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HEC Montréal, IÉSEG School of Management and Rabat Business School innovate and launch together the International Triple Bachelor in Business

For several years now, the international opening of business schools and their programs have become essential selection criteria for future students. Thus, they no longer only seek after an academic exchange abroad, but also top-quality academic partners and the opportunity to complete a double or a triple degree.

In order to offer an ever richer multicultural learning experience in an international environment, **HEC Montréal, IÉSEG School of Management and Rabat Business School**, three prestigious institutions whose excellence is recognized in the best international rankings, **have decided to launch together an International Triple Bachelor in Business**, which will grant students a triple degree at the end of their studies. It will officially open in September 2024.

This highly demanding program, which is unique in its design in the Higher Education landscape, will allow students to experience their first year of study in Rabat (Morocco), before going to study one year on IÉSEG's campus in Paris– La Défense, and then complete the remaining 2 years at HEC Montréal. **At the end of their program, students will graduate from the three institutions*.**

“Today, we are taking a crucial step in our international development, with an extremely demanding program. This strong strategic partnership required two years of work to align our three schools' programs and offer a coherent and truly innovative bachelor's degree. At the end of this International Triple Bachelor in Business, our students will have acquired the intercultural agility skills sought after by companies,” explains Olivier APTEL, Dean of Rabat Business School.

This unique 240 ECTS program aims to train students in the international business environment. Whether in Marketing, Finance, Accounting, Human Resources, Strategy, Entrepreneurship or even Operations Management, students will follow a general curriculum during the first three years, before specializing in the fourth and final year. A mandatory internship period will also be required.

“The International Triple Bachelor in Business is the result of an unprecedented collaboration between our three institutions. We have imagined, built and launched a program on three continents – Africa, Europe and North America – whose journey will culminate in obtaining a globally recognized triple degree. This approach to excellence aims to cultivate the leadership of the next generation of managers in the business world, by promoting their transversal and strategic thinking, while anchoring them in their local environment and connecting them on an international scale. This initiative once again demonstrates our commitment to training leaders who are open to the world and who master both technical and interpersonal skills,” explains Federico PASIN, Director of HEC Montréal.

For its first year, the International Triple Bachelor in Business aims to recruit around thirty students and will be open to students of all nationalities, bilingual in French and English.

“The International Triple Bachelor in Business is a unique opportunity offered to our future students. Studying in three culturally rich countries will allow everyone to open up, gain maturity and intercultural “soft skills” which are highly sought after nowadays in companies all over the world. In addition, each student will benefit from personalized support and all the necessary help with administrative procedures to offer them the highest quality student experience,” concludes Caroline ROUSSEL, Dean of IÉSEG.

* Students will hold the “Bachelor of International Program in Management” from Rabat Business School, the “Bachelor in International Business” from IÉSEG and the “Bachelor of Business Administration” from HEC Montréal.

> About HEC Montréal

HEC Montréal is an internationally renowned French-language business school, which is global in its outlook, yet firmly rooted in the Quebec community. Since 1907, it has been providing training in all areas of management to leaders who contribute responsibly to the success of organizations and the sustainable transition of society. The School offers over 100 programs of study at the undergraduate, graduate, and postgraduate levels, and its research activities are largely supported by its 36 chairs, including 8 from Canada.

Its community includes more than 13,000 students from 145 countries, over 300 faculty members whose cutting-edge knowledge powers many businesses, and over 110,000 graduates who have a positive impact around the world. Since HEC Montréal also focuses on continuing education, it welcomes over 9,000 managers and executives every year and provides support and guidance to numerous start-ups.

<https://www.hec.ca/en/>

> About IÉSEG School of Management:

Founded in 1964 in Lille (France), IÉSEG School of Management is a member of the ‘Université Catholique de Lille’ and the ‘Conférence des Grandes Écoles’. IÉSEG features among the top international management schools and has been awarded the triple crown of international accreditations: AACSB, AMBA, and EQUIS.

With a mission to empower changemakers for a better society, the School offers its 8,000 students, across its two campuses in Lille and Paris-La Défense, a wide variety of programs: Bachelor, Grande École Program, Specialized Masters, MBAs and Executive degree programs, as well as customized executive education program for companies.

IÉSEG draws on the expertise of a high-level international faculty. The 200 permanent professors representing 54 different nationalities all hold a doctorate or a PhD. IÉSEG also has a network of 331 partner universities in 74 countries. Finally, its research center (IÉSEG Research) is an essential component of a CNRS (the French National Centre for Scientific Research) joint research unit, the LEM (Lille Économie Management – UMR CNRS 9221), which brings together over 150 researchers.

www.iese.fr

> About Rabat Business School

AACSB-accredited and ranked among the top 100 global Business Schools by the Financial Times and QS World University Ranking at the 54th position, Rabat Business School (RBS) distinguishes itself with over 2,500 students, including 15% international students.

Deeply embedded in the international academic landscape, RBS stands as a key player, providing quality education. With an extensive network of more than 170 international partners, the school has developed a comprehensive portfolio of programs, including a Bachelor's degree, 8 Master's programs, an Executive MBA, a doctoral program, and 24 Continuing Education programs. RBS also boasts 65% international faculty representing 22 nationalities.

rbs.uir.ac.ma