

SUP' MANAGEMENT

HIGHER EDUCATION BUSINESS MANAGEMENT
AND INFORMATION TECHNOLOGY SCHOOL

Notoriety - Innovation - Excellence



SUP' MANAGEMENT
HIGHER EDUCATION BUSINESS MANAGEMENT
AND INFORMATION TECHNOLOGY SCHOOL
Authorized by the State

Sup'Management in numbers:

- 1- Founded in 1995
- 2- Located in Fes with 10 affiliated centers in Africa
- 3- 6 training poles with a "Programme Grande Ecole"
- 4- More than 8000 students of 26 nationalities;
- 5- More than 6500 laureates
- 6- A professional and administrative staff of around 160 persons
- 7- Around 70 international partnerships with Universities
- 8- An economic intelligence observatory, a research and training center, a professional school and a delocalized doctoral school
- 9- Pan-African Citizen Forum
- 10- A foundation of the group (FORCE) acting on the scale of the African continent
- 11- Academy for Entrepreneurship and Innovation A.E.I.



SUP'MANAGEMENT

Member
of the Conference of Grandes Ecoles



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Abdesselam IDRISI ERKIK, Ph.D
President and Founder

- Commander of the Order of the Star (Belgium)
- Gold Medal in Humanitarian Actions (France)
- Honorable Iberia-American Educator (Latin America)
- Member of the World Science, Technical, Education and Humanities Academy (Spain)
- Member of International University (Middle East)
- President and Member of numerous associations

PREFACE

Sup'Management; founded in 1995, partaking a high experience and brilliance in its management team and renowned faculty, is a major educational and a highly innovative project designed for the new generations of the Moroccan and African youth in a complex world in which change is perpetual.

Training leaders and entrepreneurs with the qualities of creativity, challenge, open-mindedness and having a sense of responsibility and ethics, is the major goal around which we have built this new school model.

The Sup'Management's "Programme Grande Ecole", a direct translation of this model, in fact provides a superior training organized in several branches, all the while combining traditional skills connected to the cultural and social values of our societies and meeting the needs of our economic environment. The place reserved for scientific research in this program confirms its affluence and its quality which has earned the Sup'Management prizes and awards recognized globally.

The international dimension of Sup'Management; sharing its presence in several countries of the African continent and also the partners in Europe and Latin America, makes it an almost unique case in the landscape of Moroccan and African higher education.

International openness has always been a cornerstone in the development of Sup'Management's policy. Thus, nearly a hundred partnerships were concluded with academic, institutional, industrial and other institutions as well as the networks of excellence in several countries.

Welcome to a network of schools promoting academic excellence at the heart of the century...

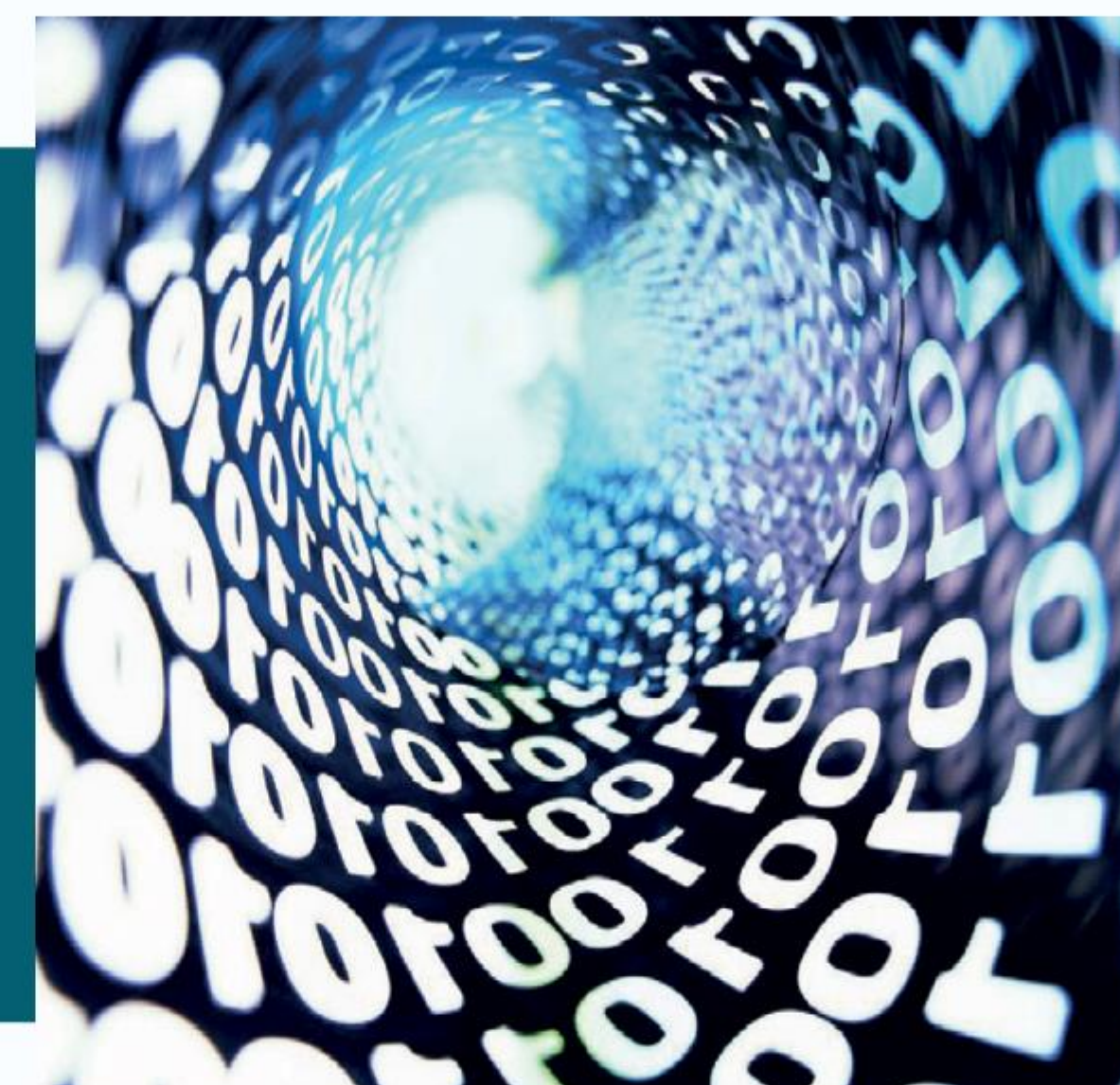


VOCATIONS

The training of Top Managers

Sup'Management is an International Schools of Management, Engineering, Tourism, Health, Renewable Energy and Diplomacy & Governance, which aims to train senior managers and business leaders in its various entities since more than one score of years, and this via:

- ✓ A versatile and operational high-level training,
- ✓ Pragmatic teachings in line with the requirements of the professional world,
- ✓ An associative life dedicated to individual self-fulfillment and personal development,
- ✓ The grounding of business decision-makers and managers with a prodigious capacity of adaptation, a spirit of challenge, creativity and initiative.



Sup'Management provides indeed higher-level formations of engineering in advances specializations leading to promising careers or innovative business creation projects.

These courses can be completed by doctoral studies in the network's partner centers in Africa, Europe and America.

GOVERNANCE

Structures and means adapted to the objectives

Sup'management occupies a leading position in the private higher education sector, with more than 8000 students of 26 nationalities.



**Princess
Danuta POLANOWSKA**
President of honor



Dr. Abdesselam IDRISI ERKIK
President
Sup'management



Dr. José Antonio ALMARZA
President
Euroamerican International University (E.I.U.)

Sup'management has a very extensive administrative structure:

1- The Presidency of the network, including:

- ✓ The Council of Administration (C.A.), which provides governance of the group.
- ✓ The Council of Orientation and Development (C.O.D.), the Scientific Council (S.C.), the Educational Council (E.C.)

Composed of renowned personalities from the world of education, business and civil society, as well as several primary in charge and professors of the institution; these bodies shall ensure the implementation, monitoring and readjustment of the educational network and its strategic development policy, taking into account the mutations and the requirements of the socio-economic world.

- ✓ The Direction of Pole International Relations
- ✓ The Direction of Poles of Innovation & Development, including:
 - The Research Center
 - The Intercontinental Conference of Universities and Higher Schools
 - The South-South Economic Intelligence Observatory
 - The company incubator with a business center
 - The Pan-African Citizen Forum
 - The Association of Former Laureats of the Group
- ✓ The Direction of Human Resources
- ✓ The Direction of Partnerships & Public Relations
- ✓ The Finance Direction



2- The Direction of General & Student Affairs, including:

- ✓ General Affairs Division (accounting, purchasing, logistics)
- ✓ Student Affairs Division (tuition, campus services)

3- The Direction of the Poles of Training, including:

- ✓ Primary Training Division
- ✓ University life Division
- ✓ Extra-curricular life Division
- ✓ The Academic Logistics Division
- ✓ Educational cells (Referral Commission, Commission of Assistance to Employment, Disciplinary Board, Review Board, Thesis Board)



4- The Direction of Poles of Excellence, including:

- ✓ The continuous training center
- ✓ The school of crafts
- ✓ Sup Language Center
- ✓ Sup Consulting

5- The Direction of Marketing & Communication, including:

- ✓ The Outreach Division
- ✓ The Internal Communication Division
- ✓ The Business & Careers Division
- ✓ The Marketing Division
- ✓ The Synergy & International Division

The school offers a pleasant and adequate area for studies, including for each of the entities of the Group the following:

- ✓ a multitude of classrooms and of practical work,
- ✓ educational and scientific cutting-edge facilities,
- ✓ centers and computer labs,
- ✓ language centers,
- ✓ workshops of the NTIC Academies and Offshore,
- ✓ a cybernet and a media library,
- ✓ videoconferencing facilities
- ✓ an e-learning platform,
- ✓ a documentation center with hundreds of works on site in addition to access to the digital library Cyberlibris (1st digital library in Europe) giving our students access to approximately 30000 books, more than 2500 issues of journals, encyclopedias and how-to's,
- ✓ an accommodation campus, a cafeteria and a restaurant,
- ✓ relaxation spaces.



EDUCATIONAL PROJECT

An educational project built on academic excellence and progressive integration into the professional world.

The different training poles are built around a pedagogical project whose aim is the provision of excellent training while meeting enterprise needs and taking the student's basic profile into consideration.

For more details check out our website

www.supmanagement.ma

The main foundations of this project are as follows:

1- A pedagogy of action, via:

✓ Practical, interactive and innovative methods for:

• The development of expertise in various specializations scheduling candidates for a very rapid integration into a professional life via:

- the acquisition of high-level expertise in management, finance, marketing, technology, human resources, communication, economy, law and quality,
- control tools and methods of analysis and diagnosis,
- training to a specialization or a double jurisdiction,
- the development of skills to manage and deal with specific or new situations in the workplace.

• The acquisition of a managerial culture, via:

- annual mandatory internships in companies,
- intense extra-curricular activities (simulations, role play, case studies, seminars, tutoring, etc)
- micro-projects, study missions and end-of-year theses, elaborated in partnership with companies,
- opportunities offered by the aid cell for the creation of companies.

• The business ethics learning

✓ A customized coaching permitted thanks to:

- assured courses in the framework of reduced groups,
- support modules organized particularly in communication and mathematics.





2- A thorough curriculum of studies based on academic excellence and characterized by:

- ✓ The diversifications of the cycles and sectors of specialization.
- ✓ Study programs conform to the international standards and degree programs made of a mix of strategic and technical courses.
- ✓ Various teaching techniques.

Each study cycle incorporates as well:

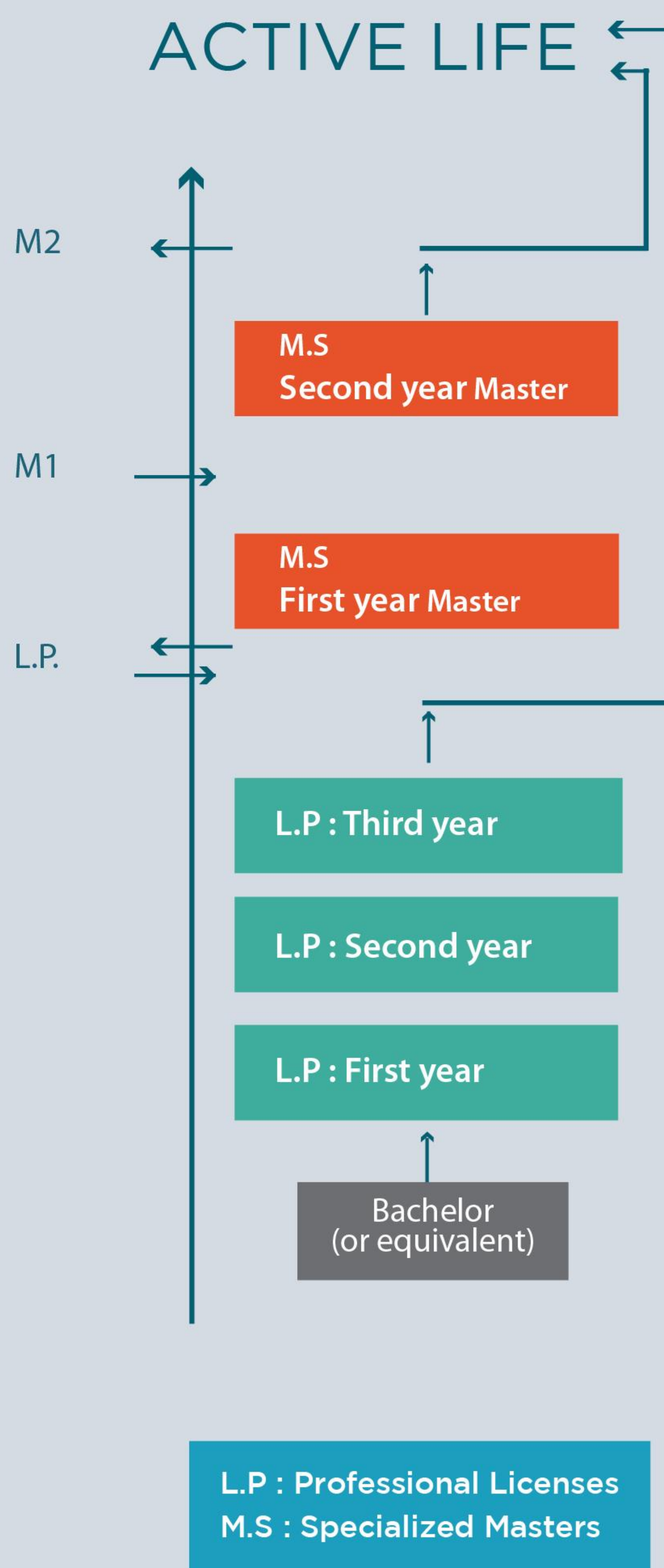
- Various academic activities (courses, electives, tutorials, practical works, presentations, workshops, group work, role-play, preparations for the SAT and GMAT, etc.)
- Intense and diversified extra-curricular activities.
 - Professional training workshops are a pedagogic tool of excellence allowing students to integrate progressively the business world, also training to the adaptability of new situations and a development of personal efficiency,
 - Business games, integrated case studies, seminars and round-table conferences organized under the chairmanship of enterprise practitioners, on-spot investigations,
 - Business tours bound to the different stages of development of knowledge of the students,
 - Micro-projects realized in collaboration with the Group's partner companies,
 - End-of-year professional project (in the context of tutoring) programmed at the end of each cycle of study leading to a thesis in presence of a jury.

3- A strong anchor in the professional world, via:

- ✓ A training designed in a professional logic,
- ✓ An education combining theoretical aspects to the professional approach and oriented to the practical life of affairs, by the bias of a series of actions including: the intervention of renowned scholars and practitioners, access to specialized information sites via internet, the recommendations of the Board of Orientation and Development, the Sup'management's Scientific Council as well as the synergy with research and continuous training centers of the network.



Studies Courses



✓ Internships in companies:

The internships in companies; mandatory for all students, play a major role in the training program. The level of tasks supported in these internships rises as the scholar courses advance.

Coaching is provided both by the teachers of Sup’management’s school and by professionals from the companies concerned.

End-of-year theses lead frequently to the hiring of the winner by the partner company. It is also the occasion for a good number of students to acquire and organize ideas susceptible to give them a profound reflection on the creation of their own company.



Internship terms

	Minimal duration	Qualification
1 st Year L.P	4 weeks	Initiation : Discovery of the enterprise, understanding the constraints as lived on the terrain.
2 nd Year L.P	6 weeks	Application : Active participation in the geberalized or sector dependent functioning of the enterprise.
3 rd Year L.P	8 weeks	Specialization : Takeover and supervision of the a project linked to the chosen specialization within a professional envi-
1 st Year M.S	12 - 18 weeks	Perfecting : A memoir elaboration describing a research acti- vity thoroughly undertaken by the student.
2 nd Year M.S	12 - 18 weeks	Professionnalization : A memoir elaboration describing an in-depth research activity linked to the specialization.

4- A training by action thanks to extracurricular and associative activities in direct contact with a professional reality

- ✓ **Associational activities**, they assure personal development necessary for a progressive integration to the professional world allowing students to examine their dynamism and creativity and also to develop their communicative capacities and their group-work skills.

The activities carried out annually are :

- Open Day,
- Excursions and study trips,
- The Sup’Management open forum,
- Sup Radio
- The cultural forum,
- The Graduation Ceremony.

- ✓ **Leader Manager** (an association of Sup’management students), aims to coordinate the associative lives in each of the Group’s schools.

- ✓ **The Sup’Management Clubs** : Students spread over a dozen clubs are directly involved in all activites and events organized by the school, particularly:
 - Clubs’ projects,
 - Sports activities,
 - The magazine: “Flash Managers”,
 - Various competitions (Sup Go Talents, etc...),
 - The annual gala.

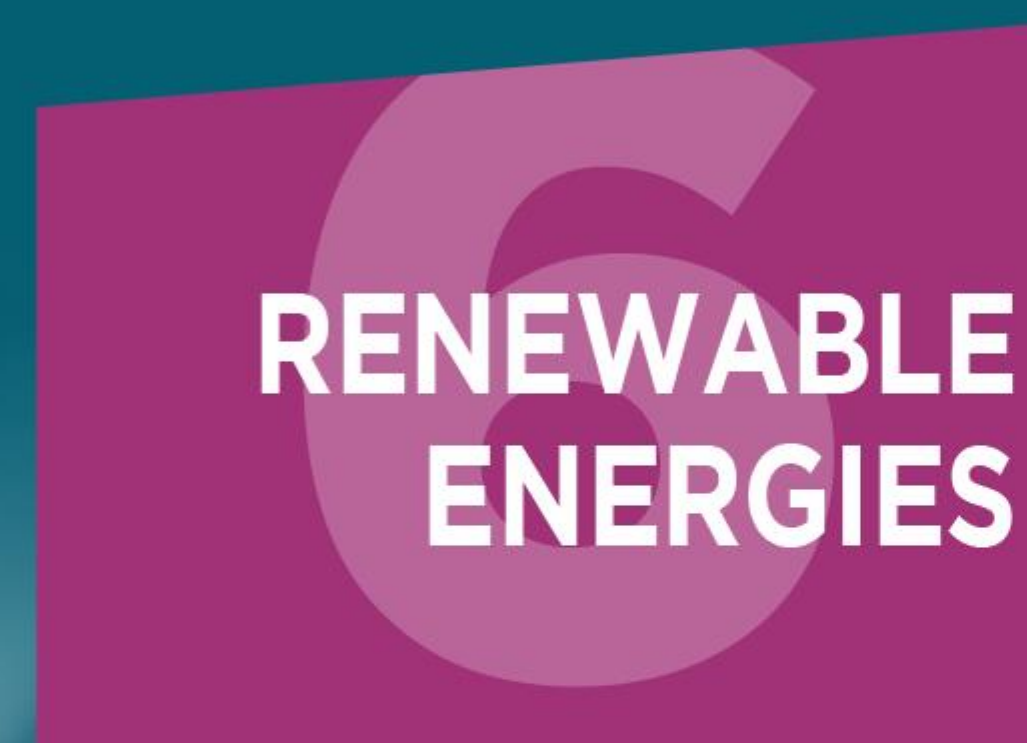
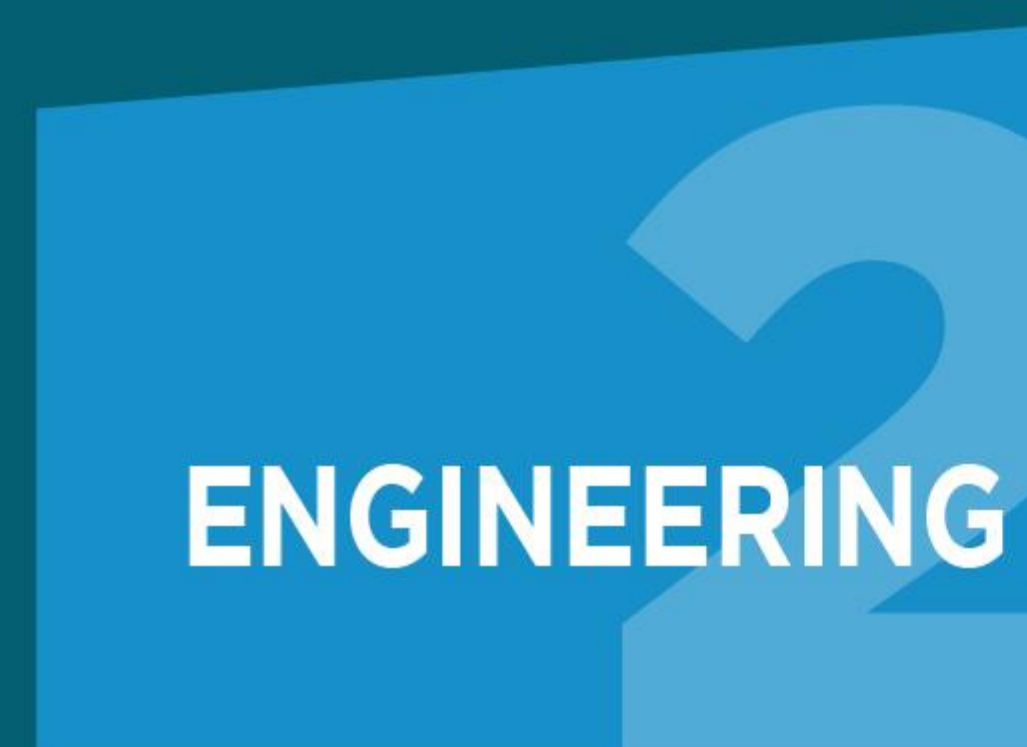


SIX TRAINING POLES

Grand School Program



6 TRAINING POLES



Formation



POLE 1 : Business Administration

“Management”

Professional Licenses :

Finance - Management
Marketing - Communication
International Management
Logistics & Transport



1 st Year	Initiation stage (4 weeks)
2 nd Year	Application stage (6 weeks)
3 rd Year	Specialization stage (8 weeks)



Diploma of the Professional License



Specialized Masters :

Financial Engineering
Control and Audit Accountancy
Commercial Engineering
Communications, Marketing and E-business Engineering
Global Management
Entrepreneurship and Innovation Management
Human Resource Management
Project Management
Islamic Finance
Logistic Management and Transport



1 st Year	Development stage (12 weeks)
2 nd Year	Professionalization stage (12 weeks)



Diploma of the Specialized Master



POLE 2 : Engineering “Ingénierie”

Professional Licenses :

Computer Engineering
Systems & Networks Engineering
Génie Systèmes Embarqués et Internet des Objets
Artificial intelligence



1 st Year	Initiation stage (4 weeks)
2 nd Year	Application stage (6 weeks)
3 rd Year	Specialization stage (8 weeks)



Diploma of the Professional License

Specialized Masters :

Information Systems Engineering
Network, Security and Telecom Engineering
Data Science & Digital Business
Embedded computer applications and Connected Objects



1 st Year	Development stage (12 weeks)
2 nd Year	Professionalization stage (12 weeks)



Diploma of the Specialized Master



POLE 3 : Tourism “Tourisme”

Professional Licenses :

Hotel Management and Tourism



1 st Year	Initiation stage (4 weeks)
2 nd Year	Application stage (6 weeks)
3 rd Year	Specialization stage (8 weeks)



Specialized Masters :

Tourism, Hotels and Leisure Engineering
Option 1 : Tourism and Leisure Management
Option 2 : Hotels Activities Management



Diploma of the Professional License



1 st Year	Development stage (12 weeks)
2 nd Year	Professionalization stage (12 weeks)



Diploma of the Specialized Master



POLE 4 : Health “Santé”

Specialized Masters :

Health Economics and Hospital Management



Diploma of the Professional License



1 st Year	Development stage (12 weeks)
2 nd Year	Professionalization stage (12 weeks)

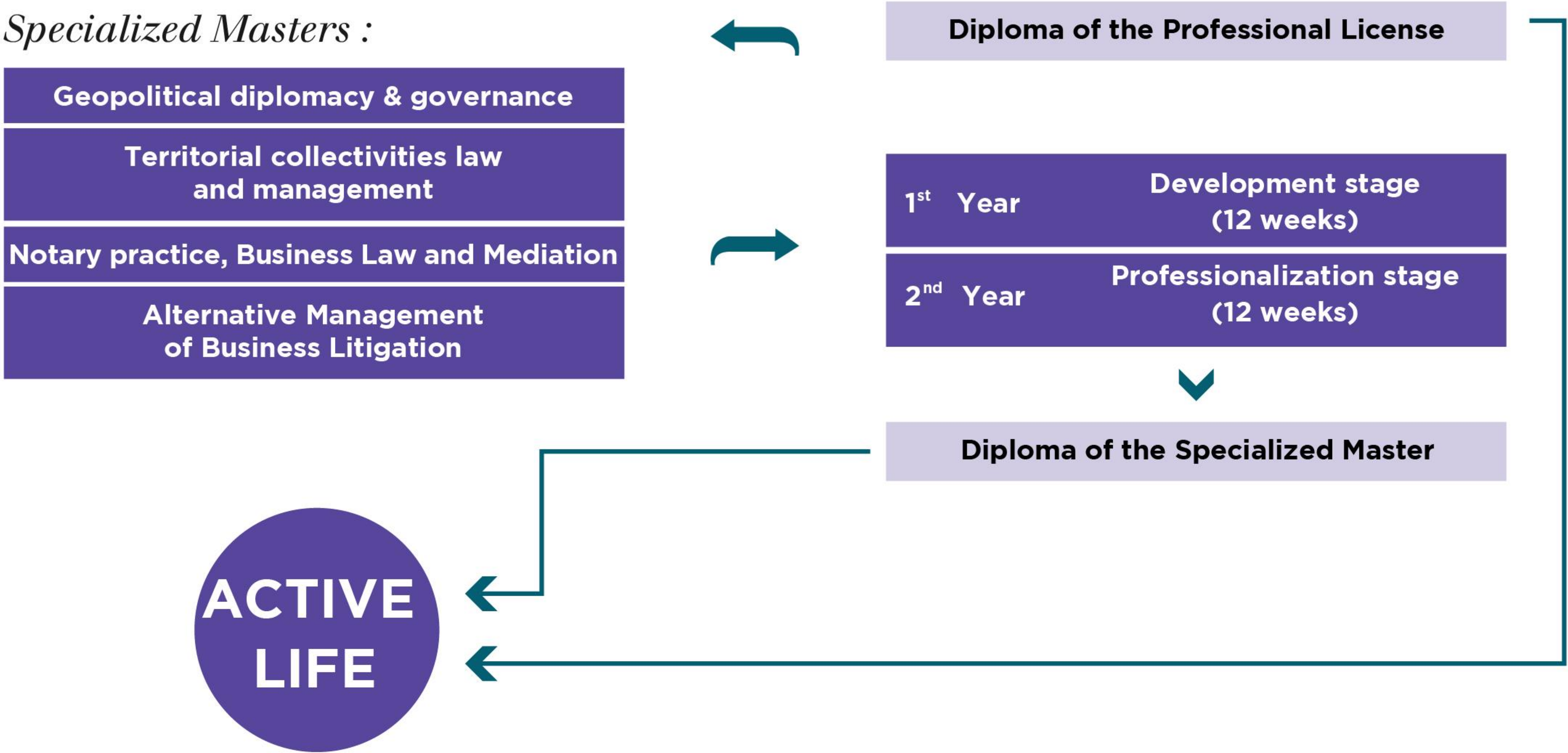


Diploma of the Specialized Master



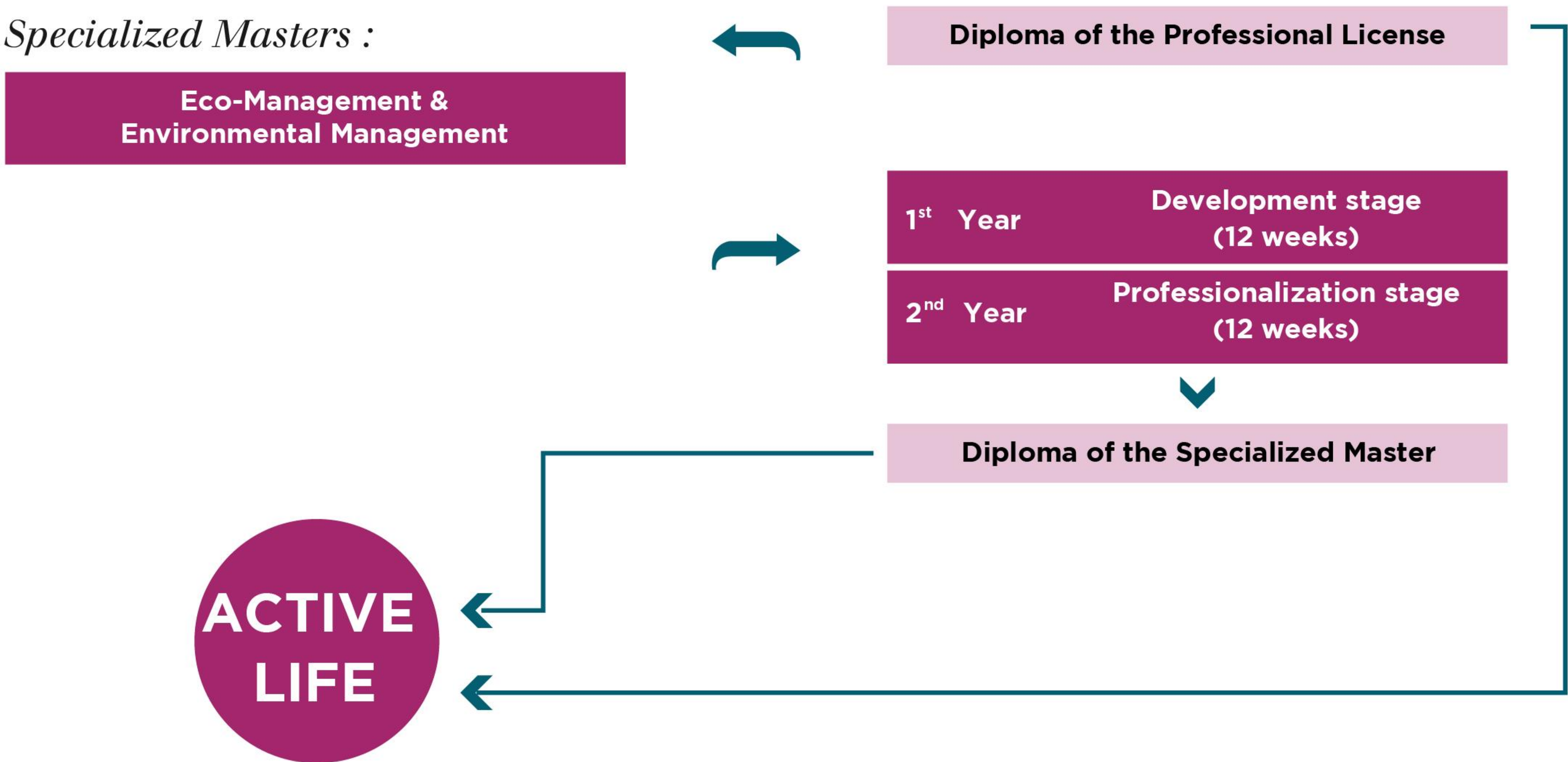
POLE 5 : Law, Diplomacy and Governance

Droit, Diplomatie & Gouvernance



POLE 6 : Renewable Energies

Energies Renouvelables



SIX POLES OF INNOVATION AND DEVELOPMENT



	RESEARCH CENTER
	INTERCONTINENTAL CONFERENCE OF UNIVERSITIES AND HIGHER SCHOOLS
	SOUTH-SOUTH ECONOMIC INTELLIGENCE OBSERVATORY
	INCUBATOR & NURSERY FOR CORPORATE BUSINESS CENTERS
	PAN-AFRICAN CITIZEN FORUM
	ASSOCIATION OF FORMER LAUREATS OF THE GROUP



POLE 1 : Research Center

1. Purpose and missions



The CERF is the Center of Study, Research and Training of Sup'management.

The pole "Research" of the CERF has a vocation to organize and promote all research in the fields of Science and Management. These fields cover the whole of the following disciplines: finance, accounting-control, marketing, HRM, production management, information systems management, strategy, entrepreneurship and SME management, public management..etc

The center has numerous grand missions:

- ✓ The active participation to the fundamental and applied research in the domains cited beforehand, and this in a regional, national or international scale.
- ✓ The welcoming and coaching of doctorates, young researchers preparing clearance to direct researches or recruitment competitions and confirmed researchers.
- ✓ The realization of expertise and research projects on regional, national and international levels.
- ✓ The transfer of technologies and the dissemination of knowledge: organization of conferences, seminars, scientific publications, organization and attribution of theses prizes.
- ✓ The center edits a review (two per year) that synthetize all of its work which is called **RI2M** "International Review of Management Science and Engineering Management".
- ✓ The center edits as well books and manuals under the name of "**Sup'management Collection**".

2. Members of the Center and the profile of the research team

All the teachers of Sup'management are ex-officio members (full members).

Other teachers/researchers, seminarians or consultants, belonging to other structures in Morocco or abroad are as well members of the Center (associate members).

3. Research theme

The implementation of the Center's policy relies on an organized structure built on four thematic teams:

- ✓ **SORH** : Strategy, Organization and Human Resources
- ✓ **FC** : Finance, Control
- ✓ **EMI** : Entrepreneurship, Management and Innovation
- ✓ **MV** : Marketing, Sale

The Center's research activities are also oriented in relation to three cross-cutting issues:

- ✓ Finance, governance and regulation
- ✓ Behavioral competencies and management
- ✓ Innovation, territories and entrepreneurial dynamic

New themes are added progressively parallel to the constitution of the teams.

4. The Center's Area of Expertise

- ✓ The academic world: The Center is an actor in the creation and transmission of knowledge in science and management. The Center's teachers/researchers intervene in numerous Masters at the School or University. The members have an active role in various renowned networks (Moroccan Association of Economical Sciences, etc...)
- ✓ The extra-curricular world: The center aims to collaborate with collectivities, public institutions, companies, associations, etc... The collaboration is multiform: partnerships, research contracts, trainings, expertise, studies, etc...



POLE 2 : Intercontinental Conference of Universities and Higher Schools



Within the framework of the international dynamic of partnership relating to the development of synergies, exchanges and lobbying in the higher education sector and in order to allow a fruitful exchange of experiences and working tools between renowned institutions, A Consortium for Research and Higher Education was created to bring together Universities and Grandes Ecoles Supérieures on an intercontinental scale.

This consortium is called "**Intercontinental Conference of Universities and Higher Schools**" (ICUHS).

Consortium objectives:

- ✓ Create a space for consultation, exchange and reflection on the development of the higher education sector, and Strengthen communication at the informational and institutional level in the sector.
- ✓ Organize and strengthen relations between its members, and with the components of its environment (Regulatory authorities, partner institutions, companies, international organizations, students, general public, etc.).
- ✓ Take steps of common interest with the public authorities of the countries concerned and with regional, national and international organisations.
- ✓ Harmonize, reorganize and develop the training offer according to the profiles of the students (clients) and the needs of the markets of the countries from which the member institutions come.
- ✓ Develop fundamental and applied research (through the establishment of joint research projects, scientific and technical publications, international conferences, scientific and cultural activities, etc.)
- ✓ Contribute to raising the quality of higher education, academic excellence and ethics.
- ✓ Develop international cooperation in general, as well as specific partnerships for actions carried out between its members (training of trainers, exchange of teachers and students, internships, documentation, etc.).
- ✓ Provide member institutions with the financial resources necessary for their development.
- ✓ Provide the Consortium with four structures listed below:
 - A foundation
 - An Economic Intelligence Observatory
 - An Observatory of professions
 - An Academy of entrepreneurship and innovation.
- ✓ Make the Consortium a support for socio-economic development, innovation and entrepreneurship, within the countries from which the members of the consortium come.



POLE 3 : South-South Economic Intelligence Observatory (OSSIE)



The Ossie, created in 2014, is a new structure of Sup'management which has for general mission to manage useful information to the different components of Sup'management and its partners. Its scope of action embraces all of Africa in its diversity.

Its primary purpose is to respond to the various information requests emanating from economic actors, researchers and stakeholders of Sup'management. Indeed, often the information is unavailable, dispersed, unreliable or inadequate. Other purposes of the OSSIE are to participate in the continental radiation of Sup'management and to supply courses and research in useful and reliable information.

The OSSIE has given itself for action plan to:

- ✓ collect reliable information and studies on the African economies and companies;
- ✓ act on African economies by information;
- ✓ have a portfolio of Moroccan and foreign companies (and organizations) that may act in Africa;
- ✓ have a portfolio of expert-consultants;
- ✓ organize, accompany, advise companies in their internationalization process in Africa;
- ✓ train consultants from Sup'management.

Therefore, the collection of information on African economies and companies, the development of research study propositions, the realization of the studies, the creation of databases (on the companies, the jobs, the projects, the experts and trainers...), the contacting of applicants with service providers, the organization of scientific events or businesses, constitute the basic activities of the OSSIE.



Cursus Plus : One of OSSIE's flagship products

- **Economic journalist**
- **Business financial consultant**
- **Consultant in human resources**
- **Marketing and commercial action consultant**
- **Manager of tourism organization**
- **Systems and network administrator**
- **Multimedia developer**

“Cursus Plus” is a complementary training cycle to the academic curriculum proposed by Sup'management and intended to equip the students concerned with necessary basics to a future profession. This training constitutes a base of professionalization. It is a training at the time qualifying as it is certifying. It is qualifying because it aims the apprenticeship of a job and the exceling of competences in this job. It is certifying because it is validated by a professional title (a certification testifying the acquisition of a professional qualification).

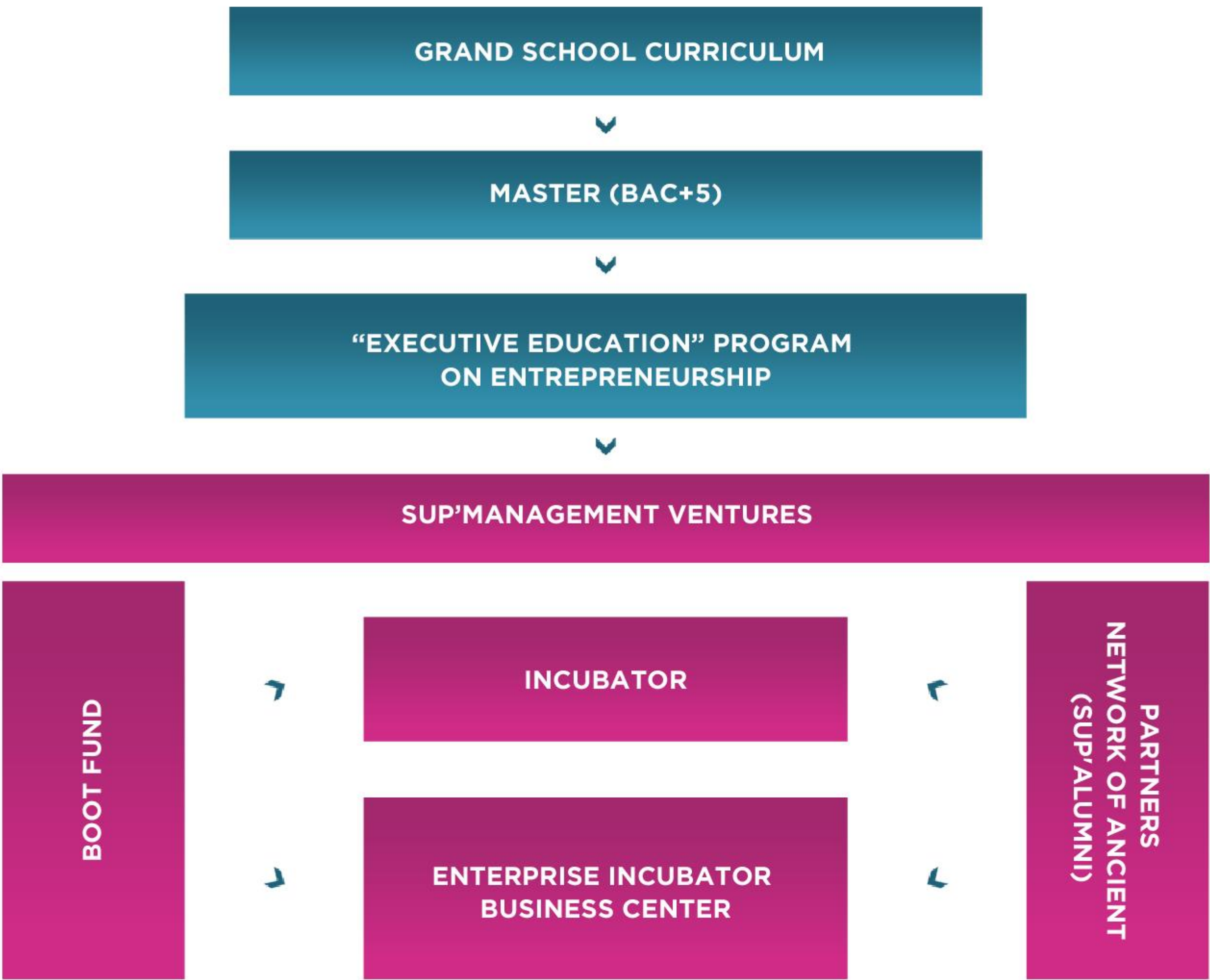
“Cursus Plus” is a solid training and practice based on new and appropriate pedagogical methods; it is assured by experimented faculty and supervisors that are very implied in their domain of intervention.

POLE 4 : Incubator & Nursery for Corporate Business Centers

Sup'management Ventures

Sup'management Ventures is the quintessential device that accompanies students with business projects.

It is composed of an incubator, business center and a boot fund.



Learning to undertake is Sup'management Ventures' motto; which assures for numerous laureates since several years a tailor-made assistance including an enlarged council on jurisdictional and accounting aspects, the business plan, the fundraising, the marketing, the human resources, the coaching, etc...

The support is logistical, administrative and relational. The business center allows the involvement of start-ups in an environment favorable to their development.

The boot fund; assured in part by the "FORCE" foundation, allows to support some projects.

The contest of the different partners and the Sup'Alumni is as well of great support for the so-called projects.



POLE 5 : Pan-African Citizen Forum



The Pan-African Citizen Forum; created by Sup'Management, is an innovative concept encouraging thought and discussion around all the changes taking place in Africa.

The Forum is a place of exchange, sharing and dissemination of knowledge; a place of public expression and advocating on various topics and complications that are social, economic, managerial, environmental, and all this on a continental scale.

The concept has its roots in the ancient practices which took place when the temples of knowledge were open to all, inspired from the tradition of “public universities”.

The aim is to promote free, constructive, coherent and responsible expression. Therefore, at each event, different participants can get involved in debates and express their views on the main challenges that we face in Africa today.

The Forum organizes, as part of its mission, debates, workshops, conferences and different manifestations: cultural, scientific and academic, with the intervention of renowned experts.

The access to the Forum's activities is free of charge and leads to the granting of a “Pan-African Prestige Certificate” issued jointly by the Forum and the Group Foundation.

“Distinctions of international partners” are served to the Forum's guests of honor.



POLE 6 : Association of Former Laureats

Sup'Alumni is the alumni association of Sup'management. It regroups all the graduates of the Group since its creation in 1995. It has for goal to maintain the relations of comradeship, to develop solidarity between all its members, to federate the actual students and the graduates of over 20 nationalities around an international network promoting trade, the help to professional insertion, the implication and the support of all innovative or entrepreneurial projects.

The network today is highly structured and effective and has an indispensable notoriety on the African continent.



PARTNERSHIP

An international dimension more and more consolidated

At the national level

Sup'management is committed since its creation in a process of development of its programs of national and international cooperation.

The Group works in close symbiosis with different economic and industrial components and this through the bias of:

- ✓ a dynamic partnership with various companies and institutions allowing the easy placement of our students in internships and a regular monitoring of the economic environment evolution so as to adjust and evolve our study program.
- ✓ a selective partnership with renowned organizations (multinationals, finance organisms, ONG, associations, chambers of commerce, study and research centers, etc.), as well as with training institutions (teachers and experience exchange programs, internship exchanges).

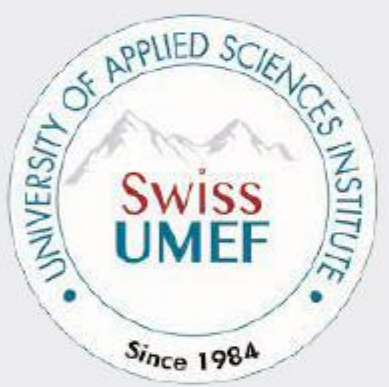


At the international level

Sup'management is constantly consolidating its cooperation with various foreign academic institutions.



Main university partners



The partnership with SWISS UMEF University (Switzerland) allows the Group's students a double diploma on the Bachelor (Bac + 3) and Master (Bac + 5) courses. But also a possibility of continuing direct studies at SWISS UMEF University.



The Network's second pole "Euroamerican International University" allows the Group's students a double graduation (bachelor, masters) on the basis of Sup'management's proper programs.



The partnership with the Sophia Antipolis University in Nice (France) allows for a double degree in all the courses offered by the Group with an exchange semester in Nice.



The partnership with the Groupe Sup de Co La Rochelle (France) makes possible the continuation of studies based on an entire range of programs at Sup de Co La Rochelle.



The partnership with the Alas Peruanas University in Lima (Peru) allows for a double degree in all the courses offered by the Group with an exchange semester in Lima.



The partnership with ENSIIE allows students of the Group a possibility to pursue their studies directly with the ENSIIE for the two last years of the curriculum, and this for the obtaining of an engineering diploma or of a Master's degree.



The partnership with the South Paris University allows the Group's students access to trainings in expert accounting.



The partnership with ESTCS allows students of the Group a possibility to pursue their studies directly for the obtaining of diploma of Company Management and Touristic Activities in partnership with the UCAM.



The partnership with HEI (Paris, France) allows the Group's students a double diploma (Master) on the basis of HEI's delocalized programs. But also a possibility of continuing direct studies at HEI for the last years of the Cursus.



Newport University

The partnership with Newport University allows students of the Group a double graduation of the latter's delocalized database programs.



The Central University of Nicaragua (UCN) admits students of the Group to doctoral courses.



AZTECA University of Mexico allows students of the Group to doctoral courses.



The partnership with Voronezh State University (Russia) allows for an exchange of students and teachers.



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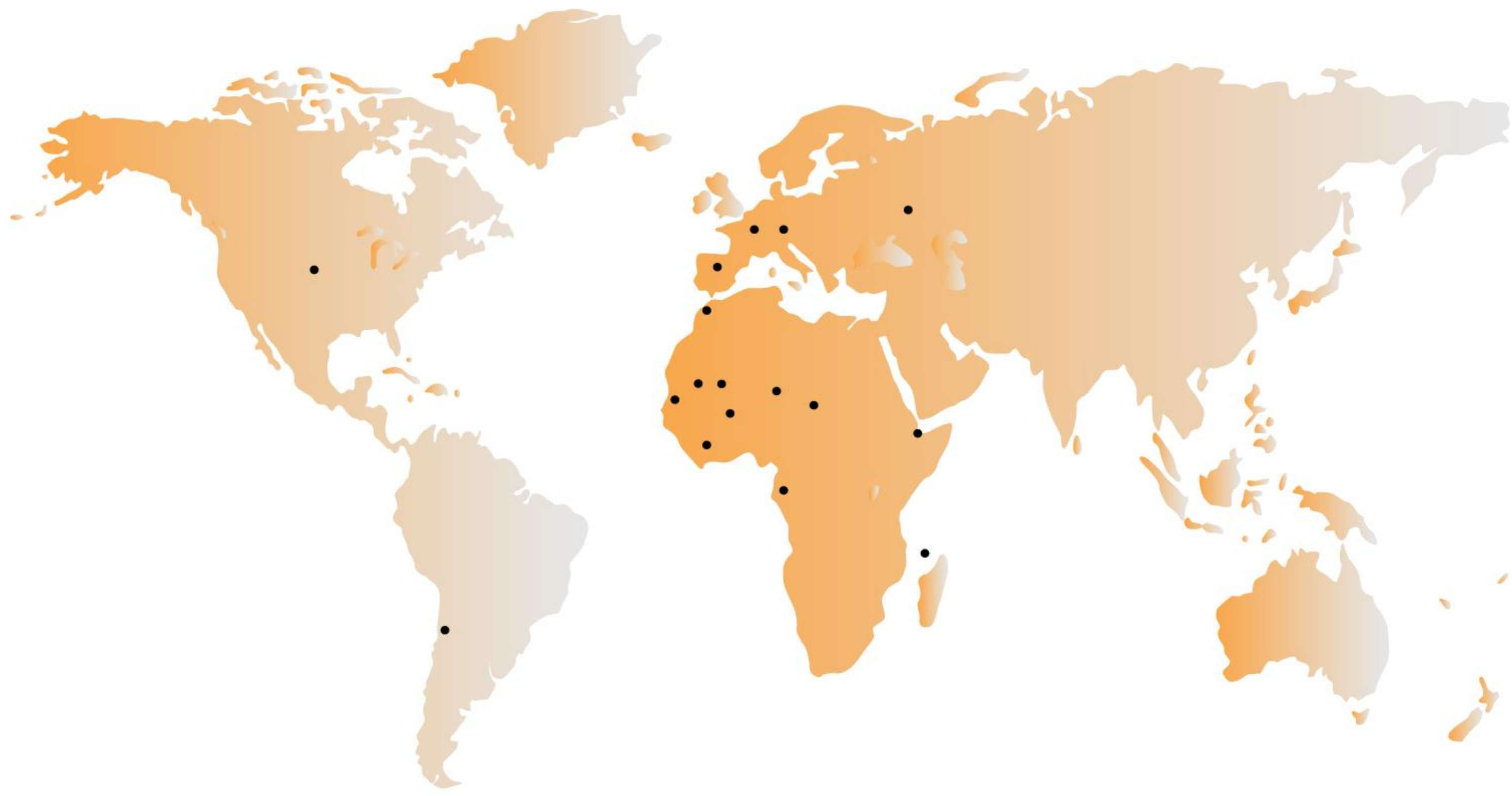


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