



Morocco

International Management

BUMG 335 and CIT 420 (ADV and Citizenship, 4 credits total)

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This is a spring semester course that includes travel to Morocco for 10-14 days in May. Throughout the semester students will engage in international business projects with companies based in Morocco, and with Moroccan entrepreneurs.

While in Tangier, students will meet with international business leaders and tour the Free Trade Zones of Tangier and Tetouan, as well as the Tangier Med port. While visiting the Tangier Free Trade Zone, students will present their project results.

Students will explore the ancient medinas of Tangier, Tetouan, and the “Blue City” of Chefchaouen in the Rif Mountains, sample Moroccan cuisine, and barter for goods in the colorful stalls of the souk.

In Casablanca, they will meet with leaders of Morocco-based American companies at the American Chamber of Commerce. Cultural tours will include the Hassan II Mosque, the largest in Africa, and only one of two in Morocco that allow non-Muslim visitors, followed by lunch at the famed Tahiti Beach Club.

The group will spend a day with the three Endeavor Global Moroccan entrepreneurs with whom they have become acquainted over the semester in support of their business start-ups. The work with Endeavor Global will be part of the Citizenship credit.

In Rabat, students will visit the U.S. Embassy and meet with the Director of Economic Development of USAID to learn how the U.S. is supporting economic development in Morocco.



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