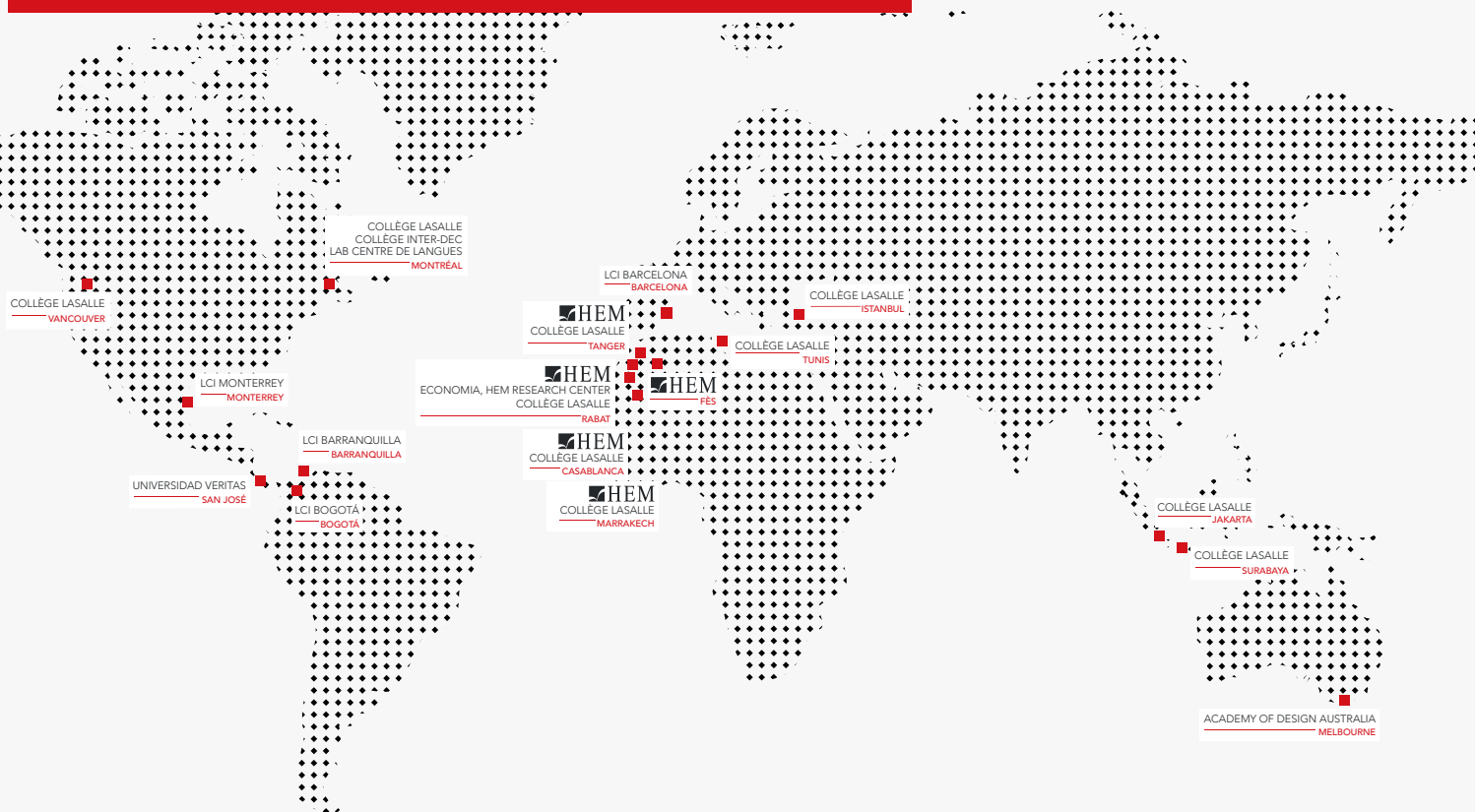




**SHARING INFORMATION
ON PROGRESS (SIP)
REPORT
2018-2020**

HEM MEMBER OF THE INTERNATIONAL CANADIAN NETWORK LCI EDUCATION

23 HIGHER EDUCATION CAMPUSES ON 5 CONTINENTS



In 2019, HEM joined LCI Education, the renowned Canadian international network.

With this bold international move, HEM is now benefiting from a Canadian model built more than 60 years ago with internationally recognized standards and strong community culture and values. This gives HEM access to the latest worldwide trends and development of quality education.

Present on 5 continents, the LCI Education network has 23 higher education campuses and some 3,000 employees who train each year almost 20,000 students around the world.

hem.ac.ma
lcieducation.com



LCI EDUCATION
NETWORK
MEMBER



HEM KEY NUMBERS

5 CAMPUSES

2000 STUDENTS

180 FULL TIME FACULTY AND DEDICATED STAFF

250 PART TIME ACADEMIC AND PROFESSIONAL FACULTY

50 INTERNATIONAL VISITING PROFESSORS

5000 ALUMNI

1 RESEARCH CENTER, ECONOMIA - 1 FOUNDATION

60 ACTIVE ACADEMIC PARTNERSHIPS

50 OFFICIAL CORPORATE PARTNERS



Yasmine BENAMOUR, Ph.D.
General Manager of HEM and
President of LCI Education Africa



Hassan SAYARH, Ph.D.
General Manager and Director
of Academic Affairs at HEM

Values are made up to be alive. Therefore, successful Higher Education Institutions (HEIs) define their core values and then make them an essential part of everything they do. HEM is considered to be the leading player in private higher education in Morocco with its diversified programs spurred from the Business and the IT Engineering fields. To lead well with a clear noble purpose, HEM pride itself to be clear about how its own guiding principles fit with the six principles of the UN-PRME.

That is why a gruesome exercise took place to work on a new vision and mission these last two years along with a process of redefining HEM's 5 core values, which are Effort, Responsibility, Innovation, Humility, and Ethics.

HEIs do a great deal to communicate good values to students and graduate professionals. But we believe that it is critical that we do more. At HEM, "more" starts with the full integration of the 5 core values across its campuses and curriculum.

When HEIs embed their values in every course, every rule, every decision and throughout their cultures, they are far more likely to educate value-driven leaders.

Many HEIs are paying special attention to two sets of values in particular: integrity/honesty and diversity/inclusion. To uphold integrity and honesty, for instance, schools distinguish between acceptable and unacceptable behaviors, incorporate ethics into standalone courses, and punish violations of their codes of conduct. To address diversity and inclusion, they might offer a course or create an award.

Such policies are correct. They promote appropriate behavior and HEM uses in fact some of them. But we consider that they are not enough because they do not instill the right principles in our students in a deep way or ask them to commit to upholding those principles. Instead, they only encourage compliance, which is not really the same thing.

That's why HEM is working to make its value-driven strategy more effective and deep. Only through transversal and systematic integration can HEIs instill values into their cultures and students. This process started at HEM since its genesis in 1988, when it first established its five aforementioned core values.

We ask our students and faculty members to adopt behaviors consistent with each value, in any situation —that is, to strive for excellence, operate with integrity and humility, create an innovative environment, imagine new responsible possibilities, and respect and value everyone's differences. In fine, instilling a culture that embodies the six principles of the UN-PRME is a long-term process, and a school wide implementation is essential for continued success.

As higher education educators, we know that if we produce leaders willing to compromise their values, it could lead to the downfall of entire organizations.

This new Sharing Information on Progress (SIP) report illustrates the different school wide activities that help us stay aligned with the overall United Nations SDG's and also amplify our own principles with the UN-PRME principles, which are purpose, values, method, research, partnership, and dialogue.

We wish you a fruitful reading of the HEM SIP Report for the last 2 years of 2018-2020.



ALI EL QUAMMAH, MBA,
MSCIS, Ph.D.
Director at HEM

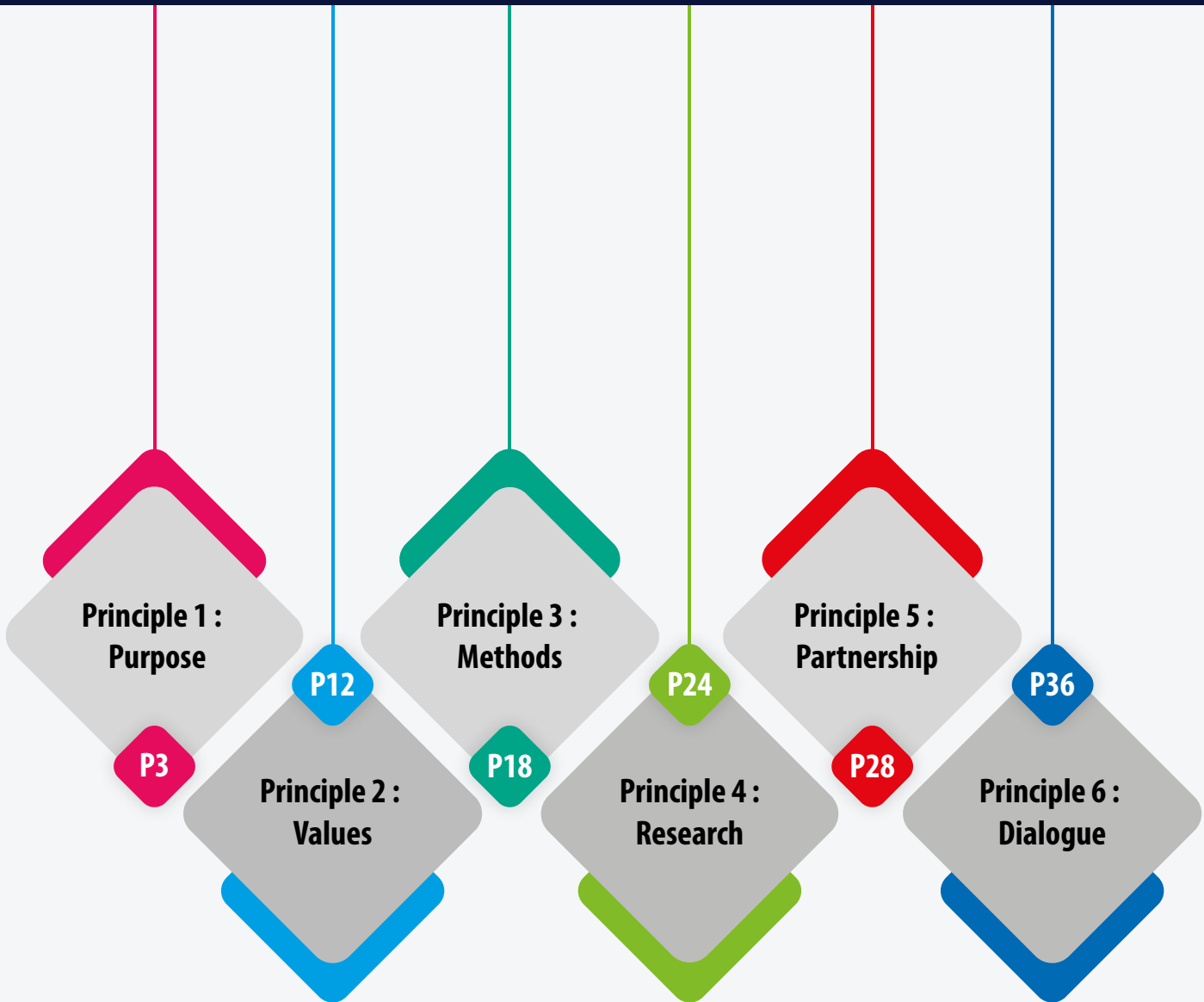
HEM Business and IT Engineering School stands as the leading private higher education institution (HEIs) in Morocco within the upper echelons of the best African ones. With comparatively limited resources, it is the hard work, passion, and dedication to its mission and vision that have made HEM the bastion of progressive thinking it is today in Morocco and the African continent.

Our tradition of educating ethical leading citizens on social and societal issues dates back over 30 years. The school's leadership strongly influenced the rest of the administrative staff, faculty, and students' views on the fact that we owe responsibility to the communities in which we do business.

Under the leadership of LCI-Education of which HEM has proudly become a member these last two years, HEM has profoundly differentiated itself based on its international reach, its superior multidisciplinary approach, and most importantly its strong culture. We believe that HEM has both the responsibility and the opportunity to instill a set of 5 core values and a sense of purpose to all its students who in turn will emerge as leaders capable of redefining the future of their respective societies.

Our culture is ripe to foster the state of mind of thinking beyond ourselves to reimagine a better world. The interest of all HEM stakeholders in challenging the status quo carries us through more than three decades of change as societies continually work to integrate mission and values driven decision making.

Today, HEM through its 5 campuses, foundation, and research center Economia, provides a vibrant hub of social and environmental impact activities and experiential learning opportunities not only for our students but for society. Our broad array of all these activities are found and detailed in the following report that I hope will be of benefit to the UN-PRME signatories.



We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.



**HEM
BUSINESS SCHOOL**

**HEM
ENGINEERING SCHOOL**

**HEM
FOUNDATION**

**HEM
LIFELONG LEARNING**

WHO WE ARE

Morocco which boasts a long standing history and a rich cultural heritage is firmly committed to economic growth. Therefore, it necessarily needs to develop a high quality business education system. **HEM Business and IT Engineering School is set up to enhance the fundamental drivers of this up-and-coming Morocco.**

Founded by M. Abdelali BENAMOUR, appointed by the King to become President of the Antitrust Agency, a former professor at Hassan II University and the former founding Dean of the Higher Institute of Business Administration - ISCAE -, HEM Business School is initially the fruit of a partnership with the largest bank in the country La Banque Centrale Populaire. (www.cpm.ma)

HEM Business and IT Engineering School put in place structures that aim at enforcing the principles of responsible management education not only in the different programs or research projects but also in its day to day operations.

We are developing the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy. Thus, we are fully committed to training future successful leaders with a strong sense of citizenship and who are capable of bringing about change.

HEM Business and IT Engineering School also aims at being ranked, by international standards, amongst the best schools in Africa.



ABOUT LCI EDUCATION

LCI Education traces its origins back to LaSalle College in Montréal, which was founded in 1959.

Present today on 5 continents, the LCI Education network consists of 23 select higher education institutions, including campuses in Montréal, Barcelona, Casablanca, Tunis, Istanbul, Melbourne and Vancouver and some 3,000 employees offering instruction to over 20,000 students throughout the world each year.

Active for the past 60 years, the network serves as a hub for shared expertise and provides a strong brand for all of its campuses.

The LCI Education network offers an education model that keeps pace with social changes, preparing students to become inspiring global citizens and the leaders of tomorrow.

From one country to the next, LCI Education favors the harmonization of its programs, which makes for greater flexibility, better control over the quality of its services, and deeper respect towards the various cultures it works with.



OUR VISION

Being a leading player in private higher education in Morocco, HEM aims to become a multidisciplinary institution, anchored in Africa and open to the world, with the ambition to develop ecosystems that create value, through multiple academic paths and fields



VISION

MISSION

VALUES

OUR MISSION

HEM's mission is to train and support future ethical leading citizens, accomplished, proactive, capable of acting in complex environments, by mobilizing multidisciplinary faculty and administrative staff armed with innovative pedagogy and applied research

OUR VALUES

Five key values underpin HEM Business School philosophy and culture :

Effort - Responsibility - Innovation - Humility - Ethics



BUSINESS
SCHOOL

GRANDE ECOLE PROGRAMS

Corporate Finance
Marketing
International Management & Logistics
Accounting - Control - Audit
Human Resources Management



ENGINEERING
SCHOOL

ENGINEERING IN COMPUTER SCIENCE

Web and Mobile Development.
Networks and Cloud Computing.
Digital Business & Big Data.
Artificial Intelligence.



EXECUTIVE
EDUCATION

EXECUTIVE EDUCATION PROGRAMS

Pro Certificates
MBA
FIATA
PMP

DISCOVERING THE ENTREPRENEURIAL ECOSYSTEM

The Employability and Entrepreneurship Department of HEM organized a meeting for the benefit of its graduate students with the main players of the Moroccan entrepreneurial ecosystem.

The purpose of this event is to bring together students and share with them best practices related to entrepreneurship.

All of the speakers represent different types of structures training institutions, incubators and funders.



MASTER CLASS

HEM Fez organized for the benefit of its students, a Master Class on the theme « Business etiquette and protocol ».

The objective of this workshop was to familiarize the students with the various codes related to knowing how to be and to appear, while avoiding the protocol awkwardness that they might face in the professional world.



Master Class

Business Étiquette et Protocole

PROJECT LEARNING BY DOING

« Learning by doing » is for students to learn from their experience. It is an educational process which enables them to learn by taking responsibility, by experimenting, and by building around a concrete project to be carried out in one of our corporate partner company.

To support students and prepare them for the business world, HEM gives its Masters students the opportunity to experience the role of managers within the Atlas Bottling Company - ABC, through the great challenge of leading a cross functional project and various business issues to be resolved within the company.

The project consists in managing real, complex problems, of different departments, to which they will have to bring solutions and concrete proposals.

The project took over 3 months, from October 2019 to January 2020.



HEM

hem.ac.ma

LEARNING BY DOING !

LES ÉTUDIANTS EN MASTERS VIVENT LE RÔLE DE MANAGERS
AU SEIN DE L'ENTREPRISE **ABC**
GRAND CHALLENGE AVEC UN PROJET TRANSVERSAL ET DIVERSES
PROBLÉMATIQUES BUSINESS À RÉSOUDRE...

POUR PLUS D'INFOS CONTACTEZ
chaimae.mouffak@hem.ac.ma

INCLUSIVE EDUCATION

Inclusive education means that all students attend and are welcomed regardless of where there are. An inclusive environment where instruction is designed to be delivered to students of mixed ability and with their peer group in the community school, while being responsive to their individual needs as learners.

The main objectives are :

- To provide an effective common learning environment
- Enable each student to fully participate in the learning environment that is designed for all students and is shared with peers in the chosen educational setting;
- Provide a positive climate, promote a sense of belonging, and ensure student progress toward appropriate personal, social, emotional and academic goals;
- To be responsive to individual learning needs by providing sufficient levels of support and applying student-centred teaching practices and principles.

Common learning environment: Inclusive education is about how we develop and design our schools, classrooms, programs and activities so that all students learn and participate together.

Inclusive education is about ensuring access to quality education for all students by effectively meeting their diverse needs in a way that is responsive, accepting, respectful and supportive.

Students participate in the education program in a common learning environment with support to diminish and remove barriers and obstacles that may lead to exclusion.

Distance Learning , The best way to reach student all over the world. To help young people make the right choice of orientation, career path and student life that they have not dreamed of, HEM is organizing ONLINE Open Days!

A real opportunity to discover the excellence programs offered by HEM, student life, international exchanges, Masters specialties and many other particularities of the HEM universe.



FRUGALE INNOVATION

In the past several years, we have been tasked with doing more with fewer resources.

The creative use of resources has helped our different campus sites to meet their goals within the boundaries of a tight budget.

HEM aims to create high-quality, innovative programs despite obstacles standing in our way.

HEM has a priority to be as efficient and effective as possible; it's not always about doing more with less - it's about doing the right things and forgetting the resource-depleting initiatives that have not yielded results. Right now everybody understands that resources are limited.

HEM aims through the various activities it offers to leave an impact while optimizing the resources used.

HEM has thought of a new concept called «I love my city, I animate my city», which consists of a series of actions (workshops, visits, meetings, etc ...) carried out by the students, with the hope of enhancing the cultural, craft, culinary, musical, material and human heritage of the different cities. Students of HEM also organized a culinary competition entitled «HEM COOK TALENT». In a very friendly, warm and relaxed atmosphere, teachers, students and administrative staff, revealed their culinary talents of each of them with some particularly simple tips !



We will incorporate into our academic activities, curricula, and organizational practices the values of global social responsibility as portrayed in international initiatives such as the united nations global compact.

EFFORT : Engage with passion and excel in serving individual and collective ambitions.

RESPONSIBILITY : Take over the stakes, honor commitments and be accountable for actions. Achieve consistency between speech and conduct.

ETHICS : Care for general interest. Be honest and exemplary in all types of relationships.

HUMILITY : Be simple in one's relations and respectful of self and other. Listen and accept differences for the sake of collective intelligence.

INNOVATION : Anticipate, be receptive to changes and dare to change. Be a source of value creation by doing things differently.



EFFORT

As a preventive measure aimed at countering the expansion of the Coronavirus - Covid-19, the official note from the Ministry of National Education, Professional Training, Higher Education and Scientific Research, released on Friday March 13, 2020, requires from all education and training establishments, at all levels, public and private, the suspension of physical classes. The primary purpose of this measure is to significantly reduce the regrouping and movement of people and thus reduce the risk of contamination.

This note makes it clear that educational establishments must put in place mechanisms to ensure continuity of learning and take the necessary steps to ensure that educational activity continues in one way or another. Aware of the importance of the issue, at the global, national and local levels, HEM fully adhered to this decision and implemented its guidelines to the best of its ability.

Therefore, in accordance with the official note from the Ministry, HEM has decided to suspend (physical) lessons and educational activities until further notice.

At the same time as this decision, HEM prepared itself from an educational and logistical point of view for the situation and is technically supported by the Canadian international network LCI Education of which it has now become a member.

HEM has thus put in place a set of support measures, including an online course, which it applied throughout the period of course suspension and sanitary lockdown.



RESPONSIBILITY

HEM Marrakech organized, in partnership with the Regional Center for Blood Transfusion several editions of the blood donation caravan, on campus.

To give your blood is to offer a life! It is for this reason that students, teachers and administrative staff are all proud to be part of this act of solidarity and citizenship.

Blood donation is everyone's responsibility.

JOURNÉE DON DE SANG

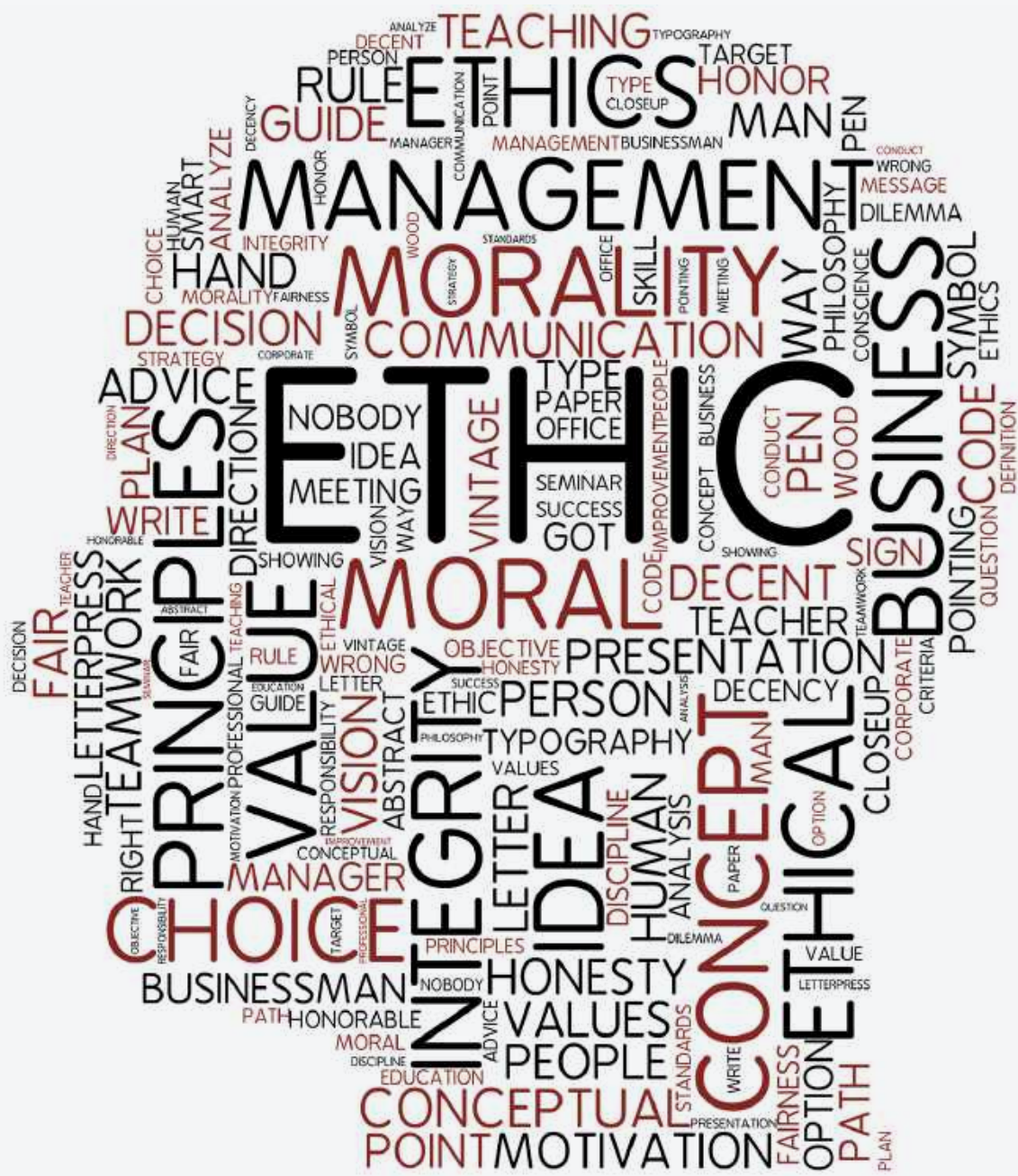


ETHICS

HEM is a Moroccan higher school open to the international which has been committed since its creation in 1988, for a high level higher education, through programs balanced between development of the technical skills of the student, and strengthening of its dimensions; human, cultural and ethical.

Doing HEM means ...

- Getting excellent training with a high-level of integrity.
- Taking advantage of an original educational approach with balanced and innovative content
- Taking advantage of international exchange and dual degree programs with 70 prestigious academic partners from around the world !
- Getting advanced learning of soft skills, para-pedagogical and personal development activities that target the students' development enabling them to be easily noticed during a job interview
- Having a choice between multiple master and post-graduate programs



HUMILITY

HEM Casablanca organized, for the benefit of its students, a Bargaining Meeting with Hany ELHARRAQ, President of the AI Amal Association Association for Social Integration.

This meeting under the theme " Social integration: a different, daring and atypical approach! «, Held in the conference room of the HEM Casablanca campus.

The AI Amal Initiative Association for Social Integration was founded in February 2018 by Mr. Hani ELHARRAQ, elected president.

The objective of the association is to support and supervise the residents of social protection establishments, as well as young people in difficult and precarious situations, in order to allow their socio-economic integration and their autonomy.

The association's main target is all young residents and former residents of orphanages and social protection institutions (EPS) who are forced by law to leave at the age of 18 to find themselves on their own.

It is in this context that HEM Casablanca received Mr. Hany ELHARRAQ to further explain the subject of the theme and answer all the questions from the students.

RENCONTRE TRAIT D'UNION



INNOVATION

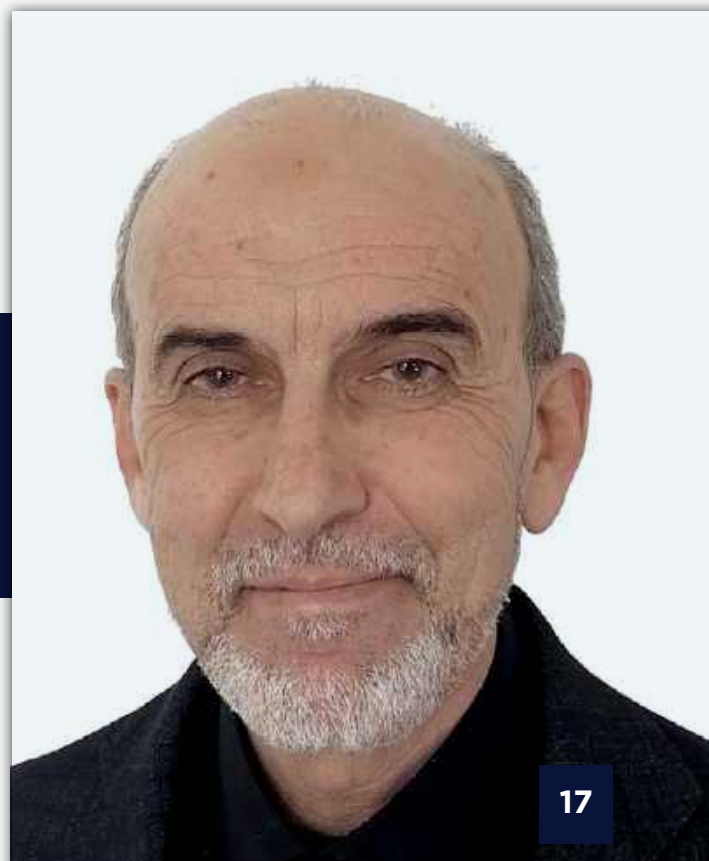
WELCOME BACK TO SCHOOL ALUMNI



HEM Tanger invited its alumni to rediscover the class of the unforgettable Professor **Ms. Loubna OUDRHIRI**, for an exceptional course session, reserved exclusively for HEM Alumni, around the theme : « New Concept of the Supply Chain : DDMRP - Demand Driven Material Requirement Planning »

The Laureates of HEM Fez, enjoyed during an exceptional course session the unforgettable Professor **M. Mustapha MOUFID** to relive the experience of when there his students.

For one morning the students lived their student life in an atmosphere that was both nostalgic and friendly.



We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

HEM 5 years Management Program is mainly structured around three dimensions :

A program based on technical and theoretical lessons combining skills and general culture.

An interactive and participative approach requiring student involvement, group work and self-care. Such an approach stimulates in the student the development of the spirit of analysis and synthesis, the creative capacity and the sense of priorities.

Associative, para-pedagogical and personal development activities intended to contribute to the development of the student, to increase the taste for action-oriented debate, to stimulate convictions, beyond passion and, in short , to develop the student's personality.



COVID 19 - DISTANCE LEARNING : HEM PUTS MORE THAN 90% OF COURSES ONLINE THROUGH ADOBE CONNECT

To ensure the continuity of the courses to its students during this period of confinement, the management of HEM has posted more than 90% of its courses online using its Adobe Connect platform.

It is one of the most recognized global solutions in distance learning. Concretely, all the physical classes have been transformed into virtual rooms. Several functionalities have thus been shared, to cite only the sharing and viewing of the teacher's course, the possibility of simultaneously using a whiteboard and making diagrams or others, the request for speaking by students (in virtually raising your hand)..

COVID-19

LEARNING MUST GO ON !

#StayConnected

CALL FOR APPLICATIONS: SALEEM PROGRAM

As part of the SALEEM program, HEM Business School launched the call for applications for the benefit of HEMists in 3rd and 5th year of the Casablanca and Rabat Campuses, who are carrying out ideas for entrepreneurship projects.

SALEEM is a project that was implemented for the period from October 2017 to October 2020, through a consortium of 14 partners from Morocco, Tunisia, Belgium, France and Romania.

Co-funded by the Erasmus+ program of the European Union over a period of 3 years, it aims to promote student entrepreneurship in Morocco and Tunisia.

The creation of SALEEM support poles for student entrepreneurs, also making it possible to build and develop student profiles by acquiring or strengthening entrepreneurial capacities



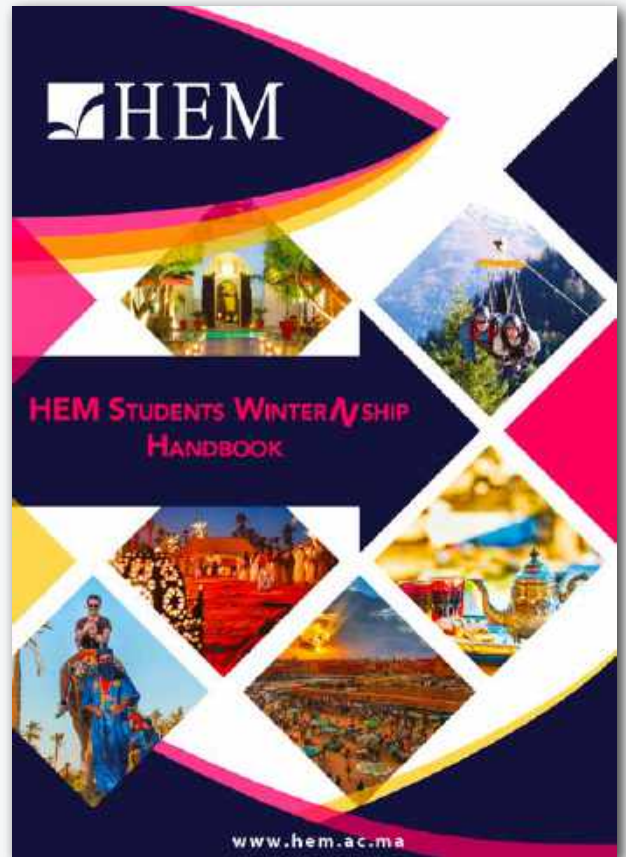
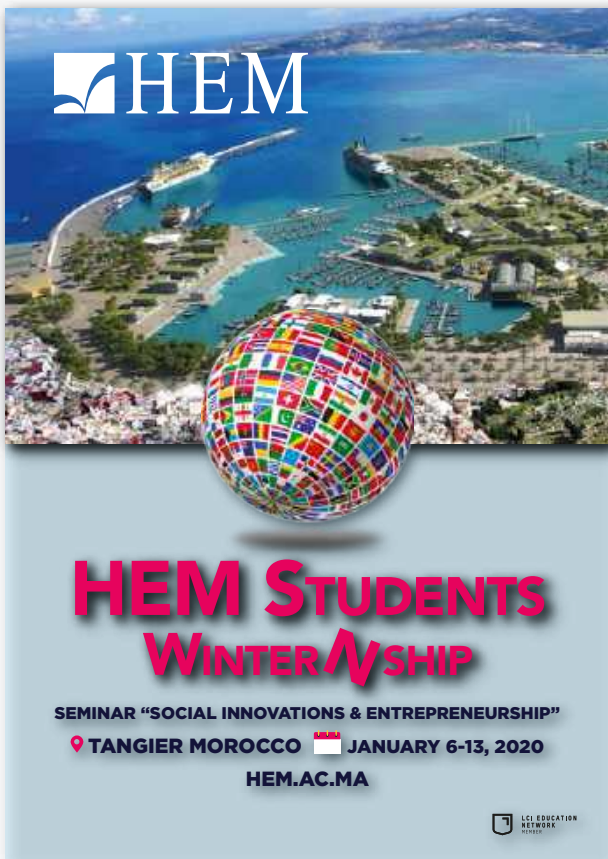
STUDENT WINTER~~V~~SHIP WEEK

LEADERSHIP & SUSTAINABILITY

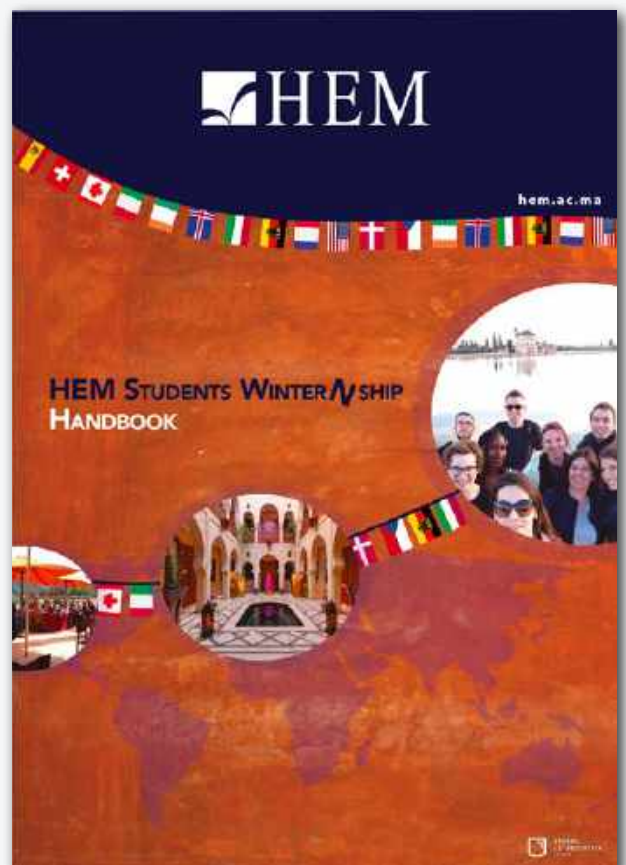
HEM welcomes every year students from different partner, business schools and during the «Student's Winternship week» organized in Winter

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 and Corporate Responsibility coupled with Team Building and Fun activities in interaction with students from HEM and other international partner schools, in a beautiful and amazing Moroccan cities.

SOCIAL INNOVATION & ENTREPRENEURSHIP



SUSTAINABILITY & SOCIAL DEVELOPMENT





LEO CLUB HEM

Leadership, Experience, Opportunity; the initials of these three words form the acronym LEO, which requires the involvement of each and everyone in the club to acquire a sense of responsibility and be equipped with these qualities in order to carry out experiments or take advantage of them.

Goddaughter of LIONS CLUB INTERNATIONAL which includes LIONS CLUBS composed of older people, the LEO Movement has a common goal: SERVE the same causes.

WE SERVE :

These two words have so much weight in the charitable and humanitarian field. Leos and Lions involved in additional chapters serve any humanitarian cause, with a sense of civic responsibility and altruism as well as the involvement and the use of talents and resources for anyone in need.

Sponsored by the Lions Club District 416 Chapter, the Leo Club HEM CASABLANCA Chapter was designed by a group of ambitious young people, who ousted their personal interests in order to be involved in improving the lives of people in marginalized areas; and victims of a precarious situation. LEO CLUB Casablanca Chapter is honored to participate in strengthening the brand image and the concept of citizenship that HEM cares about.



We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

Economia

HEM RESEARCH CENTER



ECONOMIA, HEM RESEARCH CENTER

HEM Business School is the first private Moroccan management institute to open a research center ECONOMIA.

Through this research center, HEM Business School mainly aims at:

- Constantly enhancing its program content and educational approaches,
- Creating a sense of innovation and openness that challenges established academic ideas,
- Bridging up the academic world with industry, through solid knowledge and research foundations,
- Acting as a reliable and mature opinion leader in fields related to the economy and management,
- Networking into an ever-expanding cluster of research centers and with national and international scientists recognized by the scientific community,
- Promoting HEM Business School image as Morocco's first private institution to have launched a research center with a vision, bringing the institutes to match the best schools' international standards.



RÉTROSPECTIVE EN CHIFFRES

1

Plateforme en ligne
Economia.ma

5 Chaires

- Chaire de la Gouvernance et transformation des organisations
- Chaire des Innovations sociales des entreprises
- Chaire Management international et société
- Chaire Comportement de consommateurs
- Chaire Fatéma Mernissi

4

Revue annuelle

7

Chapitres d'ouvrages

5 Ouvrages collectifs

- Le tissu de nos singularités: vivre ensemble au Maroc
- Le Maroc hub régional : stratégies des échanges Sud-Sud
- Le métier d'intellectuel : Le métier d'intellectuel: Dialogues avec quinze penseurs du Maroc
- Management des entreprises dans les pays du Sud : 12 études de cas réelles du Maroc
- Délocalisations-relocalisations : quelles implications économiques et managériales ?

7

Projets transversaux

- Projet SALEEM
- L'égalité en discours et en images
- Sens et valeurs de travail
- Les séminaires de *Economia*
- Programme *Economia members*
- SAHWA
- Atlantic Future

30

Dossiers *Economia*

10

Policy papers

- Gouvernance de la réforme de la justice et du climat des affaires à l'aune du statut avancé
- Le livre blanc du leadership dans les organisations marocaines

14

Articles scientifiques dans des revues classées

40

Working papers

15

Synthèses de rapports

31

Études de cas

30

Chercheurs associés et permanents

50

Études de terrain

65

Partenaires

335

Articles

145

Synthèses de livres et d'ouvrages d'actualité

158

Blogs

CHAIR FATEMA MERNISSI

The Fatéma Mernissi societal and interdisciplinary chair was created on the initiative of the working group, Le collectif du vivre ensemble, founded in 2012 by the late Fatéma Mernissi, Asmae Lamrabet, Farid Merini, Farida Belyazid and Driss Ksikes, and hosted by Economia, HEM research center.

With the Partnership of : Mohammed V University and UNESCO, the chair works on different projects such as

- Living together
- Houdoud (Cross fertilization of arts and research)
- The journey of the ingenious



كرسي فاطمة المرنيسي

Chaire Fatéma Mernissi

CHAIR SOCIAL INNOVATIONS OF COMPANIES

Economia has always been part of the current movements by creating spaces for dialogue, expression, analysis and proposals. It is in this context that Economia has foreshadowed the orientations of its Chair dedicated to corporate social innovations.

WE UNDERSTAND BY THE CONCEPT « SOCIAL INNOVATIONS » :

Innovative responses to social, societal or environmental needs that are poorly met in market conditions or in public policies;

Any new approach that generates meaning for an organization and has a positive impact on the Company;
The dynamics of co-construction with stakeholders.

Thus, Social Innovation can take many forms and address different themes: Social Entrepreneurship, Diversity and Inclusion, Corporate Shared Value, CSR, Industrial Ecology, Circular Economy, Blue Economy, Stakeholder Management, Trade ... etc.

The work of the Social Innovation Chair (IS) aims to rethink managerial practices with regard to the different social, societal and political balances and imbalances that may result.



We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.



HEM JOB FAIR 13TH EDITION

HEM organized the 13th edition of its recruitment forum «HEM Carrière Expo», at HEM Headquarters in Casablanca.

An exceptional annual meeting place between companies, Master students and HEM graduates. The forum is also open free of charge to all other students of higher education in management.

HEM Carrière Expo allows companies to identify skilled students. It also gives our students and recent graduates a very good opportunity to conduct interviews that could lead to internships or even hiring.

For the last edition in 2019, more than 50 renowned companies covering the different sectors of the Moroccan and international compagnies.

The career fair is open for HEM graduate students only in the morning, and in the afternoon, to be inclusive, HEM invites students from all schools and universities private and public to come and benefit from this great opportunity to network with the corporate world.

hem.ac.ma

HEM

HEM CARRIÈRE EXPO

Forum de recrutement
13ÈME ÉDITION

LE PLUS GRAND FORUM DE RECRUTEMENT ORGANISÉ PAR UNE BUSINESS SCHOOL AU MAROC!

Rencontrer...
Partager...
Recruter.

Téléchargez GRATUITEMENT l'appli mobile "HEM Carrière Expo"

ENTREPRISES PRESENTIES

JEUDI 28 NOVEMBRE 2019 DE 9H À 17H
SIÈGE HEM - CASABLANCA - 0522 52 52 52

OUVERT AUX ÉTUDIANTS DE L'ENSEIGNEMENT SUPÉRIEUR EN GESTION À PARTIR DE 14H

RÉSEAU LOI ÉQUATION

PARTNERS FROM THE CORPORATE WORLD

HEM is fully aware of the essential role of Industry in the training of its students. Throughout their 5 year program, HEM students are put in contact with the company, and the latter truly and permanently participates in their training.

OPENING UP TO THE BUSINESS WORLD IS THEREFORE A STRATEGIC CHOICE FOR HEM :

In addition to welcoming our students during internships programmed during the course, company visits are organized to better understand the intricacies of the corporate world.



PARTNERS FROM THE ACADEMIC WORLD

Globalization is not only a macro-economic or geopolitical concept. It rather concerns and even challenges every sector, every company and every individual. It is no longer an optional choice but a reality in which we must integrate smartly and actively.

INTERNATIONAL PROGRAMS :

For HEM Business School, openness on the international is a strategic choice that clearly shows in the curriculum content of its academic programs.

As a matter of fact, the HEM Business School academic programs systematically consists of a number of courses and seminars fully focused on International issues («Institutions and Politics», «Geopolitics», «Debates on Salient Topics, etc..»).

Indeed, this openness is generally well reflected in most of HEM Business School courses material.



EXECUTIVE EDUCATION PROGRAMS

In order to support strategic and organizational changes in both private companies and public administrations, and in order to contribute to their development and the enhancement of their human capital, HEM sets up several degree and certificate programs leading to allow for lifelong learning.

“Open to the world”

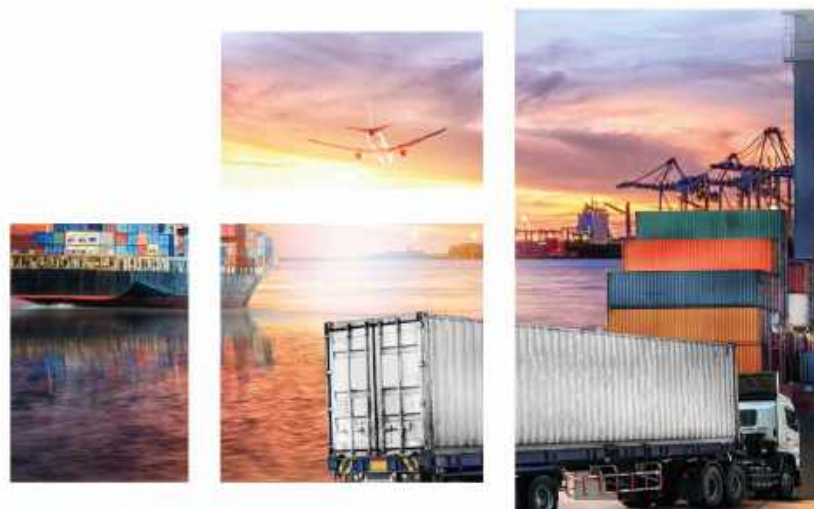




- The “**General Management MBA**” is offered as a dual degree with the prestigious University Paris Dauphine and the school of business of the University Paris 1- Sorbonne.



- **FIATA Training in Freight Forwarding - Freight Forwarder**, in partnership with FIATA « International Federation of Freight Forwarders Associations and AFFM » Association of Freight Forwarders of Morocco »



- **Project Management Professional - PMP® Certification** : training to prepare for the international exam of Project Management Professional - PMP® certification, for a better level of understanding of project management.



PRO-CERTIFICATES

These are 6 HEM Certificates, covering all areas of management and combining several relevant and complementary modules in the same theme. They allow you to acquire business expertise on specific subjects and / or to develop new skills in a specialized field. Training that allows participants to update their professional skills and follow new trends and changes in a world of transition, where knowledge and technologies are undergoing profound transformation.

THE HEM CERTIFICATES ARE :



THE HEM JUNIOR ENTERPRISE

The Junior Enterprise of HEM is an association of students whose aim is to offer its members the possibility of putting into practice their theoretical knowledge acquired within the framework of the 5 year program of Management at HEM. It is intended to be a bridge between theory and practice.

The aim of the HEM Junior Enterprise is to provide student members with additional practical training and to foster the creation of active relationships with professional circles, in particular by participating in studies, projects or various other works.

Paid and quality services (development of a business plan, market or satisfaction studies, advertising campaigns, etc.) are thus offered to companies in the various sectors.

The Junior Enterprise allows HEM students to practice the role of manager by setting up and carrying out concrete projects.



On the Business side, HEM's Junior Enterprise allows «its customers» to benefit from the skills and motivation of students at a lower cost.



We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.



WEBINARS

Moroccan Dr. Moncef Slaoui has been nominated by President Donald Trump  as Scientific Director of Operation 'Warp Speed', an unprecedented effort to "very quickly" prepare a vaccine for Covid-19. A Moroccan pride ! 

Dr. Moncef Slaoui gave a nice conference at HEM.

This exceptional webinar with this high-level speaker was a great opportunity to discover the unprecedented career of this famous expert who sits on the most emeritus scientific commissions. the ONLINE meeting was about his journey and provided information on the progress of the Vaccine against the current virus. The webinar gathered more than 100 participants.

To review the conference visit www.hem.ac.ma



hem.ac.ma

RENCONTRE TRAIT D'UNION 
ON LINE

MONCEF SLAOU

ANCIEN PRÉSIDENT DE LA RECHERCHE ET DU DÉVELOPPEMENT MONDIAL
DE GLAXOSMITHKLINE-GSK, IMMUNOLOGISTE & EXPERT INTERNATIONAL EN VACCINS,
INVESTISSEUR EN BIOTECHNOLOGIE

MODÉRATION PAR SIHAM CHALA

RESPONSABLE DÉVELOPPEMENT PERSONNEL ET ACTIVITÉS PARA-PÉDAGOGIQUES

VENDREDI 24 AVRIL 2020 - 13H

PARTICIPATION SUR



**QUAND LA CRISE DU CORONA
RÉVÈLE LE POTENTIEL MAROCAIN
BASED ON A TRUE STORY...**

ONLINE INFORMATION SESSION

To help students make their choice, HEM invites high school students to connect through teams live events platform to inform them and guide them in their higher education life project.

In this exceptional period of crisis, HEM adapts to stay close to and supports future managers and IT Engineers during this phase of doubt by offering them online sessions to answer all the possible questions.

During 1h30, HEM's team takes care of spreading all the necessary information concerning the programs of HEM business school and HEM engineering school, without forgetting to give some little tips to make the right choice



JOURNÉE PORTES OUVERTES

EN LIGNE



BAC+5 Gestion

BAC+5 Ingénierie informatique

MARDI 4 AOÛT 2020 DE 9H À 21H

Bacheliers, faites le bon choix
et venez découvrir l'incroyable univers de HEM !

Sur inscription  hem.ac.ma



RÉSEAU
LCI EDUCATION
MEMBRE

EDUCATION FOR ALL

The HEM Foundation is launching every year new editions of the “University for All®” in the 5 campuses of HEM.

A total of 45 free, certifying seminars, open to all and organized from January to March 2020.

“University for All®” entitles anyone who has attended at least 80% of all the seminars, that is to say at least 7 seminars out of 9, an «auditor’s certificate».

The seminars of “University for All®” are organized by the HEM Campuses and delivered by personalities, renowned academics and international experts, over a period of 3 months more than 10,000 Registrants were able to attend numerous seminars and more than 4,500 certificates were awarded during the 23 editions.



- **INSTITUTIONS, POLITICAL LIFE & HUMAN RIGHTS**
- **ECONOMY & BUSINESS MANAGEMENT**
- **SOCIAL STUDIES AND ANALYSIS**



THE HEM ALUMNI ASSOCIATION

Since its creation in 1988, HEM has given birth to more than 5,000 graduates.

Through a very rich program with various activities, our ALUMNI benefit from many advantages, openings and career opportunities as well as belonging to a strong network both in Morocco and abroad.

The association of «HEM Alumni» supports HEM students and graduated throughout their careers, and actively works to provide them with several advantages such as animating a strong network both in Morocco and abroad and create and maintain lasting friendly and supportive bonds as well as professional or business relationships between students of different promotions.

They also help support future graduates in their integration into professional life and allow them to benefit from the network while continuing to promote the image of HEM and contribute to its development and influence.

Several focus groups are also organized to explore knowledge, opinions, and perceptions of HEM's image, and determine whether the program is suitable to target the market need.



STRONGER TOGETHER

HEM Alumni association





Since its opening, 32 years ago, more than 5000 have graduated from HEM Business School.

Who are they today? Where are they... ? ... In Morocco or abroad ? Do they see each other ? Have they tied any links together ? ...


HEM Business School Alumni Association is created in order to answer these questions and benefit from an effective institutional framework.

Thanks to an alumni directory and a dedicated website, our alumni gain many benefits : participation in a strong network both in Morocco and abroad, development of professional or business relationships, lasting friendships, access to Job offers, possibility of submitting job applications, possibility of advertisements and document distributions, participation in various events throughout the year : functions, debates, conferences..., on-line exchange through forums (exchanges of experiences, stories, advice, ...).

HELPING AND KEEPING IN TOUCH WITH HIGH SCHOOL STUDENTS

HEM, being an elite higher education school, helps high school students with their final exams by organizing workshops (virtual for 2020) and gives them guidance for their future college studies; an initiative that is very much appreciated.

HEM organized free online webinars open to all high school students that will help them have a positive attitude, manage their final exam preparation time better, and make the right decisions concerning their college education.




Séance d'accompagnement **ON LINE**


**BACHELIER ! HEM T'ACCOMPAGNE
PENDANT ET EN DEHORS DU CONFINEMENT ...**

COMMENT GÉRER TES ÉMOTIONS ?

MERCREDI 29 AVRIL 2020 - 21H30

Rendez-vous sur 

INSCRIS-TOI VITE SUR [HEM.AC.MA](https://hem.ac.ma)



RESEAU LCI EDUCATION



Séance d'accompagnement **ON LINE**

**BACHELIER ! HEM T'ACCOMPAGNE
PENDANT ET EN DEHORS DU CONFINEMENT ...**

COMMENT TE MOTIVER TOI-MÊME ?


MERCREDI 6 MAI 2020 - 16H

Rendez-vous sur 

INSCRIS-TOI VITE SUR [HEM.AC.MA](https://hem.ac.ma)



RESEAU LCI EDUCATION




Séance d'accompagnement **ON LINE**


**BACHELIER ! HEM T'ACCOMPAGNE
PENDANT ET EN DEHORS DU CONFINEMENT ...**

**COMMENT ADOPTER
UNE ATTITUDE POSITIVE ?**

SAMEDI 9 MAI 2020 - 21H30

Rendez-vous sur 

INSCRIS-TOI VITE SUR [HEM.AC.MA](https://hem.ac.ma)



RESEAU LCI EDUCATION



Séance d'accompagnement **ON LINE**

**BACHELIER ! HEM T'ACCOMPAGNE
PENDANT ET EN DEHORS DU CONFINEMENT ...**

COMMENT T'ORIENTER APRÈS LE BAC ?

SAMEDI 16 MAI 2020 - 21H30

Rendez-vous sur 

INSCRIS-TOI VITE SUR [HEM.AC.MA](https://hem.ac.ma)



RESEAU LCI EDUCATION



Séance d'accompagnement **ON LINE**

**BACHELIER ! HEM T'ACCOMPAGNE
PENDANT ET EN DEHORS DU CONFINEMENT ...**

COMMENT GÉRER TON TEMPS ?

MERCREDI 20 MAI 2020 - 21H30

Rendez-vous sur 

INSCRIS-TOI VITE SUR [HEM.AC.MA](https://hem.ac.ma)

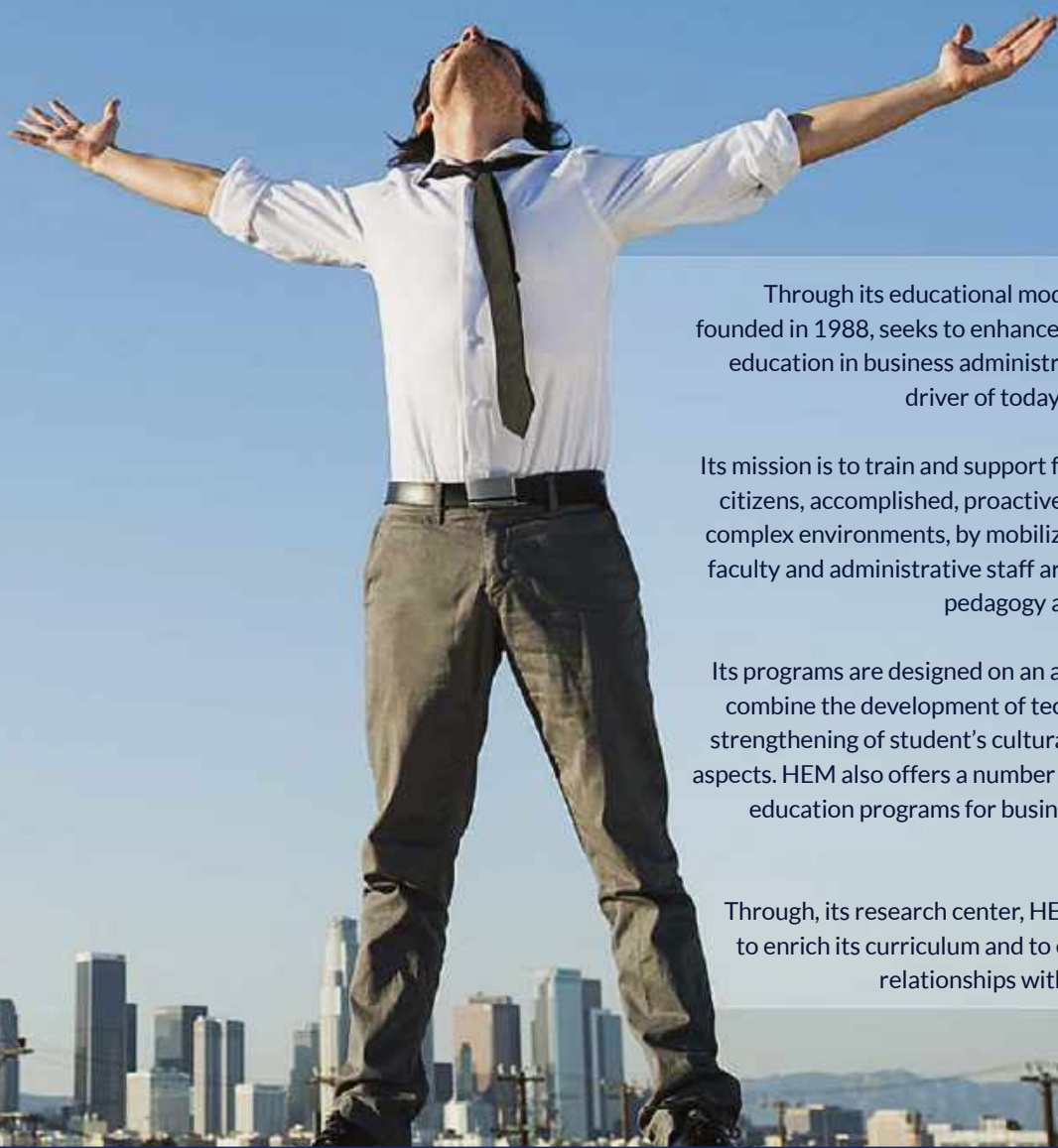


RESEAU LCI EDUCATION



Be. Know. Act.

HEM, an education, a mindset.



Through its educational model, HEM, since being founded in 1988, seeks to enhance the impact of higher education in business administration, a fundamental driver of today's dynamic Morocco.

Its mission is to train and support future ethical leading citizens, accomplished, proactive, capable of acting in complex environments, by mobilizing multidisciplinary faculty and administrative staff armed with innovative pedagogy and applied research.

Its programs are designed on an admissions test basis, combine the development of technical skills with the strengthening of student's cultural, ethical and human aspects. HEM also offers a number of tailored executive education programs for businesses, on a degree or certificate basis.

Through, its research center, HEM constantly strives to enrich its curriculum and to establish sustainable relationships with the business world.



hem.ac.ma



LCI EDUCATION
NETWORK
MEMBER