



MUST
UNIVERSITY
MAGHREB UNIVERSITY OF SCIENCE AND TECHNOLOGY



Bachelor's in Management Science

Three specialization tracks in

Finance | Marketing | Management

AI-Powered | Digital-Driven | Future-Focused



*MUST University is accredited by the Ministry of Higher Education
& Scientific Research according to authorization N° 04-2022*



Admission
Test

Credits
180

Duration
6 semesters

Prerequisite
National BAC or International Equivalent

Dual Diploma
Pathways

International
Exchange Programs

Scholarship
Opportunities

Program Overview

The **Bachelor's in management science** is a **three-year program designed to develop the next generation of business leaders, innovators, and entrepreneurs**. It prepares students to **understand, manage, and transform organizations** in today's fast-evolving digital economy.

During the first 2 years, students build a strong foundation in **management, economics, data analysis, and professional communication**, before choosing a specialization that aligns with their career ambitions: **Marketing, Finance, or Management**.

Through a carefully balanced combination of theory and hands-on practice, the program develops adaptable, forward-thinking graduates ready to excel in both local and international careers.

Finance

This track prepares students for careers in **financial markets** and **corporate finance**.

It covers corporate finance, portfolio management, econometrics, and financial engineering, enhanced by FinTech applications, financial analytics, and AI-powered modeling tools.

Marketing

Designed for students passionate about **brands**, consumer behavior, and **digital** innovation, this track develops expertise in marketing **strategy**, **brand management**, market research, and **digital marketing**.

Students learn to leverage **AI-powered analytics** and e-commerce tools to design impactful, **data-driven** marketing strategies.

Management

Ideal for students interested in versatile leadership and **entrepreneurship** roles, this track focuses on **strategic management**, **project management**, **organizational development**, and innovation.

It integrates digital transformation and **AI-supported decision-making** tools to prepare future leaders.



Career Outlook

Graduates in Management Science are highly sought after across a wide range of sectors, including **banking and finance, consulting, industry, logistics, technology, and startups**.

The program develops strong analytical, managerial, and digital competencies that open the door to diverse career paths: Graduates in Management Science are increasingly sought after across diverse sectors, including:

- Banking & Finance;
- Consulting & Professional Services;
- Industry & Logistics;
- Technology & Digital Companies;
- Entrepreneurship & Startups, etc.

The program develops strong analytical, managerial, and digital skills essential for modern business careers, including:

Finance



- Financial Analyst
- Financial Executive
- Financial Consultant
- Finance Risk Manager
- Procurement Executive
- Investment Manager

Marketing

- Marketing Manager
- Digital & E-commerce Manager
- Product Marketing Manager
- Marketing & Consumer Insights Analyst
- Brand & Communications Manager
- Business Development & Sales Manager



Management



- Project Coordinator
- Business Analyst
- Quality / HSE Manager
- Management Consultant
- Human Resource Executive
- Business Coach

Program Structure

The Bachelor follows a progressive learning path:

Year 1-2 Business Foundations

Principles of management
Economics & Business Law
Calculus & statistics for Business
Fundamentals of Accounting & Finance
Principles of Marketing
Digital Skills & Data Literacy
Communication & Professional Skills

Year 3 Specialization + Professional Immersion

Students select one of the following tracks and complete internships and a final project.

Finance

Designed for students interested in a career in banking, investment, and corporate finance.

Focus areas

- Financial Management
- Financial Modeling & Engineering
- International Finance
- Portfolio management
- FinTech & Financial innovation

Marketing

Oriented toward market understanding, branding, and digital customer engagement.

Focus areas

- Marketing strategy
- Digital marketing
- Consumer behavior
- Market research & analytics
- Brand management
- International marketing

Management

Focused on leadership, organizational performance, and project coordination.

Focus areas

- Strategic management
- Operations & Project Management
- International Management
- Management of Innovation & Digital Transformation
- Quality & Sustainability





International Certifications

- Unlimited Access to 7,000+ Courses & 800+ Certifications
- Hands-on courses & certifications aligned with global market needs
- Flexible, self-paced learning complementing formal curriculum
- Guidance & mentoring from international faculty & experts at MUST

A Structured Certification Pathway

Throughout the Bachelor program, students progressively acquire internationally recognized certifications based on their chosen specialization and career plan.

Finance	Marketing	Management
<p>Governance, Risk & Compliance Sem 3</p>	<p>Google Digital Marketing & E-commerce Sem 3</p>	<p>Google Project Management Sem 3</p>
<p>Financial Markets Sem 5</p>	<p>Microsoft Project Management Sem 3</p>	<p>Microsoft Project Management Sem 5</p>
<p>FinTech: Foundations & Applications Sem 5</p>	<p>Microsoft Project Management Sem 4</p>	<p>Business Management Essentials Specialization Sem 6</p>
<p>CFA Investment Foundations® Sem 5</p>	<p>Meta Marketing Analytics Sem 5 & 6</p>	
<p>Financial Management Specialization Sem 6</p>		

International Opportunities

MUST students benefit from unique international pathways that combine advanced academic programs, global exposure, and strategic partnerships—preparing them for leadership in the digital era:

- Participation in Erasmus+ mobility programs.
- Access to international dual-degree pathways.
- 3+1 or 3+2 transfer programs with international partner universities.
- Semester Abroad Programs (SAP) with international partners.
- Merit-based scholarship opportunities for top-performing students at partner institutions.

Partner universities in the USA & EUROPE



Why Study Management Science at MUST?

- **Fully in English** : Following a North American education model
- **AI-Powered Curriculum** : Learn with cutting-edge AI and digital tools
- **Digital Campus** : Access courses anytime, anywhere
- **Active Learning** : Project-based, experiential, and hands-on approach
- **International Certifications** : Boost your global credentials
- **Dual Diplomas & Global Opportunities** : Open doors to worldwide careers
- **Industry-Connected** : Strong partnerships with leading companies
- **Expert Faculty** : Professors with PhDs from top universities

