



**19 YEARS DELIVERING  
BRITISH PROGRAMMES  
IN MOROCCO**

[WWW.SIST.COM.A](http://WWW.SIST.COM.A)





**Dr. Tariq Obaide**

BSc. MSc., Ph.D from University  
of Manchester President of SIST

## Word of the president

Dear Students,

It is a great honour and pleasure for me to welcome you to SIST, an institute which endeavours to deliver an educational experience which can be recognised for its sustainable excellence.

We welcome students from diverse backgrounds and nationalities since we strongly believe that cultural exchange will enrich your educational experience and will add a new dimension to your acquired knowledge. The cosmopolitan environment of SIST enables you to enlarge the scope of your perspectives and reach self-actualisation within a cozy, warm and educationally-oriented atmosphere.

SIST offers different programmes on behalf of Cardiff Metropolitan University, an exemplar of high-quality British education. Studying in SIST opens new horizons for students and improves their critical thinking. The goal of our institute is to lead you to learn through your own initiative and excel in your studies by applying the best and most suitable approaches.

## ABOUT SIST

SIST is the first British Education Institute based in Morocco, delivering programmes from Cardiff Metropolitan University leading to internationally recognised British degrees. SIST is also the only institute in Morocco to deliver complete, internationally-accredited British degrees in addition to a Moroccan degree accredited by the Moroccan Ministry of Higher Education.

SIST British Education offers a British academic curricular (Foundation Year, Bachelor, Masters and MBA) delivered exactly as it is in the partner University, with the same core modules and guaranteed quality which are controlled by the partner University and come under the Quality Assurance Agency of the UK. SIST Experience in Morocco started in 2001 in Casablanca, 2011 in Rabat and 2013 in Tangier.



## OUR CAMPUSES

SIST's state of the art campuses are located in Casablanca, Rabat and Tangier. SIST offers you all the facilities you need to succeed as a student: modern classrooms, computer labs, a library, a digital library and a cafeteria.

## ACCREDITATIONS

SIST is accredited by the Ministry of Higher Education in Morocco. SIST also undergoes regular evaluations by Cardiff Metropolitan University. The Cardiff Met degree is an internationally recognised degree.



# Cardiff Metropolitan University

Cardiff Metropolitan can trace their history back to 1865, when the School of Art first opened in the Old Free Library in Cardiff. Since then it has developed into a university, which has remained rooted in Wales while providing practice-focused and professionally-oriented education to students from around the globe. Cardiff Met's vision emboldens this commitment to education, research and innovation, undertaken in partnership with students and governments, business and industry and with tangible benefits for individuals, society and the economy. Cardiff Met. is committed to ensuring that every student fulfills their potential to make outstanding graduate-level contributions to their own and future generations.

## SIST & Cardiff Metropolitan University Partnership

SIST offers Cardiff Metropolitan University Programmes in Morocco, applying the quality standards from the UK and Cardiff Met.

During admissions, SIST students are registered at SIST and Cardiff Met. and are given a student number from Cardiff Met. Students also benefit of a Digital Library and undergo the Exam Board assessment.

SIST Students are awarded Cardiff Met. degrees as well as a Moroccan degree accredited by the Ministry of Higher Education in Morocco.



## SIST Students Transfer to the UK

Our students can transfer to complete their 2nd or 3rd year in the UK at the Cardiff Metropolitan University campus.

## 25% Alumni Discount:

The Cardiff Metropolitan University Alumni Discount is a 25% reduction in tuition fees for SIST Graduates enrolling in postgraduate courses at Cardiff Met. University.

## Masters & PhD in the UK

Students that undertake a Cardiff Met programme with SIST are able to pursue their studies in the UK for their Masters and PhD.



## Quality Assurance Agency



The Quality Assurance Agency (QAA) ensures that academic standards and student learning opportunities continually meet expectations.

SIST undergoes British QA processes and procedures here in Morocco including:

- **Exam Boards**
- **Assessment moderation & validation**
- **Staff & teacher development in Morocco and in the UK**
- **Student & teacher workshops**

The Quality Assurance Agency safeguards standards and improves the quality of UK higher education wherever it is delivered around the world. QAA checks that students working towards a UK qualification get the education that they are entitled to expect.

## Statement of philosophy

### Our values

- Strength in every situation and everything we do.
- We constantly strive to redefine the standard of excellence in everything we do.
- Our students' success is our own success.
- Together, we have the power to solve seemingly unsolvable problems.

### Our mission

To become Morocco's most enterprising institute. Focussing on quality education, leadership and innovation, and to play a significant, seminal role in Morocco's and in Africa's education.

### Our vision

To provide a legacy of learning for the future of Moroccan students and for those of all nations: a legacy of learning and to be nurtured by this learning.

# BA (hons) Business Management Programme

## COURSE OVERVIEW

This course develops from a compulsory seven modules, to only two compulsory modules in the final year of study. This will enable you to direct your interests into a specialised pathway or specific set of option modules, whilst ensuring that you receive a sound understanding and appreciation of the central tenants required of all business and management students. The programmes also allows for considerable flexibility to ensure that you are academically guided in your ultimate choice.

### Compulsory modules

- ▶ Business Economics
- ▶ Introduction to Marketing
- ▶ Law and the World of Business
- ▶ Finance for Managers
- ▶ Managing People at Work
- ▶ Business Information System
- ▶ Personal Development Planning
- ▶ Finance for Entrepreneur
- ▶ Business Operations and Improvement
- ▶ Ethical and Sustainable Business Practices
- ▶ Business in Action
- ▶ Work Experience with PDP
- ▶ Research Methods for Business
- ▶ Strategic Management
- ▶ Change Leadership
- ▶ Launching an Enterprise / Dissertation

### Pathway modules

#### International Trade

- ▶ Creativity and Innovation Management
- ▶ International Trade Law
- ▶ International & Global Marketing
- ▶ International Business and Cultural Diversity

#### Marketing Management

- ▶ Marketing Communications for Managers
- ▶ Brand Management
- ▶ Contemporary Business Communications
- ▶ International and Global Marketing

#### Finance Management

- ▶ Money & Investment
- ▶ Investment Management
- ▶ Capital Markets & Derivatives
- ▶ Behavioural Finance

#### Human Resources Management

- ▶ People Management and Engagement
- ▶ Contemporary Employee Relations
- ▶ International People Management
- ▶ Talent Resourcing & Development



## HOW TO APPLY

Make an appointment with SIST Admissions Office who will explain the step-by-step process and support you during your application. You can also apply directly using The Student Application form available on our website at: [www.sist.ac.ma/admission](http://www.sist.ac.ma/admission) and submit it via email to the Admissions Officer of your desired campus. A confirmation email will be sent to you upon receipt of your application. A decision on your application should be received by email within 21 working days.

In order for us to assess your application, it is very important to provide us with as much information about your academic qualifications as possible. Therefore, you will be required to submit the following documents with your application:

- Completed Student Application Forms**
- Original Baccaulaureate**
- 2 Certified copies of Baccaulaureate**
- Translation of Baccaulaureate into English**
- Baccaulaureate Transcripts**
- Baccaulaureate Transcripts translated into English**
- English Language IELTS 6 with no element below 5.5 or Oxford English Test: PASS**
- Motivation Letter in English**
- Academic Reference Letter on a letterhead paper.**
- Copy of CIN/Passport**
- 6 Photos**

## ADMISSIONS OFFICE



**Asmaa Kaanane**

+212 661 682 106  
[admissions.casablanca@sist.ac.ma](mailto:admissions.casablanca@sist.ac.ma)  
Admissions Casablanca



**Sara Maarouf**

+212 661 678 321  
[admissions@sist.ac.ma](mailto:admissions@sist.ac.ma)  
Admissions Casablanca



**Alae El Bakhali Taheri**

+212 688 100 200  
[alae.taheri@sist.ac.ma](mailto:alae.taheri@sist.ac.ma)  
Admissions Tangier



**Khaddouj El Malki**

+212 688 100 700  
[admissions.rabat@sist.ac.ma](mailto:admissions.rabat@sist.ac.ma)  
Admissions Rabat



An aerial photograph of London, England, taken during the golden hour of sunset. The River Thames flows through the center of the city, with the iconic Tower Bridge in the foreground. The city skyline is visible in the background, featuring numerous skyscrapers and buildings. The sky is a mix of orange, yellow, and light blue, creating a warm and atmospheric scene.

# TEACHING and ASSESSMENT

SIST courses use a wide range of methods for teaching and assessment, including examinations, presentations, reports, essays, and group work.

Classes are Monday-Friday with around 15-20 contact hours with staff, allowing flexible time to have self-directed learning around your timetable.

Our Undergraduate modes of study are assessed primarily by a combination of varying types of coursework, case studies, presentations, group work, and examinations.

At the Masters level, subjects tend to have modular blocks that include lectures, workshops, and group-based problem solving tasks. Each block is assessed when completed. All assessments are done via coursework and includes essays, presentations, case studies, portfolio development and business plan creation.



## SEMESTER START and DEADLINES

SIST runs on a British system with registration open for the Fall Semester in April and the Spring Semester in December.

Summer semester is also available for students who join in January to continue their second semester.

Bachelor Programmes run by semester. There are two entry dates every year: October or January.

Master programmes run by cohort. There are two entry dates every year: October or March.

### Mode of Studies

- ▶ **Bachelor**  
Full time
- ▶ **Masters**  
Part-time  
(2/3 classes a week  
either on weekday  
evenings or weekend)





Student  
*life*







For more about SIST  
Student *life*



## Campuses

### **Casablanca**

87, BD. Nador, Polo, Casablanca, Maroc  
+212 522 211 680

### **Rabat**

11 avenue Allal Ben Abdellah, Rabat  
+212 537 705 124

### **Tangier**

21 Rue Nador, quartier Boubana, Tanger  
+212 539 370 505



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