

HEM STUDENTS WINTER SHIP HANDBOOK



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MARRAKECH MOROCCO

JANUARY 7-12, 2019

Embrace your Inner Inter Adventurer



WHY ?

"Students Winternship Week" of HEM is an opportunity for participating students to spend an unforgettable study tour week with a comprehensive program that includes, in a glance, an 18H seminar on Sustainability & Social Development coupled with Team Building and Fun activities in interaction with students from HEM Business School and other international partner schools.

WHAT ?

- 18h Seminar on "Sustainability & Social Innovation"
- **Marrakech** is one of the most visited cities in the world.
- Opportunity to meet **60 students** from different nationalities (Last year 7 nationalities were represented)
- **Team building activities**, like **lunch in the open air**, Adventure & Discovery highlighted by riding on the **longest Zipline in Africa**, crossing a suspended bridge and doing testing their strength at **the Accro park**.
- A two-and-a-half-hour Quad tour around the beautiful Lalla Takerkoust Dam
- The seminar equals 3 ECTS

WHERE ?

Place : HEM Marrakech, Morocco

Arrival Date : Monday January 7th, 2019

Return Date : Saturday January 12th 2019

Accommodation in Marrakech : In Oudaya Hotel & Spa
www.oudayahotel-spa.com

The price includes the seminar, personal growth activities and full room and board. However, it does not include airfare, departure transfers or personal expenses. Any Arrival before January 7th or departure after January 12th is not included in this overall price.

**IT IS LIKE A VOYAGE OF DISCOVERY INTO UNKNOWN LANDS,
SEEKING NOT ONLY FOR NEW KNOWLEDGE BUT FOR A NEW ADVENTURE**

PROGRAM DETAILS

Monday January 7th
Arrival in Marrakech

Tuesday 8th and Wednesday 9th January
SEMINAR "SUSTAINABILITY & SOCIAL INNOVATION"

Thursday January 10th

Day at "Terres d'Amanar": Natural boost through fun and team-building activities in a berber area of sunny Morocco. Company visit (eco-tourism), field research and team building activities (zip lines, rope bridges,...).

Friday January 11th

Presentation of field research in the morning and a two-and-a-half-hour Quad tour around the beautiful Lalla Takerkoust Dam in the afternoon.
And, in evening dinner party.

Seminar Topic

"SUSTAINABILITY & SOCIAL INNOVATION"

This Seminar addresses innovative concepts in management having a high impact, at both economic, social and environmental level. Inspired by new business models and representing a great potential for socio-economic development, particularly for emerging countries, those concepts are based on a major statement: **"doing business by doing good"**. The seminar is adopting an active pedagogy where exchanges with participants are requested while exploring and analyzing case studies. Questions to be addressed will be : why should we do business differently ? what concepts are to be explored in doing so? How to implement a social innovation ? And What is the return of investment of such new business models ?



IT IS ABOUT

- Social innovation
- Entrepreneurship and social issues
- Fair trade
- Inclusion and diversity
- Shared value
- Sustainable development

PARTICIPANTS

Participants can be 3rd year bachelor students or master students. This edition will have participants from different nationalities allowing them to be exposed to various cultures, backgrounds and business contexts. Interesting and fruitful exchanges are to be expected from this unique international experience.

CONTACTS

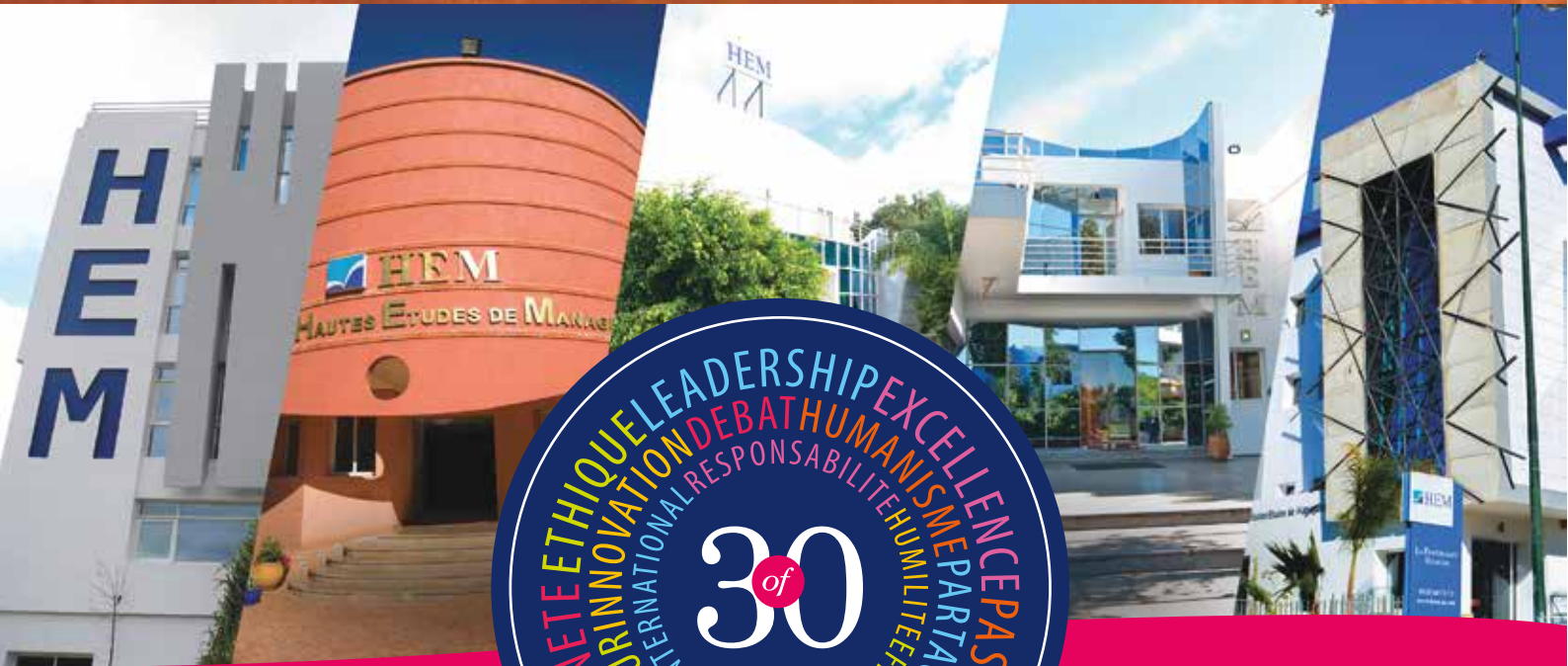
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HEM

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