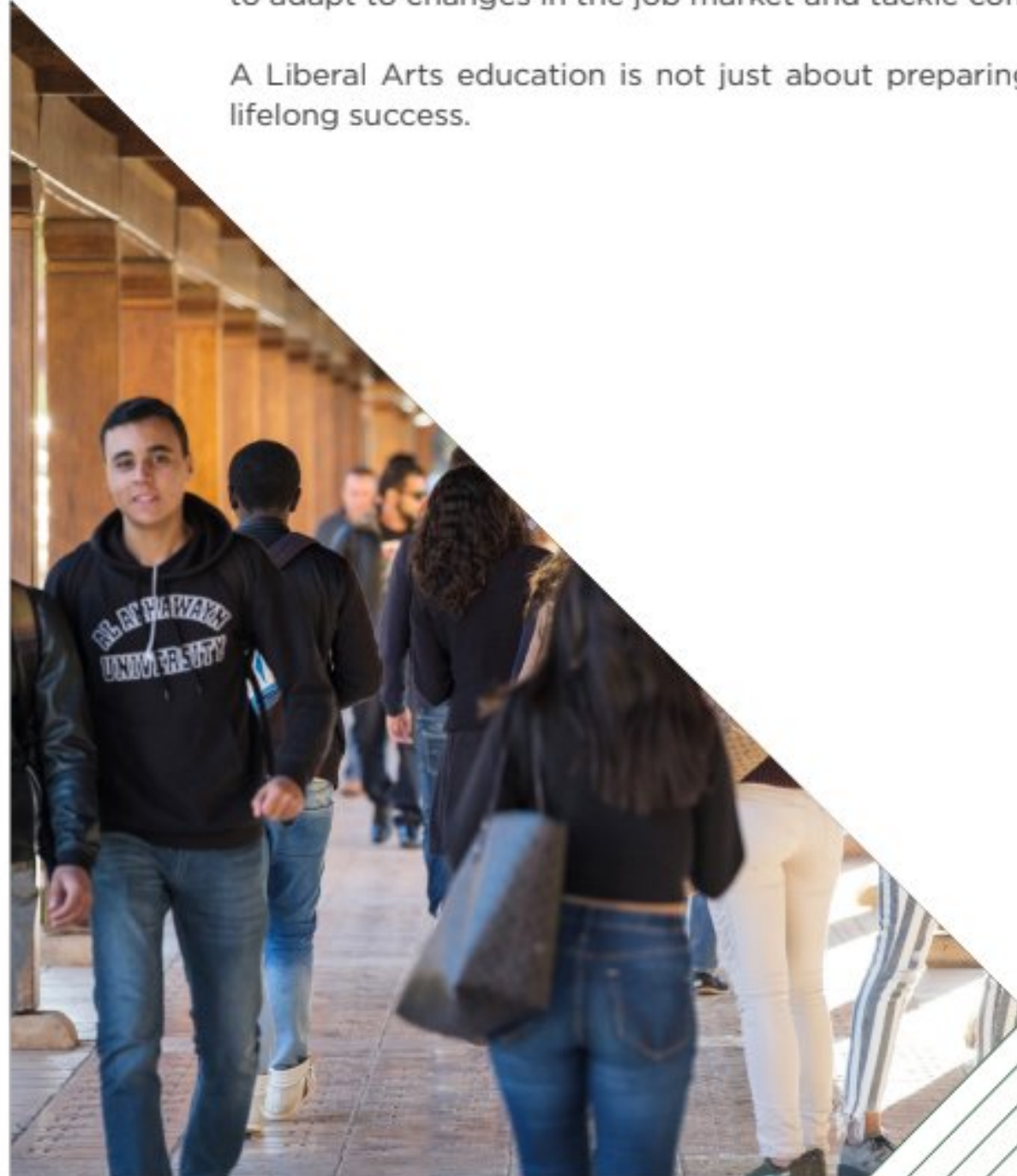


LIBERAL ARTS EDUCATION

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 BUSINESS ADMINISTRATION

جامعة الأخوين
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Our programs are designed to equip you with essential 21st-century knowledge and skills for a dynamic, competitive global business environment.

With a dedicated faculty of industry experts, we focus on fostering your learning and success in business and management

66

**national and international faculty
members**

3

programs

Accreditations

The Bachelor of Business Administration program is accredited by the International accreditation agency the European Foundation of Management Development (EFMD).

Career Opportunities

- Project-based learning: students participate in real-life industry projects where they can sharpen their skills and competencies learned in class
- A strong relationship with the industry
- 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





PROGRAMS

Diverse business disciplines for every career stage

Our programs cover a wide range of business fields, including International Business, Management, Marketing, Finance, Logistics, and AI & Analytics for Business. These programs are available at various levels—undergraduate, graduate, and professional certification—offering pathways tailored to your career goals.





UNDERGRADUATE

Bachelor of Business Administration

The Bachelor of Business Administration program equips you with essential business skills and real-world experience. With minors available in diverse fields like African Studies, Computer Science, and Women & Development, you can explore your passions or uncover new interests. Our hands-on approach, including industry internships, allows you to develop practical skills while advancing your academic journey.





Master of Science in Digital Marketing and Analytics

The Master of Science in Digital Marketing and Analytics (MSDMA) equips you with a practical understanding of digital marketing strategy, emphasizing how a strong strategic vision drives value for businesses.

This graduate degree offers essential knowledge, concepts, and tools in digital marketing, empowering you to design and execute effective strategies, support digital transformation initiatives, and analyze digital data to inform decision-making.



Master of Business Administration

Our MBA program offers a top-tier graduate education for students aiming to excel as managers and leaders in today's global economy.

Through a broad-based curriculum, students develop essential knowledge and skills in all aspects of business administration, while also gaining in-depth expertise in a chosen area of specialization. Available on a full-time or part-time basis.



TESTIMONIALS



By participating in the Master of Science and Digital Marketing and Analytics (MSDMA) program at Al Akhawayn University, I gained a lot of knowledge and obtained so many skills from the diversified courses I took. This program has pushed me academically and personally in addition to helping me grow in many different ways. What was very interesting in the MSDMA program is that it is not just theories, we do learn and understand concepts that are extremely useful in the work field.

Hind Rachidi

Master of Science in Digital Marketing and Analytics



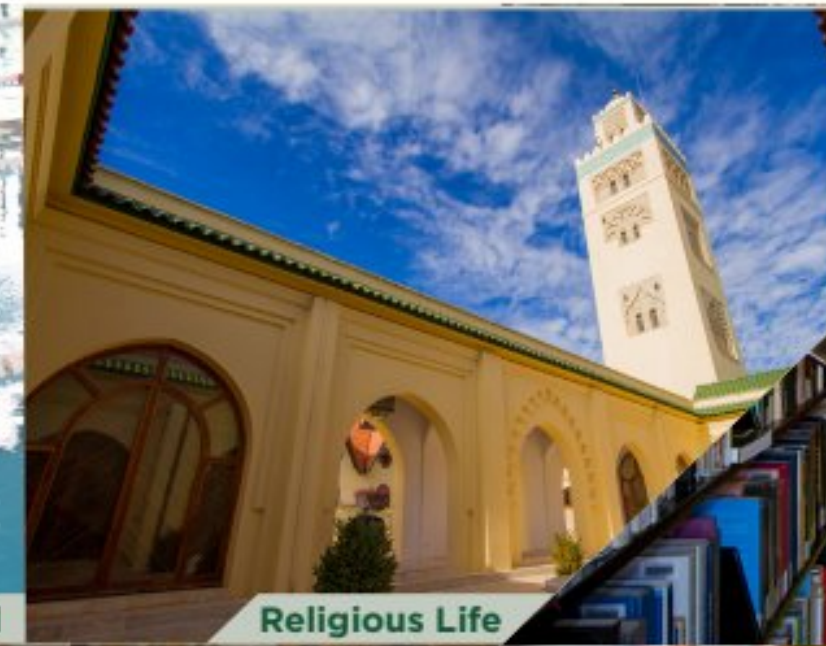
The MBA program had a significant impact on my professional development. It helped me develop greater proficiency in public speaking, report preparation and presentation, strategic analysis, leadership, and project management. I did the MBA to find a better corporate job, and I ended up learning critical skills to grow my family business, and launch my consulting firm in business incubation, and collaborated with both public and private entities in Morocco and internationally.

Hikma Benlafqih

MBA



Swimming pool



Religious Life



Library



Athletics

CAMPUS LIFE



Campus store



Laundry services



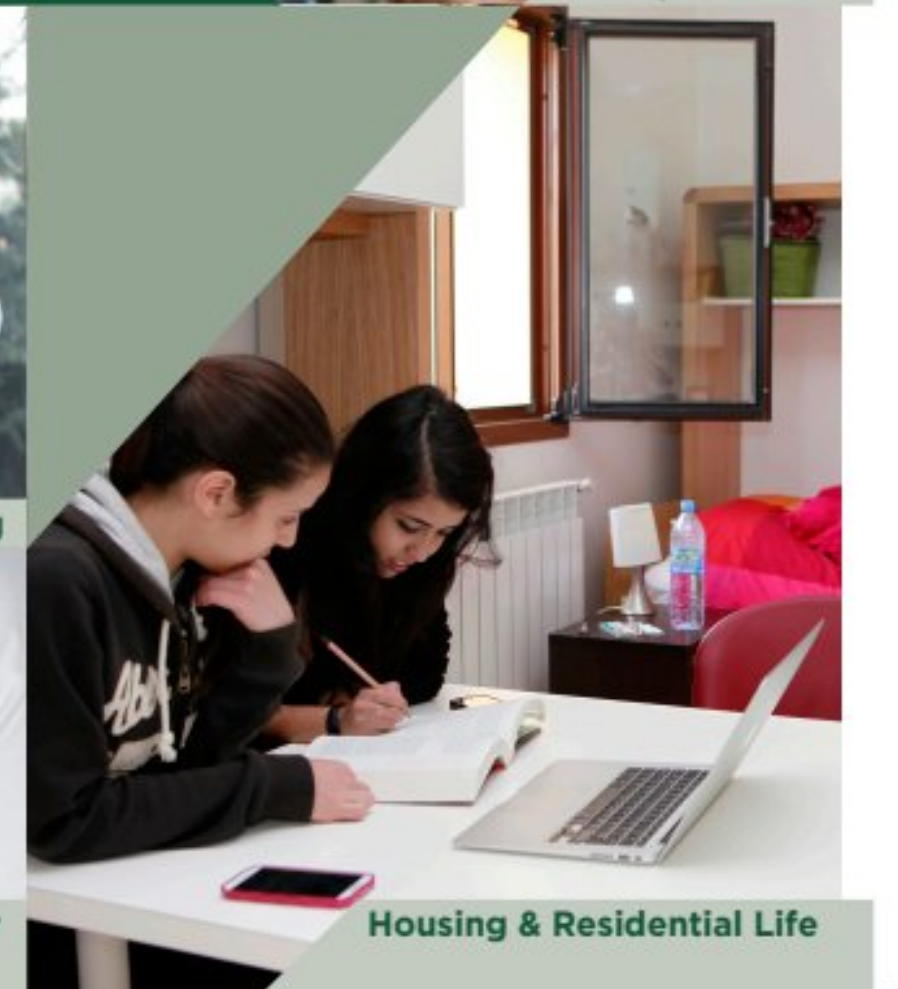
Cleaning & Housekeeping



Security



Health center



Housing & Residential Life



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



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FOR MORE INFORMATION AND APPLICATION

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Learn more



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