

2024 Sharing Information on Progress **(SIP) Report**

Al Akhawayn University School of
Business Administration

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

Letter of Commitment

Al Akhawayn University School of Business Administration demonstrates its commitment to PRME's Principles through the following letter from senior leadership.



SCHOOL OF BUSINESS ADMINISTRATION

AUGUST 31ST, 2024

Adoption of the Principles for Responsible Management Education

To our stakeholders,

I am pleased to confirm that the School of Business Administration at Al Akhawayn University reaffirms its support of the following Seven Principles for Responsible Management Education: Purpose, Values, Teach, Research, Partner, Practice and Share. In this annual Sharing Information on Progress (SIP) report, we disclose our continuous efforts to integrate the Seven Principles into our institutional strategy, culture, academic activities, and daily operations, and contribute to United Nations goals, particularly in the Sustainable Development Goals.

Sincerely yours,

Dr. Lakshmi Goel
Dean, School of Business Administration
Al Akhawayn University in Ifrane

Institutional Mission, Vision, and Strategy

The following outlines Al Akhawayn University School of Business Administration's institutional mission, vision, and strategic approach to responsible management education.

Mission, Vision, Strategy or Purpose

SBA's mission is to: "Shape future, ethical and successful managers and leaders with a local and global perspective through a practical and learner-focused business education". SBA's vision is to become the: "Leading internationally accredited business school in Morocco and North Africa".

Relevant Stakeholders

Al Akhawayn University include students, faculty, and alumni who are central to the institution's mission of fostering responsible leadership. Additionally, external partners such as corporate collaborators, accreditation bodies, and the local community play a crucial role in supporting the university's goals of delivering high-quality education, advancing research, and promoting social responsibility.

Purpose

The purpose of Al Akhawayn University in Ifrane is to educate and develop future citizen-leaders of Morocco and the world by providing a globally oriented, English-language Liberal Arts education grounded in the American system. Committed to excellence, the University strives to enhance Morocco and engage with the world through innovative educational programs, impactful research, and a strong emphasis on equity and social responsibility. Through its student-centered strategic plan, AUI aims to equip Generation Z students with the skills and values needed to navigate and lead in the 21st century, fostering graduates who are not only professionally flexible but also committed to positively impacting their communities and living purposefully.

[Supporting Links](#)



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.

RME Leadership Accountability

At Al Akhawayn University School of Business Administration, accountability for responsible management education is structured as follows:

Yes, but the role is formalized elsewhere within the PRME signatory's organization (e.g., center/institute leader, faculty/staff member), but not in senior leadership team

Shaping Responsible Leaders for a Sustainable Future: The Commitment of SBA at Al Akhawayn University

To cultivate future leaders who generate sustainable value for business and society, driving progress toward an inclusive and sustainable global economy through responsible management education.

The School of Business Administration (SBA) at Al Akhawayn University in Ifrane (AUI) is dedicated to integrating the Principles for Responsible Management Education (PRME) into every aspect of its mission. By fostering a comprehensive educational experience that emphasizes sustainability, ethical leadership, and global responsibility, SBA prepares its students to meet the challenges of the 21st century. With the support of a diverse array of stakeholders, including students, faculty, alumni, corporate partners, and the local community, SBA is not only advancing the United Nations Sustainable Development Goals (SDGs) but also setting a benchmark for how business education can contribute to a more sustainable and equitable world.

Professor

Dr. Muhammad Ikram is a leading figure in advancing the Principles for Responsible Management Education (PRME) in Morocco. He represents the School of Business Administration at Al Akhawayn University in Ifrane, Morocco, and is actively engaged in promoting SDGs, sustainability, and responsible management within the country. Dr. Ikram leads the PRME project at both the School of Business Administration and the university, driving initiatives that align with global sustainability goals. He has published more than 50 articles in top leading prestigious journals, with his research and teaching focusing on sustainability, Sustainable Development Goals (SDGs), and strategic management. In addition, he serves in an editorial role for several sustainability journals, contributing to the academic discourse on these critical issues.

Relevant Stakeholders

key stakeholders for a university include students, faculty, and alumni who are directly involved in promoting sustainability and responsible leadership. Additionally, external stakeholders such as corporate partners, accreditation agencies, and the local community play a vital role in

supporting and advancing the university's commitment to integrating PRME principles into education, research, and community engagement. These stakeholders collectively contribute to fostering an environment where ethical, sustainable, and socially responsible management practices are prioritized and developed.

Purpose

The purpose of the School of Business Administration at Al Akhawayn University is to cultivate the capabilities of our students to become future leaders who generate sustainable value for both business and society. We are committed to preparing our graduates to contribute to an inclusive and sustainable global economy, aligned with the Principles for Responsible Management Education (PRME) and the United Nations Sustainable Development Goals (SDGs).

Letter

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Organizational Structure for RME

The following organizational entities at Al Akhawayn University School of Business Administration are responsible for RME:

- ❖ Research-Focused Entity
- ❖ Teaching-Focused Entity
- ❖ Community Engagement Entity



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



RME Elements in Degree Programs

Al Akhawayn University School of Business Administration integrates responsible management education into its degree programs through 6 different approaches:

Guest Speakers and Showcase Events

Students Delegation from Texas

Date

June, 2024 - June, 2024

Location

Al Akhawayn University

Speakers

Texas McCombs School of Business

Sharing process of Capstone Projects

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CIRCULAR ECONOMY AND BUSINESSES ENDEAVORS: FROM THEORY TO PRACTICE

Dr. Ferasso is an assistant professor in business management at Universidade Lusófona (Portugal), an associate researcher at Universidad Autónoma de Chile (Chile), and a visiting professor at Wroclaw University of Economics and Business (Poland). Dr. Ferasso has advanced trainings in strategic management of local and regional development (CEPAL /UN/ Chile), and technology entrepreneurship: lab to market (Harvard Business School/USA). Prof. Marcos brings a wealth of knowledge and experience, having published several esteemed publications in top-tier journals.

Date

May, 2024 - May, 2024

Location

Virtual Webinar

Speakers

Dr. Marcos Ferasso

[Supporting Links](#)

 Topic: CIRCULAR ECONOMY AND BUSINESSES ENDEAVORS: FROM THEORY TO PRACTICE
 Speaker: Dr. Marcos Ferasso  Hosted by: Dr. MUHAMMAD IKRAM, Ph.D. Al Akhawayn University, Casablanca Campus, Morocco  Date: Sunday, 19th May 2024 Time: 10:00 a.m. - 11:00 a.m. (GMT+1)

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SBA Leadership Forum

School of business Administration launched SBA Leadership Forum a platform to connect alumni and industry leaders in engaged discussions around topics that are top-of-mind in corporate Morocco. Tangier was chosen as the location for this edition due to the fast-growing industrial sectors in the region.

Date

July, 2024 - July, 2024

Location

Tangier, Morocco

Speakers

Julianne Furman, Adil Rais, Rebecca Geffner, Amine Benna, Dr. Wafa El Garah, Dr. Lakshmi Geol, Dr. Kawtar Abouhazim

A roundtable on value co-creation between industry and academia facilitated a discussion on opportunities and challenges of co-creation between internal stakeholders on co-creation with external B2C and B2C stakeholders.

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EURAM Conference

FOSTERING INNOVATION TO ADDRESS GRAND CHALLENGES

Date

June, 2024 - June, 2024

Location

United Kingdom

Speakers

Dr. Abderrahman Hassi

Dr. Hassi presented the results of the validation of our newly developed wise leadership scale that used samples from Canada, China and Morocco.

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Faculty Engagement: How to be advocates for the School through PR.

Mark Ferguson focused on More Fire PR Ltd-led training illustrating how publicrelations, marketing and branding can support higher education strategic communication goals.

Date

June, 2024 - June, 2024

Location

AL Akhawyn University In Ifrane

Speakers

Mark Ferguson

[Supporting Links](#)

focused on More Fire PR Ltd-led training illustrating how publicrelations, marketing and branding can support higher education strategic communication goals.

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Course-Level RME Learning Goals

Service Learning Program (SLP): Environmental conservation and sustainability: An Integrated approach

This service-learning program is designed to immerse students in hands-on environmental conservation and sustainability projects, with a particular focus on recycling initiatives. By participating in this program, students will collaborate with local community organizations to tackle pressing environmental issues. They will engage in research, planning, implementation, and evaluation of projects, applying their academic knowledge to real-world situations.

Throughout the program, students will develop leadership, communication, and teamwork skills while gaining a deeper understanding of the importance of sustainability at both local and global levels. Reflective exercises will allow students to connect their service experiences to their academic and personal growth, equipping them with the skills needed to make a positive impact on their communities.

Department

School of Business Administration

Learning Object Subject

Environmental conservation and sustainability: An Integrated approach

Educational Level

Undergraduate

Learning Outcome

By the end of this service-learning program, students will have a comprehensive understanding of the importance of environmental conservation and sustainability at both local and global levels. They will be able to identify and analyze environmental issues, particularly those related to recycling initiatives, and develop and implement effective plans for conservation projects in collaboration with community partners. Students will also gain the skills to evaluate the impact of their projects, make informed recommendations for future improvements, and apply their academic knowledge in environmental science, policy, and ethics to real-world contexts. Additionally, the program will enhance their leadership, communication, and teamwork abilities through active collaboration, while reflective exercises will enable them to connect their service experiences to their academic and personal development, articulating the growth they achieve throughout the program.

Interactivity Type

The Interactivity Type for this service-learning program should be Collaborative and Experiential Learning. This approach will engage students through hands-on participation in environmental projects, active collaboration with community partners, and reflective exercises that connect their experiences with academic learning. By working together on real-world sustainability initiatives, students will develop practical skills, enhance their understanding of environmental issues, and foster a sense of social responsibility.

Learning Object Description

This service-learning program is designed to provide students with hands-on experience in environmental conservation and sustainability projects, specifically focused on recycling initiatives. Through participation in this program, students will have the opportunity to work with local community organizations to address environmental issues in their community. Students will engage in a variety of activities, including research, planning, implementation, and evaluation of environmental projects, and will be expected to reflect on their experiences and learning throughout the program.

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Course: Strategic Sustainability and Models

Strategic sustainability advances students' managerial skills for identifying, researching, evaluating, and communicating innovative opportunities involving the efficient and effective integration of environmental, social and governance resources in management. Building on our commitment to the United Nation's Principles for Responsible Management Education (PRME), and Global Compact, this course experience serves as a foundation for strategic sustainability, models, and tools across the curriculum. Students work individually and in teams to frame problems, research and develop training seminars, and manage resources for assigned topics. The focus is on inspiring innovation and creating competitive advantage – both short and long-term – for organizations. Deliverables include presentations of mini training seminars to peers, energy management system design competition, enterprise strategic sustainability assessment, and participation in case analysis and class discussions while applying critical thinking to identify productivity gains, cost savings, revenue increases, and profit growth when implementing sustainable business practices.

Department

School of Business Administration

Learning Object Subject

Strategic Sustainability and Models

Educational Level

Undergraduate

Learning Outcome

Students will be able to identify social, environmental and economics dimensions of sustainability and learn ethical and unethical practices used by managers and discuss the implications for the firm and other stakeholders of the organization. This course will help students to demonstrate an introductory understanding of Sustainability leadership reflects the important role businesses and those who lead them play in shaping the sustainable future.

Interactivity Type

The Strategic Sustainability & Models course should adopt an Experiential Learning interactivity type, engaging students through hands-on activities such as case studies, simulations, and project-based learning. By working on real-world scenarios, participating in workshops, and interacting with industry professionals, students will develop practical skills in applying sustainability models and strategies. Additionally, fieldwork, site visits, and interactive case competitions will provide opportunities for students to observe, analyze, and implement sustainability initiatives, fostering a deep understanding of strategic sustainability in real-world contexts.

Learning Object Description

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The signatory's pedagogical approach, which includes RME in all degree program design and pedagogical innovations

AUI Sustainability Plan 2023-2025

Al Akhawayn University is dedicated to becoming a pioneering force in sustainability within Morocco and beyond, shaping the future of society through education, research, and community engagement. Our vision is to create a sustainable campus environment that not only enriches the lives of our students, staff, and faculty but also serves as a model for sustainable development in the broader community. By integrating sustainability into every aspect of university life—academics, operations, and outreach—we aim to inspire and empower the next generation to lead with environmental responsibility and social consciousness.

Through the implementation of our comprehensive Sustainability Plan, Al Akhawayn University is committed to driving meaningful change across all facets of campus life. We strive to enhance sustainability performance in teaching, research, and operations, ensuring that our beautiful campus remains a vibrant and environmentally responsible community for future generations. Our efforts include the integration of sustainability into academic programs, fostering campus-wide collaboration, and supporting initiatives like the Sustainability Club, which empowers students and community members to address pressing environmental issues.

By reducing our collective impact and embracing innovative practices, AUI is not only advancing its mission but also contributing to the global sustainability movement, setting an example for institutions everywhere.

RME is in the signatory's educational vision, so that it drives the signatory's business model and all educational efforts, courses, programs, degrees, and non-degrees

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SBA Positive Societal Impact

The School of Business Administration has always had as a core part of the mission to support the economic development of the region. In alignment with the AACSB and UN PRME Standards, SBA has had the following accomplishments to make a positive societal impact: (a) Required service-learning program (SLP) courses that provide opportunities to apply classroom learning to community service projects in the region. (b) Research emphasis on sustainability and societal impact, through working as a member of PRME Africa and infusing sustainability research into the curriculum. (c) Explicit integration of ethics, and a local and global perspective, as competencies of our programs to ensure that our students attain citizen skills in addition to domain knowledge and expertise.

Relevant Stakeholders

Students, Communities, Supplier, Industry, Government

Purpose

As a reputable research and teaching institution, AUI has a responsibility to provide leadership and act decisively when it comes to addressing climate change challenges and displaying the opportunities it offers.

AUI Sustainability-Plan-2023-28-Proposal

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Program-Level RME Integration

AUI Sustainability Plan 2023-2025

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Bachelor of Science in Environmental Studies and Sustainability

The B.Sc. program in Environmental Studies and Sustainability (BScESS) is a transdisciplinary program which allows students to understand the complex environmental issues facing Morocco and the world, and which enables them to become professional agents in resolving them in environmentally sustainable ways.

Department

School of Science and Engineering

Learning Object Subject

Environmental Studies and Sustainability

Educational Level

Undergraduate

Learning Outcome

1. Understand the interconnectedness of Earth's physical processes; 2. Understand the impacts human activities have on earth systems; 3. Demonstrate sufficient analytical and critical thinking skills to conduct research on environmental issues; 4. Use appropriate tools to assess environmental impacts; and 5. Critically assess environmental policies and strategies.

Interactivity Type

Active

Learning Object Description

The B.Sc. program in Environmental Studies and Sustainability (BScESS) is a transdisciplinary program which allows students to understand the complex environmental issues facing Morocco and the world, and which enables them to become professional agents in resolving them in environmentally sustainable ways.

AUI Catalog 2023-2024

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Professor-Discretionary Course Topics

Service Learning Program (SLP): Environmental conservation and sustainability: An Integrated approach

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Department

School of Business Administration

Learning Object Subject

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Educational Level

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Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

RME Elements in Research

AI Akhawayn University School of Business Administration incorporates responsible management education into its research endeavors through 4 different methods:

Regular Research Seminars

Ethical AI

AI Akhawayn University arranged Ethical AI series of seminars to master AI product management, explored hands-on tools, and delved into ethical AI. The dedication and innovation have made a significant impact on advancing AI knowledge in Morocco.

Date

August, 2024 - August, 2024

Location

AI Akhawayn University

Speakers

AUI President, Faculty and Students

AI Akhawayn University arranged series of seminars on Ethical Artificial Intelligence. The participants have successfully completed the second AI Summer School at AI Akhawayn University! Over five days, they mastered AI product management, explored hands-on tools, and delved into ethical AI. Their dedication and innovation have made a significant impact on advancing AI knowledge in Morocco.

Ethical AI Summer Seminars

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AI Driven Solutions For Accelerating Progress on Sustainable Development Goals (SDGs): Focusing Morocco's Greatest Challenges

This capstone project, AI-Driven Solutions for Accelerating Progress on Sustainable Development Goals (SDGs): Focusing on Morocco's Greatest Challenges, aims to leverage artificial intelligence to address critical socio-economic and environmental issues in Morocco. A total of 37 projects were presented, each highlighting the major sustainability challenges facing the country. The capstone focuses on developing innovative AI-driven strategies to mitigate these issues, ensuring sustainable development and improved quality of life in Morocco. Through data analysis, machine learning models, and collaborative research, this project seeks to provide actionable solutions that can drive meaningful progress toward achieving the SDGs.

Date

May, 2024 - May, 2024

Location

AI Akhawayn University

Speakers

Industry Experts

Thirty-seven groups presented their final projects, offering innovative solutions to mitigate major sustainability challenges in Morocco. Their work was evaluated by a distinguished panel of industry experts, including Dr. Leila Dziri, Dr. Lakshmi Goel, Adnane Bennis, Adnan Ouassini, Dr. Harit SATT, Dr. Yassine El Bouchikhi, and Julianne Furman, who provided invaluable feedback to ensure the projects were not only innovative but also feasible and relevant. The creativity and dedication displayed by our students were truly inspiring, highlighting their potential as future leaders in technology and sustainability. We extend a heartfelt thank you to our esteemed jury, as well as to the SBA staff whose unwavering support made this journey possible. The presence of family and friends added a wonderful layer of encouragement. Congratulations to the standout projects: Best in Originality - KhabIA, Best in Presentation - PiezSun, Best in Financial Analysis - Recycling Soaps, Best in Marketing Strategy - AI Audiobooks, Best in AI Integration - Rouh, Best in Sustainability - Sykl, Best in Global Expansion Potential - AI-Lamssa, and Best Overall - KhabIA.

SBA FINAL CAPSTONE SPRING 2024

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Enabling Business Excellence with Artificial Intelligence (AI): A blueprint for Multidimensional Socio- Economic Growth in Morocco

The capstone competition, Enabling Business Excellence with Artificial Intelligence (AI): A Blueprint for Multidimensional Socio-Economic Growth in Morocco, focuses on harnessing the power of AI to drive business excellence and foster socio-economic development in Morocco. Participants presented innovative AI-driven strategies aimed at enhancing business operations, increasing efficiency, and promoting sustainable growth across various sectors. This competition served as a platform for students to develop and showcase solutions that address Morocco's unique challenges, ultimately contributing to the country's multidimensional socio-economic progress.

Date

November, 2023 - November, 2023

Location

AI Akhawayn University

Speakers

Industry Experts

The School of Business Administration recently organized a capstone competition where 17 groups of students presented their innovative projects. Each group showcased their work, demonstrating how they integrated cutting-edge concepts and technologies, such as Artificial Intelligence, into their business models. The competition highlighted the creativity, strategic thinking, and problem-solving abilities of the students, reflecting their readiness to tackle real-world challenges and contribute to socio-economic growth.

Fall 2023

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AI Akhawayn University Model United Nations Conference (AUIMUN)

AI Akhawayn University organized the 11th edition of the AI Akhawayn University Model United Nations Conference (AUIMUN) from July 12–15, 2024. Over 150 delegates from all over Morocco attended this esteemed event, which focused on diplomatic debates and discussions with the theme "Balance of Power, Pursuit of Peace, Charting a Course for Global Stability."

Date

July, 2024 - July, 2024

Location

AI Akhawayn University

Speakers

150 delegates from all over Morocco

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AUIMUN

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GITEX Africa 2024

Date

April, 2024 - April, 2024

Location

Marrakech, Morocco

Speakers

International Speakers (State Ministers, Director Generals) etc.

Al Akhawayn University had an incredible presence at hashtag#GITEX Africa 2024! Our dynamic team had the opportunity to meet industry leaders and our esteemed alumni, showcasing how AUI is at the forefront of creating talent, promoting innovation, and building the future leaders of Africa. The event was a fantastic platform for networking with leading companies and discussing the bright sustainable future of our continent.

GITEX Africa 2024

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CIRCULAR ECONOMY AND BUSINESSES ENDEAVORS: FROM THEORY TO PRACTICE

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Date

May, 2024 - May, 2024

Location

Virtual Webinar

Speakers

Dr. Marcos Ferasso

[Supporting Links](#)

 Topic: CIRCULAR ECONOMY AND BUSINESSES ENDEAVORS: FROM THEORY TO PRACTICE

 Speaker: Dr. Marcos Ferasso  Hosted by: Dr. MUHAMMAD IKRAM, Ph.D. Al Akhawayn University, Casablanca Campus, Morocco  Date: Sunday, 19th May 2024 Time: 10:00 a.m. - 11:00 a.m. (GMT+1)

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Research Conferences

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Date

July, 2024 - July, 2024

Location

Al Akhawayn University

Speakers

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Participants got the exceptional chance to refine their diplomatic abilities, practice critical thinking, and take part in important discussions meant to promote world stability.

Congratulations to each and every delegate for their outstanding efforts and enthusiastic involvement!

AUIMUN

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Engaging in Forward-Thinking Discourse: Unpacking the Intersection of AI, Gen Z, Sustainable Development and Tomorrow's Skills

Date

May, 2024 - May, 2024

Location

CGEM - Confédération Générale des Entreprises du Maroc

Speakers

Dr. Amine Bensaid, President of Al Akhawayn University; Mrs. Badra Hamdaoua, Executive Vice President of Capgemini; Mr. Mehdi Tazi, General Vice President of CGEM; and Mr. Lotfi Sekkat, CEO of CIH - Bank, alongside moderator Mr. Ouadih Dada, Journalist - Writer - TV Host

Under the theme “IA et GenZ et les Compétences de Demain”, the event fostered critical dialogue on the indispensable skills needed for success amidst technological disruption. From technical acumen to transversal competencies like critical thinking and learning agility, the discourse highlighted the multifaceted approach essential for Gen Z's professional growth and sustainable development in Morocco. Key insights emerged as Alberto Herrera Estarriaga, CEO of Quicker - Venture Capital; Zineb Benhamou, Program Manager at 212 Founders; and Wissal Bidane, student at Al Akhawayn University and entrepreneur, shared their perspectives as key witnesses, enriching the dialogue with firsthand experiences and visionary outlooks. With a focus on innovative teaching methodologies, industry collaboration, and emerging sustainability trends, the event underscored the pivotal role of academia and business leaders in equipping Gen Z with the tools to thrive in an ever-changing landscape. As the evening culminated in an engaging audience exchange and a closing cocktail, the resonance of the discussions echoed a shared commitment to nurturing future-ready talent and embracing the transformative potential of technology.

CGEM

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Scientific Research, Sustainability and Innovation

Date

May, 2024 - May, 2024

Location

Al Akhawayn Conference Center in Ifrane

Speakers

Professor Tahar EL QOUR, Director of Human Resources, and Professor Amal LAARIBI, Advisor to the Minister, Al Akhawayn University presided over a gathering of 50 participants from 11 Moroccan universities and 3 European universities for a Train-the-Trainers program.

On May 8-10, 2024, at Al Akhawayn Conference Center in Ifrane, and with the support of the Ministry of Higher Education, Scientific Research, Sustainability and Innovation, represented by Professor Tahar EL QOUR, Director of Human Resources, and Professor Amal LAARIBI, Advisor to the Minister, Al Akhawayn University presided over a gathering of 50 participants from 11 Moroccan universities and 3 European universities for a Train-the-Trainers program. This program aimed to facilitate collaboration and ensure the effective implementation of the National Leadership Development Program. The Train-the-Trainers program sought to cultivate positive synergies among trainers, share program expectations, and establish a common

understanding of design, delivery, and assessment procedures. It focused on developing modules centered on three key themes: Leading Strategy & Governance, Leading Operations & Systems, and Leading People & Change. Simultaneously, sessions on project management covered topics such as activity and financial reporting and the setup of the National Leadership Development Center. This program is organized in the framework of MORHEL Project which is co-funded by the Erasmus+ Programme of the European Union.

Sustainability and Innovation Conference

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Engaged Liberal Arts and Sustainability Sciences in the Global South

Date

April, 2024 - April, 2024

Location

Al Akhawayn University

Speakers

Various International Speakers

Al Akhawayn University hosted an international summit, 'Engaged Liberal Arts and Sustainability Sciences in the Global South,' bringing together educators from around the world to share ideas and inspire change.

Sustainability Summit

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Circular Economy

Date

June, 2024 - June, 2024

Location

Al Akhawayn University

Speakers

Dr. El Alsí and Ms. Veronika Ertl

A groundbreaking 6-day training program on the circular economy at Al Akhawayn University in Ifrane! Co-organized and co-funded by Regional Program Energy Security and Climate Change Middle East and North Africa, Konrad-Adenauer-Stiftung (KAS-REMENA), and Al Akhawayn University, this multidisciplinary initiative is designed for our undergraduate, graduate, and PhD students, as well as faculty from all schools (SSE, SBA, SSAH). The program features expert

insights from Dr. El Alsi and Ms. Veronika Ertl, aiming to boost sustainability know-how and bridge academia, business, and government. Participants will delve into circular economy principles, impacts, business models, and practical applications, while refining policy writing and communication skills.

Circular Economy

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International Business Research Symposium (IBRS)

Date

May, 2024 - May, 2024

Location

Al Akhawayn University

Speakers

National and International Researchers

1st International Business Research Symposium (IBRS) in Ifrane, organized by Al Akhawayn University School of Business Administration, on May 24-25, 2024! Explore the theme "Doing Research That Matters" and be part of stimulating discussions and presentations shaping our discipline's future.

International Research Symposium

[View document](#)  [Download document](#) 

World Power to X Summit 2023

Date

September, 2023 - September, 2023

Location

Marrakesh-Morocco

Speakers

Ministry of Energy Transition and Sustainable Development

The WorldPtXSummit™ is the leading event on green hydrogen and clean molecules both at the national and continental levels. This annual gathering is renowned as a flagship event that brings together policymakers, industry leaders, research experts and global innovators in the field of green hydrogen. The aim of this global summit is to showcase first-movers success stories around carbon-free hydrogen and clean molecules, collaboratively exploring pathways of scaling-up projects throughout Power-to-X value chain, as well as debating ways to

harmonize roadmaps of contiguous countries and adjacent regions. The ultimate goal of the WorldPtXSummit™ is to drive momentum towards a global promising future, based on a sustainable economy with a climate-friendly energy ecosystem, of which carbon-free hydrogen and clean high-value molecules are key pieces of the puzzle.

World Power to X Summit 2023

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International Soil and Water Assessment Tool (SWAT) Conference

Date

March, 2024 - March, 2024

Location

Al Akhawayn University

Speakers

USDA-ARS and Texas A&M AgriLife Research Experts

[Supporting Links](#)

The Soil & Water Assessment Tool is a small watershed to river basin-scale model used to simulate the quality and quantity of surface and ground water and predict the environmental impact of land use, land management practices, and climate change. SWAT is widely used in assessing soil erosion prevention and control, non-point source pollution control and regional management in watersheds. Al Akhawayn University is organizing an International Soil and Water Assessment Tool (SWAT) Conference and Workshops in collaboration with the USDA-ARS and Texas A&M AgriLife Research. The conference has become the most important scientific gathering for international experts and institutions in the field of river basin management. An International SWAT Conference & Workshops will be held 4-8 March 2024 at Al Akhawayn University, in Ifrane

SWAT 2024 Ifrane

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Required Research Reporting

Sustainability Articles

Author

Prof. Muhammad Ikram

Published Date

December, 2022

Degree Of Recognition

International

Media Name

Sustainability Journal

Media Type

Journal Article

Duration

50

[Supporting Links](#)

Sustainability Articles	View document 	Download document 
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Research accomplishment in Sustainability

Date

June, 2024 - June, 2024

Location

Al Akhawayn University

Speakers

SBA Dean

SBA Commencement

SBA Commencement	View document 	Download document 
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Sustainability Articles 2.0

Author

Dr. Muhammad Ikram

Published Date

June, 2024

Degree Of Recognition

International

Media Name

LinkedIn

Media Type

Journal Articles

Duration

30

Sustainability Articles

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Funded by the Erasmust Programme of the European Union

Author

Erasmust Programme of the European Union

Published Date

December, 2022

Degree Of Recognition

International

Media Name

AL Akhawayn University Website

Media Type

News

Duration

one page

[Supporting Links](#)

Empowering Leadership in Higher Education: Al Akhawayn University's Strategic Role in National Development

To showcase Al Akhawayn University's pivotal role in advancing leadership and management skills within Moroccan higher education institutions through the European Union-funded project, "Moroccan Higher Education Leadership." This initiative underscores the university's dedication to fostering sustainable development and responsible management education at a national level.

Al Akhawayn University, in partnership with the Moroccan Ministry of Higher Education, Scientific Research, and Innovation, and key Moroccan and European universities, has been awarded 979,703.00 Euros by the European Union to lead a transformative national project focused on Management and Leadership Development. This three-year initiative marks the first

time Al Akhawayn University serves as the Lead and Coordinator of an EU-funded Capacity Building in Higher Education (CBHE) project, highlighting the trust and confidence placed in the institution by international stakeholders.

The "Moroccan Higher Education Leadership" project aims to enhance the management and leadership capabilities of Moroccan higher education institutions through research, development, and the establishment of a National Center and Satellite Hubs. A Certified Leadership Development Program will be created to equip future leaders with the skills needed to navigate and excel in the evolving educational landscape.

Dr. Karim Moustaghfir, the Project Leader and Coordinator, emphasizes the significance of this initiative, stating, "This project is the culmination of years of consolidated experience in effectively managing EU-funded projects as a partner or beneficiary. It reflects the EU's trust in our institution to lead such a strategic and restructuring project at the national level. It has been an honor to work with national and international experts to prepare and develop this project, and I look forward to building the right synergies among all partners to ensure the successful implementation of the project's activities."

Through this project, Al Akhawayn University solidifies its commitment to driving sustainable development and excellence in higher education, reinforcing its position as a leader in responsible management education and strategic national initiatives.

Research Awards Program

Championing Sustainability: SBA Faculty's Responsibility-Related Research Excellence

To underscore the importance of responsibility-related research within the School of Business Administration (SBA) and to highlight the faculty's ongoing contributions to sustainability and responsible management education. This narrative serves to encourage continued faculty engagement in research that addresses global challenges and aligns with the principles of sustainable development.

The School of Business Administration is committed to leading the way in sustainability research, fostering an academic environment where responsibility-related research thrives. Faculty members are recognized and encouraged to contribute to this crucial field, producing work that has a meaningful impact on both academia and industry.

Dr. Muhammad Ikram's recognition as the Best Researcher of the Year 2023 in the field of sustainability exemplifies the high caliber of research produced by SBA faculty. His award-winning work not only advances theoretical understanding but also provides actionable insights

for sustainable practices. This accolade reflects SBA's dedication to promoting research that addresses pressing global issues, solidifying its role as a leader in sustainability and responsible management education.

Best Researcher of the Year Award (Sustainability)

Author

Dr. Muhammad Ikram

Published Date

June, 2023

Degree Of Recognition

National

Media Name

LinkedIn

Media Type

Award Ceremony

Duration

1 hour

Sustainability Award

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Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

Partnership Approaches for RME

Al Akhawayn University School of Business Administration partners with external stakeholders to advance responsible management education through 4 different approaches:

Collaborative Change Action

Collaborative Action for Academic Excellence: Al Akhawayn University and University Mohammed VI Polytechnic Forge Strategic Partnership

To highlight the collaborative efforts between Al Akhawayn University and University Mohammed VI Polytechnic (UM6P) in enacting meaningful change in higher education through joint academic programs, research initiatives, and resource sharing.

In a significant step towards enhancing the landscape of higher education in Morocco, Al Akhawayn University and University Mohammed VI Polytechnic (UM6P) have embarked on a transformative journey of collaboration. The recent meeting at UM6P in Benguerir, attended by the presidents, deans, faculty members, and senior representatives from both institutions, marked the official initiation of this partnership.

The signing of Memorandums of Understanding (MOUs) between the two universities signifies a mutual commitment to excellence through collaboration. By pooling their resources and expertise, both universities are set to create innovative academic programs, engage in groundbreaking research, and provide enhanced educational opportunities for their students and faculty.

This partnership is more than just a formal agreement; it represents a shared vision of driving academic innovation and fostering a culture of continuous improvement. By working collaboratively, Al Akhawayn University and UM6P will not only strengthen their own institutions but also contribute to the broader educational ecosystem in Morocco. The alliance is poised to lead to the development of joint programs, knowledge exchange, and the implementation of collaborative strategies that will have a lasting impact on higher education in the region.

Further details about the specific projects and programs arising from this partnership will be unveiled in the coming weeks, as both universities continue to work together to enact positive change in the academic world.

Partnership with UNDP, Policy Center for the New South, and World Bank

Author

Policy Center for the New South

Published Date

May, 2024

Degree Of Recognition

International

Media Name

Policy Center for the New South

Media Type

Video

Duration

2 Hours

[Supporting Links](#)

Screenshot 2024-08-23 at 10.47.04 PM

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Al Akhawayn University and University Mohammed VI Polytechnic to Benefit from Partnerships in Research and Education

Date

June, 2024 - June, 2024

Location

University Mohammed VI Polytechnic

Speakers

Presidents of Al Akhawayn University and **University Mohammed VI Polytechnic**

[Supporting Links](#)

Al Akhawayn University and University Mohammed VI Polytechnic have officially initiated collaborations in research and education. The presidents and faculty members from both institutions have met each other in a meeting at UM6P Benguerir and shared their views around potential areas of alliance in critical areas. The signing of memorandums of Understanding signifies a dedication to fostering collaboration in various academic endeavours, including engagement in mutual growth and partnership. Partnering with both parties will give them access to more resources, enhance higher education opportunities, and leverage collective strengths of either university. The aim of this momentous occasion, led by Mr. Amine Bensaid, president of Al Akhawayn University and Mr. Hicham El Habti president UM6P, along with Deans and senior Faculty and administrative representatives from both universities, is to show commitment to achieving excellence in higher education through mutually beneficial partnerships between both parties. The signing includes joint academic programs, promote knowledge and expertise exchange, and facilitate the participation in developing research and

training programs. By leveraging the collective resources and strengths of both higher education institutions, this collaboration will foster innovation and allow them to work together to implementing collaborative strategies. Further information about the agreed-upon projects and programs will be provided in the upcoming weeks.

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Knowledge Translation and Dissemination

PRME Signatory Collaboration: Driving Responsibility-Related Education, Research, and Practice through Strategic Partnerships

To illustrate the impactful collaborations of PRME signatories with business, government, civil society, and academia, highlighting their role in advancing responsibility-related education, research, and practice. This narrative aims to showcase how these partnerships foster knowledge translation and dissemination, ultimately contributing to societal progress.

As a PRME signatory, Al Akhawayn University exemplifies the power of collaboration in addressing global challenges through responsible management education. By partnering with key stakeholders—businesses, government entities, civil society organizations, and academic institutions—the university has successfully translated knowledge into action. These collaborations have led to impactful educational programs, innovative research, and practical initiatives that address pressing societal issues. Through these efforts, Al Akhawayn University not only advances responsible management education but also contributes to shaping a more sustainable and equitable future.

Huawei's Seeds for the Future Program

Date

July, 2024 - July, 2024

Location

Morocco

Speakers

Majesty the King's Advisor Mr. André Azoulay, Minister Leila Benali, UNESCO Maghreb Director Eric Falt, and Huawei Northern Africa Executive VP Jeremy Lin.

[Supporting Links](#)

AI Akhawayn University proudly announces its outstanding performance in the first regional edition of Huawei's Seeds for the Future program, hosted in Essaouira. This event was graced by distinguished guests including His Majesty the King's Advisor Mr. André Azoulay, Minister Leila Benali, UNESCO Maghreb Director Eric Falt, and Huawei Northern Africa Executive VP Jeremy Lin. This high-profile event, welcoming 150 young talents from over 17 North, Central, and West African countries, saw AUI students Achraf Ouhtidou and Rania Jaafar emerge as winners, securing their place to represent the entire region at the global stage in China. Achraf, a senior at AUI, is now receiving a competitive scholarship to study in the USA. Mr. Azoulay's statement that "Moroccan youth embody a nation that has successfully made diversity the driving force of its modernity" perfectly encapsulates AUI's ethos. By fostering such talent, AUI continues to play a pivotal role in shaping the technological landscape of Morocco and the MENA region.

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AI, Gen Z, and Essential Skills

Date

June, 2024 - June, 2024

Location

CGEM conference room

Speakers

Dr. Amine Bensaid, President of AUI, alongside industry leaders from Capgemini, CGEM, and CIH Bank. Moderated by the esteemed journalist Mr. Ouadih Dada,

[Supporting Links](#)

The future of work is undergoing a significant transformation, with artificial intelligence (AI) poised to play a major role. To address this evolving landscape, AI Akhawayn University (AUI) partnered with Lavie Eco to host a dynamic discussion on May 14th at the CGEM conference room. Titled "AI, Gen Z, and Tomorrow's Skills," the event brought together a distinguished panel featuring Dr. Amine Bensaid, President of AUI, alongside industry leaders from Capgemini, CGEM, and CIH Bank. Moderated by the esteemed journalist Mr. Ouadih Dada, the session sparked a thought-provoking conversation that explored the critical skills Gen Z needs to thrive in the job market of tomorrow. The discussion wasn't merely theoretical. Panelists, representing both academic and industry perspectives, delved into practical approaches for equipping young people with the essential skills for success. Critical thinking, problem-solving, and the ability to learn and adapt quickly emerged as key themes. These skills will be crucial for navigating the ever-changing landscape of AI integration and ensuring Gen Z can not only survive but also contribute meaningfully in an increasingly automated world. The conversation extended beyond

technical skills, acknowledging the importance of soft skills as well. Communication, collaboration, and creativity were highlighted as vital assets for Gen Z to develop. These skills will enable them to work effectively alongside AI, manage complex projects, and contribute innovative solutions to real-world problems. The "AI, Gen Z, and Tomorrow's Skills" event was more than just a discussion; it was a call to action. It highlighted the need for collaborative efforts between educational institutions, industry leaders, and policymakers to ensure Gen Z is equipped with the necessary skills to navigate the future of work. By fostering a culture of continuous learning and fostering the development of both technical and soft skills, we can create a more adaptable and future-proof workforce, ready to thrive in the age of AI.

Gen Z

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World Population Day Celebration

Date

July, 2023 - July, 2023

Location

Faculty of Legal, Economic, and Social Sciences of Rabat Agdal

Speakers

30 Universities Representatives

[Supporting Links](#)

Marking an epoch in its commitment to societal issues, Al Akhawayn University participated in the remarkable interuniversity celebration of World Population Day on July 20th, 2023. This paramount event, organized under the banner: "The University at the Heart of the Commitments of the ICPD+30," was a joint endeavor of UNFPA: the United Nations Population Fund and the legal clinic of the Faculty of Legal, Economic, and Social Sciences of Rabat Agdal. Participation of significant Moroccan universities, including Mohammed V University of Rabat, International University of Rabat, Sidi Mohamed Ben Abdellah University of Fez, Ibn Zohr University of Agadir, Abdelmalek Essadi University of Tetouan, and Hassan II University of Casablanca, along with Al Akhawayn University, made this event a focal point of collective intellectual exchange. An engaging platform was established for vibrant debates centered on three pressing themes: Youth, women's human rights, and climate change. The fervor with which attendees contributed to the discussions embodied the profound commitment of our universities to engage with societal debates that sculpt the cultural, economic, and political terrains. One striking moment was the signing of a declaration of commitment by the partner universities, a testament to their active engagement with these pressing issues and their dedication to contribute to positive

societal transformation. The declaration was delivered with eloquence by AI Akhawayn University's own standout student, Fatima Salhane, shining a spotlight on the role our university plays in these pivotal dialogues.

AI Akhawayn University Takes Lead in
Interuniversity World Population Day
Celebration

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Leadership Challenges in the 21st Century

Date

May, 2023 - May, 2023

Location

Bouznika

Speakers

Dr. Amine Bensaid, Ms. Rebecca Geffner, Mr. Adnane Bennis, Dr. Lakshmi Geol

[Supporting Links](#)

The SBA Executive Leadership Academy recently organized its inaugural SBA Leadership Forum event, which took place on May 4th in the beautiful city of Bouznika (close to Casablanca). The event featured a panel discussion on "Leadership Challenges in the 21st Century," which addressed some of the most important issues facing managers and leaders today. The event provided an exciting opportunity for attendees to discuss, connect and network with SBA alumni and industry leaders. One of the highlights of the evening was the discussion on the skills required for 21st-century leadership. The panelists emphasized the importance of agility and adaptability in the face of rapid technological change in what they described as the VUCA world (which stands for volatility, uncertainty, complexity, and ambiguity). They spoke about the need for leaders to be able to balance short-term goals with long-term vision, and to be able to lead their organizations through these periods of deep transformation. The discussion also touched on the impact of AI on leadership, and how leaders can best utilize this technology to drive growth and innovation and avoid seeing it as a threat but rather embrace it as an opportunity. The panelists shared their thoughts on how AI can help organizations to make better decisions, streamline processes, and also to improve security practices. Perhaps one of the most captivating moments of the event was the intervention of the President of AI Akhawayn University, Dr. Amine Bensaid, who spoke about the ongoing transformation of the education system and its impact on the future of business. His insights were valuable and highlighted the urgent need for business leaders to embrace change and to stay ahead of the curve. The event served as a platform for honoring the achievements of SBA alumni, with special recognition given to individuals like the Chief

Financial Officer of Autoroutes du Maroc. His outstanding career, including notable roles at CIMA-Mondelez and Unilever, earned him acknowledgment from the SBA. Dean Lakshmi unveiled new training courses designed for executives and professionals seeking career advancement or updated knowledge on cutting-edge managerial practices and trends. This inaugural Leadership Forum marked another milestone in SBA's dedication to making a positive impact on the community and equipping students with the essential skills and knowledge required to thrive in today's dynamic business environment.

The SBA Executive Leadership Academy organized its inaugural SBA Leadership Forum

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External Community Dialogue

Dialoguing for Leadership: The MORHEL Project's Multilateral Approach to Enhancing Higher Education in Morocco

To highlight the MORHEL Project, funded by the EU and led by Al Akhawayn University, as a platform for fostering bilateral and multilateral conversations with external communities. The project aims to elevate leadership and management skills in Moroccan higher education institutions through strategic partnerships and collaborative dialogue.

The MORHEL Project, under the leadership of Al Akhawayn University, represents a pioneering initiative that bridges Moroccan and European higher education institutions through active dialogue and collaboration. This project has established a robust platform for exchanging ideas and best practices in leadership and management, directly benefiting 132 Moroccan higher education leaders. The conversations fostered through the "Train the Trainers" and "Project Management" sessions, and engagements with international diplomats, have created a fertile ground for mutual understanding and the sharing of diverse perspectives. These dialogues are not merely exchanges but are instrumental in shaping the future of higher education leadership in Morocco. By facilitating these bilateral and multilateral conversations, the MORHEL Project is driving significant, long-lasting change in the academic landscape, ensuring that Moroccan higher education institutions are well-equipped to meet the challenges of the future.

MORHEL 2024

Date

May, 2024 - May, 2024

Location

Morocco

Speakers

132 Moroccan HE leaders

[Supporting Links](#)

The MORHEL Project, funded by the EU and led by Al Akhawayn University, aims to enhance leadership and management skills in Moroccan higher education institutions. This second edition, organized in partnership with key Moroccan and European universities, focuses on establishing a National Center and Satellite Hubs for leadership development. The consortium involves the following higher education institutions: Al Akhawayn University in Ifrane (Project Coordinator and Lead), the Euro-Mediterranean University of Fez, Moulay Ismail University, the Agronomic and Veterinary Institute Hassan II, Mohammed VI Polytechnic University, Chouaib Doukkali University, Hassan I University, Ibn Zohr University, Abdelmalek Essaâdi University, Ibn Tofail University, Sultan Moulay Slimane University, the Euro-Mediterranean University (EMUNI, Slovenia), PEGASO University (Italy), University of Granada (Spain). Under the guidance of Dr. Karim Moustaghfir, the Project Leader, this three-year endeavor marks a significant milestone for Al Akhawayn University as it coordinates a consortium of universities to drive impactful change in the education sector. Through the Certified Leadership Development Program (NLDP), 132 Moroccan HE leaders are set to benefit, with a projected expansion to 10 additional Moroccan HEIs in the years following the project. For Information, the MORHEL Project signifies a strategic and collaborative effort to reshape the educational landscape, fostering synergies among national and international experts to ensure the successful implementation of activities. This project heralds a new era of leadership excellence in Moroccan higher education, promising a brighter future for academic and administrative staff across partner institutions. Below are the programs of the two parallel sessions of MORHEL Projects : "Train the Trainers" and "Project Management" sessions.

MORHEL Train-the-Trainers Programme

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Netherlands Ambassador Dialogues with International Relations Students on Water EU Ukrainian War and Gender Parity

Date

May, 2023 - May, 2023

Location

Al Akhawayn University

Speakers

Netherlands Ambassador to Morocco, Jeroen ROODENBURG

[Supporting Links](#)

The Netherlands Ambassador to Morocco, Jeroen Roodenburg, led a Dutch delegation to meet over 30 Al Akhawayn University School of Humanities and Social Sciences (SHSS) International Relations students (IR) in an active discussion about foreign policy in Morocco, Netherlands, Ukrainian War and Gender Parity in the Netherlands. IR students spent over 2 hours in lively dialogue and casual lunch with the Director of the MENA Region from the Dutch Ministry of Foreign Affairs, Marc Gerritsen, plus Mr. Alexander Van Deinse, coordinator of the Maghreb Region, who both traveled to Morocco for the first time and wanted AUI to be part of their first visit. They were joined by Wichert van Dijk, Political counselor from the Netherlands Embassy and Ouissafane, Noufissa - Policy Officer. Ambassador Roodenburg told President Amine Bensaid "The AUI students were very well informed and actively engaged in current affairs." Director Gerritsen posed many questions to students and came away believing "The AUI students think critically and gave us excellent perspectives that we will use going forward with our bilateral efforts."

Netherlands Ambassador Dialogues with
International Relations Students on Water EU View document  Download document 
Ukrainian War and Gender Parity

Collaborative Problem Solving

Infomineo Research Case Competition

Date

October, 2023 - October, 2023

Location

Al Akhawayn University

Speakers

Deborah Bartlett

[Supporting Links](#)

Infomineo, an innovative Moroccan-based Brainshoring Research company, hosted its 2nd Edition Research Case Competition on campus where 36 seniors and graduate students from all 3 Al Akhawayn University in Ifrane (AUI) schools were pre-selected to compete on a real-life project. The Office of Employability hosted the event because Infomineo is a major employer of AUI graduates and seeks profiles from all 3 schools. Deborah Bartlett, Chief Employability Officer, explained "During the weekend, AUI students competed in a unique simulation of

working on a client project... imagine, being able to "try out" a career one weekend! I wish for all our students to experience a "Day in the Life of a Researcher". El Mehdi El Asli, SBA-Finance Senior, said "this weekend was different than anything I've done. The stress of delivering a client project in a day was really fun and our Infomineo Mentor was very helpful so we felt like part of a real-world team, not a class assignment." The competition was unique because Infomineo brought 9 mentors and judges to work alongside students for 48 hours, simulating the real-life work environment of a research analyst. The Infomineo judge Hind Adjar, said "Our team was impressed with all students because they demonstrated strong research skills, professionalism an outstanding inquisitive attitudes critical for careers in research." Infomineo awarded cash prizes and fast track job interviews to the winning team "Athena" of Basma Jaafar, Taha Charif Khalil, and Dounia Mohammadi. In addition, prizes go to the 2nd ranked team "OTI" was Imad Ouahbi, M'hamed Taik, Othmane El Kettani El Hamidi. The 3rd ranked team: "InnoVest" was Malak Kettani, Salma Boudili, Mohammed Chadili.

AI Akhawayn University Students Excel in
Infomineos 2nd Edition Research Case
Competition with Cash Prizes and Fast-Track
Interviews

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Bridging Talent with Industry: Collaborative Problem-Solving at the School of Business Administration's Transformative Events

To showcase the joint problem-solving initiatives between AI Akhawayn University's School of Business Administration and external partners, focusing on fostering talent, driving entrepreneurship, and bridging the gap between academia and industry through purposeful collaboration.

AI Akhawayn University's School of Business Administration (SBA) has positioned itself as a catalyst for meaningful change by hosting transformative events that bring together academia and industry in joint problem-solving endeavors. The recent two-day event, held on April 25-26, provided a unique platform for students to engage directly with industry professionals, exploring internships and participating in dynamic panel discussions that offered real-world insights and best practices.

The event culminated in the highly successful Entrepreneurship Week, where 13 student startup teams secured over 100,000 MAD in funding from business angels, propelling their ventures from ideation to prototype and beyond. This edition, the largest yet, featured intense Rapid Ideation Sessions, Speed Mentoring, and the decisive Angel Round, where innovative ideas were met with financial backing and expert guidance.

Another highlight was the Infomineo Research Case Competition, where students had the opportunity to solve real-life client projects under the mentorship of industry professionals. This immersive experience not only honed their research skills but also provided a glimpse into the fast-paced world of professional research, resulting in fast-track job interviews and cash prizes for the winning teams.

These events underscore SBA's commitment to creating purposeful relationships with external partners, fostering an environment where joint problem-solving leads to tangible outcomes. By bridging the gap between talent and industry, SBA is empowering students to embark on successful professional journeys and contributing to the development of Morocco's entrepreneurial and research landscape.

Business Week

Date

April, 2024 - April, 2024

Location

Al Akhawayn University

Speakers

School of Business Administration and Industry Leaders

[Supporting Links](#)

a transformative journey that bridges companies with talent. This event, hosted by the School of Business Administration (SBA) is an opportunity for academia and industry to come together over two days, on 25-26 April. Besides the chance to explore internships at companies across a wide variety of industries during this event, SBA students will have the chance to engage in dynamic panel discussions and interactive class sessions where industry professionals will share best practices as guest speakers. Fuel your professional journey, join us to connect, learn, and embark on your path to success.

CAROUSEL BUSINESS WEEK

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AUI Entrepreneurs Impress Business Angels

Date

November, 2023 - November, 2023

Location

Al Akhawayn University

Speakers

Industry Experts

[Supporting Links](#)

Entrepreneurship Week achieved 13 teams winning over 100,000 MAD from 11 AUI business angels. The purpose of Entrepreneurship Week is for students' startups to connect with the marketplace mentors and business angels who invest so students can reach the next step in their startups: move from idea to prototype, from prototype to minimum viable product or begin scaling in the marketplace, selling to multiple customers. This 4th Edition was AUI's largest edition with three rounds. The first round hosted 124 student teams in intense Rapid Ideation Sessions for 8 days with 3 entrepreneurial Coaches. During these Rapid Ideation sessions, students from social sciences, business and engineering received expert coaching and practiced how to explain their ideas. After completing Rapid Ideation, the coaches passed 46 teams to the second round: Speed Mentoring round. During Speed Mentoring, students spent 2 days with 25 mentors in-residence receiving invaluable advice about customers, markets, pricing, and competitors. The Mentors-in-residence then selected 11 teams to continue to the 3rd and Final Round: The Angel Round. During the Angel Round, 11 teams had to explain what they needed to progress their startup to the next level: finances, customers, suppliers. The business angels came from France, USA, and Morocco. They were all impressed with the startups' prototypes and enthusiasm of the groups. Christophe Marret, the newest Business Angel who awarded 4 teams 40,000, said "I am from France, so I can't give more mentoring than this week. But I believe these startup ideas should go forward so I want to fund them to get to the next step of their ventures." The startup winning the most angel funding was DyslexAI by Adam Dokmak. The Angels were impressed with the social impact, the innovation and awarded him 20,000 to continue prototyping, branding and prepare to enter the UK and Moroccan markets. Other Startup Teams winning funding and/or mentoring and connections to customers were: UR-Ed By : Nada Bennani CO. By : Artem Mamontov Doctoria By : Jad Tounsi El Azzoiani Teleheard By : Aya El Bouzid Munchmate By : Taha Charif Khalifi, Aya Mahdaoui, Hiba Dami, Zineb Abana Hydro Green By : Ilyas Remmal, Hatim Lachheb, Abderrahim Hamidine, Aya Melli, Nissrine Garmali, Dalal Ait Essiba, Ahlam Lhaouari Bliss Bites By : Lmoubariki Meriem, Salma Benzhirou Skin Match By : Chaymae MAGHDAOUI, Nada Drissi Platoya By : Aymane El Feddali, Alae Eddine El Haoua, Ghita Sbai, Hiba Abouzhar, Zaineb Idendel.

AUI Entrepreneurs Impress Business Angels View document  Download document 



Practice

We adopt responsible and accountable management principles in our own governance and operations.

RME Policy Implementation

Al Akhawayn University School of Business Administration has implemented 4 policies to support its commitment to responsible management education:

Greenhouse gas emissions

Initiative on greenhouse gas emissions

Relevant Stakeholders

Students, local communities, government

Purpose

To establish Al Akhawayn University as a leading institution in the pursuit of environmental sustainability by actively reducing its carbon emissions. This initiative aims to minimize the university's ecological footprint, contribute to the fight against climate change, and set a benchmark for other educational institutions in Morocco and beyond. By implementing low-carbon practices across campus operations, infrastructure, and community engagement, the university seeks to foster a culture of sustainability and responsibility among students, faculty, and staff, while aligning with global efforts to achieve net-zero emissions.

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Policies on greenhouse gas emissions

Scope

As a reputable research and teaching institution, AUI has a responsibility to provide leadership and act decisively when it comes to addressing climate change challenges and displaying the opportunities it offers.

Enforcement Date

March, 2023

Revision Date

January, 2028

Number Of Pages

22

Publisher

AL Akhawayn University

Media

Document

AUI Sustainability-Plan-2023-28

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Leading the Way to a Greener Future: Al Akhawayn University's Commitment to Low Carbon Emissions

To highlight Al Akhawayn University's dedication to environmental sustainability through the implementation of strategies aimed at reducing carbon emissions. This narrative underscores the university's commitment to minimizing its ecological footprint, promoting sustainable practices, and contributing to global climate action.

Al Akhawayn University is at the forefront of the fight against climate change, actively pursuing initiatives to reduce its carbon emissions and foster a sustainable campus environment. By integrating low-carbon strategies into all aspects of campus operations, the university not only contributes to global efforts to combat climate change but also serves as a model for other institutions in Morocco and around the world.

These efforts are designed to instill a culture of sustainability within the university community, empowering students, faculty, and staff to embrace and champion environmentally responsible practices. Through its leadership in low carbon emissions, Al Akhawayn University is making a significant impact on the path toward a greener, more sustainable future.

Water

Policies on water

Scope

Al Akhawayn University is dedicated to achieving yearly reductions in water consumption intensity through a strategic approach that integrates advanced monitoring, infrastructure improvements, and community engagement. By upgrading to water-efficient systems, implementing sustainable landscaping practices, and promoting awareness among students, faculty, and staff, the university seeks to optimize water use and minimize waste. These efforts are complemented by regular audits and transparent reporting, ensuring that progress is tracked and goals are met. Through this comprehensive initiative, Al Akhawayn University is committed to fostering a culture of water conservation and environmental responsibility across its campus.

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AUI Sustainability Plan 2023-2028

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Buildings/real estate

Sustainable Buildings

Scope

Al Akhawayn University is committed to ensuring that all new constructions and significant renovations achieve a minimum 4 Green Globe rating or an equivalent third-party sustainability certification. This commitment begins with integrating sustainability principles into the design and planning phases, ensuring that all projects incorporate energy-efficient designs, materials, and technologies to minimize environmental impact. By collaborating with architects, engineers, and sustainability consultants, the university ensures that all projects meet or exceed the required certification standards. Additionally, rigorous evaluation and engagement with recognized external certifiers validate the sustainability performance of these projects. The university also fosters continuous improvement by staying updated with the latest sustainability practices and encouraging innovative construction methods to aim for higher certification levels. Through ongoing monitoring and regular reporting, Al Akhawayn University maintains transparency and accountability, setting a benchmark for sustainable development and contributing positively to its environmental goals.

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Travel

Policies on travel

Scope

Al Akhawayn University is committed to finalizing and implementing a comprehensive Sustainable Transportation Strategy to reduce the campus's carbon footprint and promote eco-friendly travel options. This strategy includes increasing the number of university-owned electric vehicles to minimize reliance on fossil fuels and support cleaner energy alternatives. Additionally, the university is actively promoting active transportation practices, such as biking and walking, among students, faculty, and staff by enhancing infrastructure and raising awareness about the benefits of these sustainable modes of travel. The strategy also emphasizes the importance of public transportation, encouraging its use within the university community to reduce single-occupancy vehicle usage and its associated environmental impacts. Through these initiatives, Al Akhawayn University aims to foster a culture of sustainable transportation, align with broader sustainability goals, and contribute to global climate action efforts.

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AUI sustainability Plan 2023-2028

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Institutional Aspiration Targets

Al Akhawayn University School of Business Administration has set aspiration targets in 1 different area:

- ❖ GHG Emission Targets



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

Performance Disclosure and Transparency

Regarding transparency in RME performance disclosure, Al Akhawayn University School of Business Administration operates with the following approach:

Full Transparency Disclosure

Website of disclosure of performance

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SIGNATORY

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