

THE EMIRATES ACADEMY  
OF HOSPITALITY MANAGEMENT



# Master of Business Administration (MBA)

Made in Dubai. Leading the world.





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# Welcome to the new capital of hospitality

## Dubai leading the world

Welcome to the first higher education institution in the Middle East offering internationally recognised degree-level courses in hospitality leadership.

We're highly experienced, fully qualified and surrounded by incredible infrastructure, the latest facilities and strong partnerships, but you'd expect that. What really makes your time here different are the opportunities the city brings to your career.

Dubai is now a key global player in the hospitality industry, with over 100,000 hotel rooms and brands like Jumeirah, Four Seasons, Marriott, InterContinental and Sofitel prominent in the city. It's easy to see why the world's most ambitious MBA students are choosing to progress their careers in Dubai.

## Right place, right time

As one of the world's fastest-growing hospitality and tourism destinations<sup>1</sup>, it's no surprise you'll find a city packed with unique career prospects and opportunities, where executive, corporate and managerial jobs are waiting to be filled by you.

In fact, one of the best things about studying here is that you can easily work in the city and across the UAE after completing your course, or even while you're studying.

**Welcome to the new world of hospitality.**

1. The National, 2018, Dubai plans to be world's most popular tourist destination by 2025



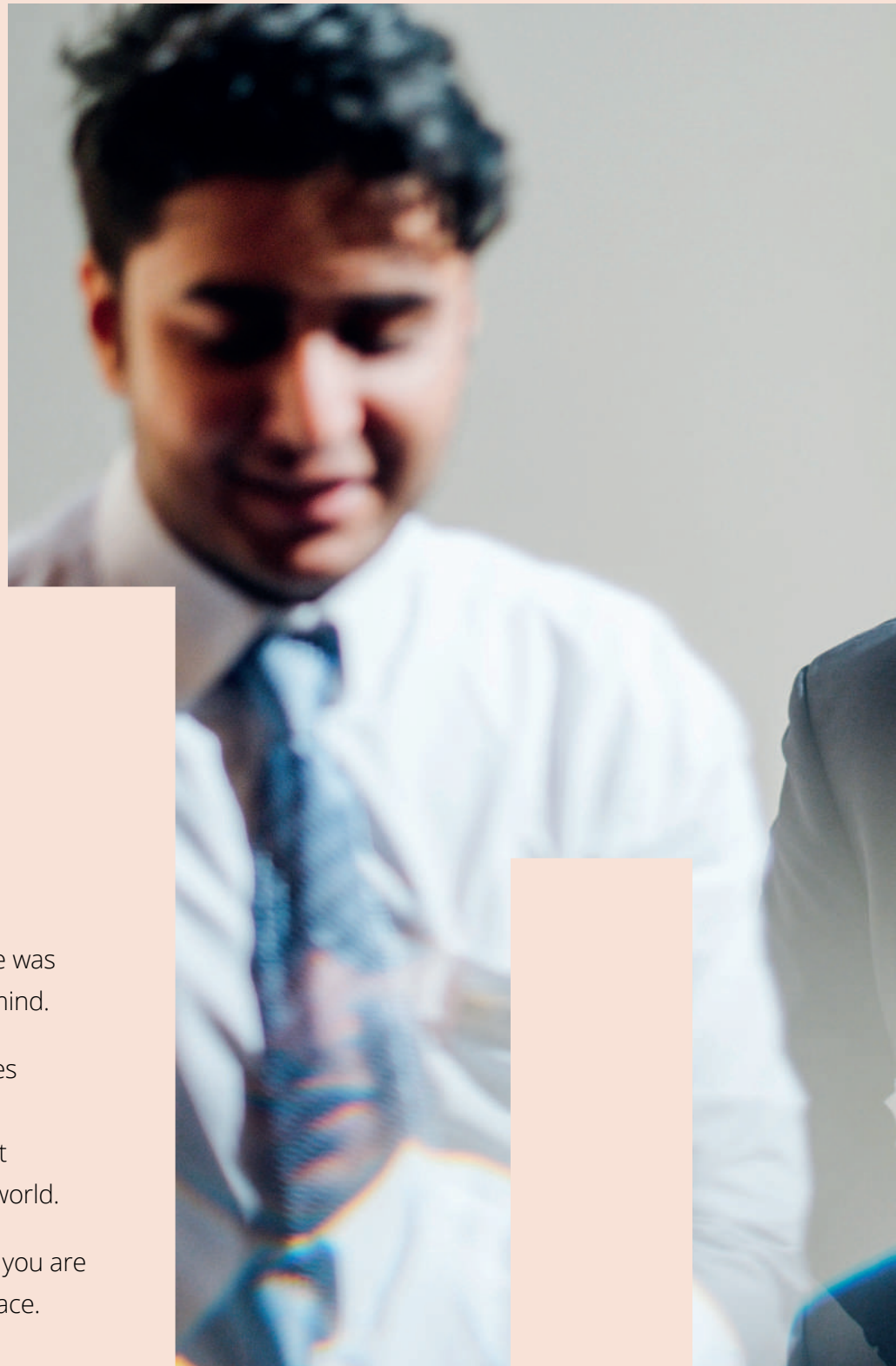
# Take your next step with us

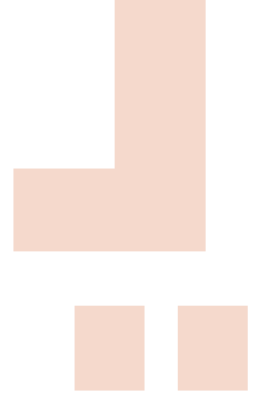
## **Flexible study options at the only university of its kind**

Our Master of Business Administration (MBA) in International Hospitality Management programme was created with working hospitality professionals in mind.

Our graduates have worked for over 100 companies across more than 40 countries. They know The Emirates Academy of Hospitality Management (EAHM) has the ability to open doors around the world.

So, if hospitality management is your passion and you are looking to take the next step, you're in the right place.





### **Learn while you earn**

Depending on your work commitments, you can study for your master's in the evening while you work full-time or part-time during the day.

### **Full flexibility**

Adjust how and when you take the programme to suit your schedule. Over one trimester (three months) there will be up to three courses available to choose from, with each running once a week. Because of these flexible options you can take just over a year, or up to four years, to complete your MBA – whatever works best for you.

### **Maximise your networks**

Who you study and network with on your MBA is just as important as what you learn. Study alongside and gain exposure to a range of industry professionals from different backgrounds and nationalities.

### **On-campus accommodation**

Campus accommodation is available if you're new to the city or are actively looking for work.

# Equipped for the future

## Master of Business Administration (MBA) in International Hospitality Management

**Duration:** One year full-time to complete your courses, plus time for thesis completion, or up to four years part-time

**Final project:** Postgraduate thesis

### At a glance

Trimester 1 (12 weeks)			
Subject 1	Subject 2	Subject 3	
Applied Statistics for Business Research	Service Operations Management	Business Research Methods	

Trimester 2 (12 weeks)			
Subject 4	Subject 5	Subject 6	Subject 6
Digital Marketing	Hospitality Corporate Finance	Elective	Postgraduate Thesis Preparation

Trimester 3 (12 weeks)			
Subject 7	Subject 8	Subject 9	Subject 9
Managing Human Capital	Elective	Developing and Monitoring Corporate Strategy	Postgraduate Thesis

### Indicative electives

- Effective Leadership in Action
- Events Planning & Risk Management
- Law and Ethics in the business World
- Innovation Leadership
- Special Interest Tourism
- Sustainability
- Consumer Behaviour
- Industry 4.0
- Sustainability Value Creation
- Special project
- Asset management



## Overview

Our postgraduates lead by example, are highly adaptable and are not afraid to roll up their sleeves to get the job done. Does this sound like you?

You might already have a degree in hospitality, or want to take your career in that direction. You might have years of real-life experience under your belt, or have just graduated from university. Whatever your journey, if you have a passion for the hospitality industry, this is the course for you.

The MBA is a rigorous programme for working professionals. It has been benchmarked against 15 other internationally well-known master's-level courses, with over 60 senior executives from the hospitality industry contributing to the structure and content.

Over one year of course work, plus time to complete your thesis remotely, you'll become equipped with all the skills you need to take your next big step in the world of hospitality.

- Study at the only hospitality management university in the UAE
- Fast-track your career by finishing your courses and thesis in 12 to 18 months
- Choose the modules that really interest you from a wide selection of electives
- Experience a unique blend of business-focussed academic modules and real-world knowledge

## In numbers



**1-year**

Plus thesis completion



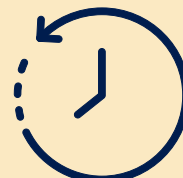
**4-year**

Flexible course options available



**60 industry experts**

Involved in shaping the course



**45 contact hours**

Taught every month

## Personalised learning

Unlike large universities, we specialise in smaller class sizes with an average student-to-faculty ratio of 15:1, which allows for more one-to-one attention from your lecturer.<sup>1</sup> You'll also be assigned a personal tutor, who will meet with you on a regular basis to discuss your academic and personal progress and career development.

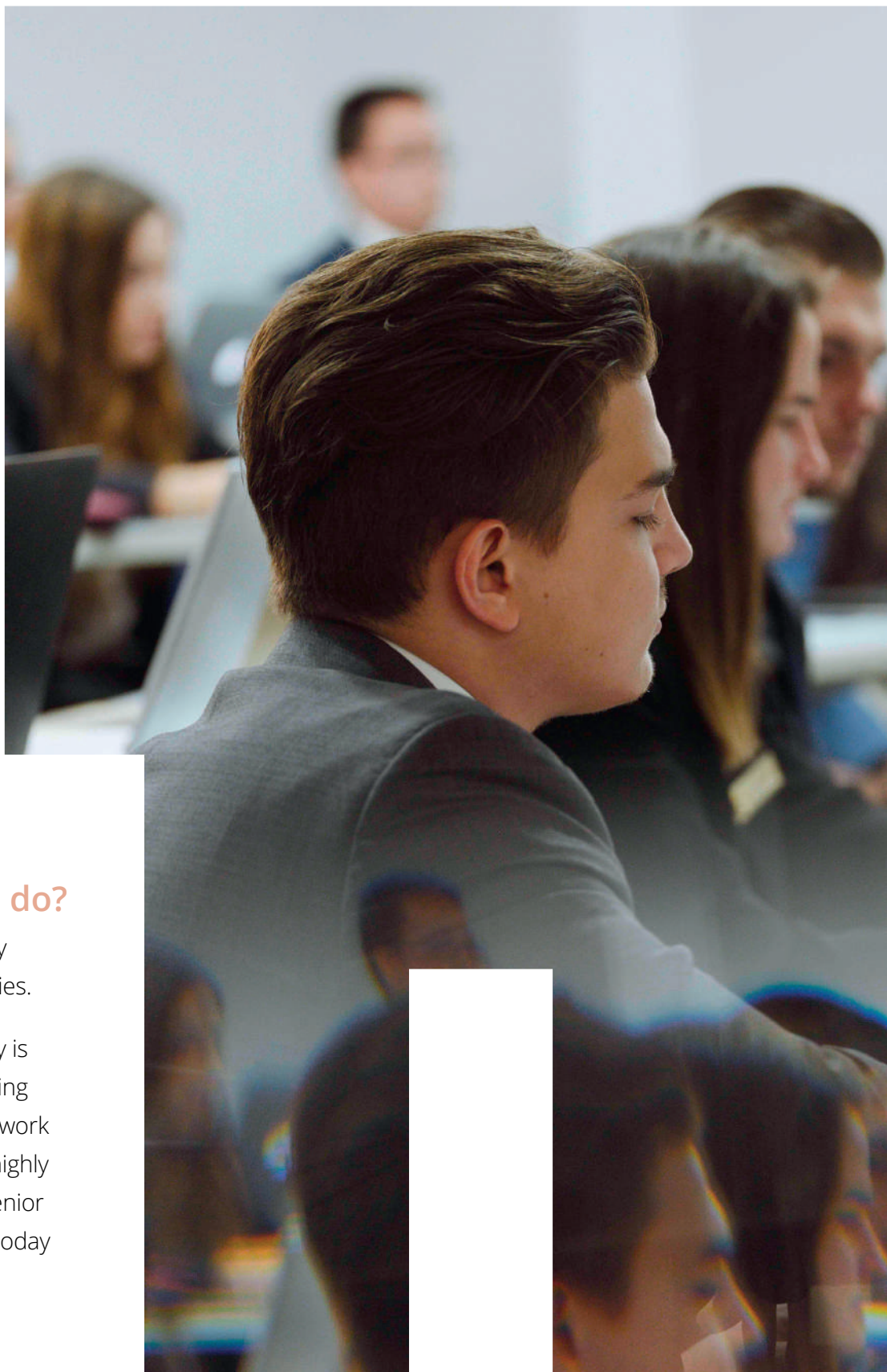
Every member of our faculty has industry experience and 40% have doctoral degrees, meaning an expert is always on hand to help you out.

## Once you have successfully completed your MBA, you'll be able to:

- See the social, cultural and financial aspects of contemporary international hospitality management.
- Put your own professional stamp on the corporate leadership processes within hospitality businesses.
- Approach managerial issues in a creative, strategic and entrepreneurial way.
- Plan, design and execute business research using a range of analytical techniques and presentation skills.

1. This ratio is based on the 2017 average





## A master's degree for life

### What do our postgraduates do?

There are over 1,000 EAHM alumni currently working around the world in over 40 countries.

A master's degree with a focus on hospitality is the ultimate competitive advantage. By gaining competencies as varied as leadership, teamwork and strategic thinking, you'll be developing highly employable skills useful across a range of senior positions, allowing you to lead the industry today and shape the future of tomorrow.



*“To me, the academy means family. While I was studying, it was a place where I always felt welcomed, supported and cared for. Now, as an alumnus, it remains a place that I can turn to for guidance, help and encouragement as I progress through my life and career.”*

**Conrad Sokolinicki**

**Master’s programme, Class of 2015**

Head of Quality and Brand Experience

## **Take a look at some of the impressive and diverse positions held by our alumni:**

### **Hotels and resorts**

- Director of Digital and Distribution – Mövenpick Hotels & Resorts

### **Consultancy**

- Investment Advisor – Oslo Investment Group
- Manager, MENA, Strategic Consulting (Real Estate Finance and Investments) – JLL

### **Real estate and property development**

- Director, Lodging Development – Marriott Middle East and Africa
- Project Development Manager – Warner Bros. World Abu Dhabi

### **Finance and analytics**

- Senior Pricing Analyst – Hitachi Rail Europe
- Brand Analytics Manager – Expedia Group

# Experience an academy like no other

## #1

QS World University Ranking by subject- Middle East Region



National & International Accreditations



Multicultural student body

## Top10

In the world by Educations.com



200+ Industry partnerships



Boutique-sized

## Who we are

Dubai is the city built on ambition. In many ways, The Emirates Academy of Hospitality Management represents everything that's special about the city.

It's the optimism in the air. The sheer sense of possibility. The self-confident cosmopolitanism. This is the academy that's made in Dubai and leading the world.

Because the world of hospitality is changing, the rules are being rewritten and Dubai is at the forefront of the new world, leading the industry with its distinctive vision.

## Our vision

To be a world leader in facilitating university-level learning, scholarship and applied research in the fields of tourism and hospitality management.

## Our mission

To deliver world-class, innovative, industry-relevant education and research in a contemporary, multi-cultural environment to equip the next generation of hospitality business leaders with competencies to succeed in a dynamic world.





## Your opportunity

This is your chance to grow, learn and thrive in the first and only university in the Middle East to specialise in hospitality, and to embark on the next step of your rewarding, lifelong career.

EAHM specialises in providing business management degrees with a hospitality focus.

And with study programmes recognised across the globe, strong partnerships with the industry and proximity to some of the best hotels in the world, it's truly the best place in the world to advance your career.

## World-class teaching

A number of EAHM faculty members are recognised internationally by organisations such as the World Tourism Organisation and the United Nations as experts in their field.

### **EAHM is formally accredited by the:**

- Ministry of Education (MOE) in the United Arab Emirates
- Institute of Hospitality (IOH) in the United Kingdom (Bologna-compliant)
- International Centre of Excellence in Tourism and Hospitality Education (THE-ICE) in Australia.



# Expand your horizons

## A partnership to build your career

### Jumeirah Group

We're an integral part of international hospitality group Jumeirah Hotels and Resorts, giving you the chance to explore the inner workings of its world-class properties and network with the best in the business.

Jumeirah has been regarded as the most luxurious and innovative group in the world for over two decades, something backed up by its numerous international travel and tourism awards.





# A master's made for you

## Get your MBA your way

Our MBA is made specifically for working professionals. The flexibility of our MBA course allows you to work full-time while you study if you wish, with the convenience of evening classes so you can earn while you learn.

Choose our full-time option and complete your courses in one year plus time for the thesis, or in four years if you opt for our part-time degree route. This is the hospitality master's that truly works with you.

## Life as an EAHM postgraduate

University is a great chance for you to continue learning, travel to new places, meet people from across the globe and develop lasting friendships.

All of your classroom hours will be scheduled 3 days a week from 18:00 to 22:00, leaving the rest of your time to be divided between completing your university work, assignments and job opportunities. Weekends may involve attending different social events, enjoying the outdoors or just relaxing.

We're really keen to find students who are well-rounded. It's great if you're focussed on your studies, of course, but we're also keen for you to enjoy the opportunities Dubai has to offer.



# Welcome to our world

## The EAHM campus

Are you actively looking for work or new to Dubai and searching for a place to call home? Located in the heart of Dubai, our resort-style campus is designed to feel like a home away from home.

Perched just across the road from the iconic Burj Al Arab, mere minutes from the beautiful Sunset Beach and a stroll to Madinat Jumeirah, you'll feel part of the city from day one.

## Where you'll stay

If you need to sort out somewhere to live while you are studying, you can stay in our student accommodation, which is divided into male and female blocks. Your 21m<sup>2</sup> single studio comes with everything you need to settle in fast and get started with your studies at EAHM:

- Kitchen with stove, fridge, pots, utensils and crockery
- Television (with 50+ free channels)
- Furnishings
- Storage
- Bathroom
- Telephone (local calls are free!)
- Wi-Fi
- Iron and ironing board
- Washing machines (available on each floor)



## What to expect

Where to eat, work out and relax on campus.

### **The Welcome Centre**

Head here to take care of everything related to your stay, from collecting keys to booking housekeeping and maintenance.

### **Student Lounge - Barza**

Welcome to your recreation room and student lounge. Hang out with friends, watch TV and DVDs, play video games and relax.

### **Security**

Enjoy complete peace of mind with our on-campus security team, available to help 24 hours a day, seven days a week.

### **Maintenance**

Something gone wrong? The team is here to fix anything that needs repairing in your room.

### **Housekeeping**

Need to free up some time? Book the housekeeping team and keep things clean.

### **Gym**

Get fitter, faster with our 24/7 gym, which is fully equipped with cardio machines and weights.

### **Pool**

One of the best spots on campus to hang out before or after classes is the EAHM pool.

### **Mini-market**

Pick up all the groceries you need day-to-day.

### **Tennis and basketball courts**

Whether you're in a team or going it alone, the courts are yours to use freely.

### **Dry cleaning**

Look ready for business with our 48-hour dry cleaning service.

### **EAHM restaurants**

Hit The Café for a selection of tea, coffee, light breakfast and buffet-style lunch options or head to The Pool Café for a wider array of sandwiches, hamburgers, pizzas, salads and more.

# New to Dubai?

## Experience a world within a city

### Your life in Dubai

Life at EAHM isn't all work. If you're not familiar with Dubai already, the city has many wonderful ways to make the most of your time away from studying, get to know your fellow students and enjoy some well-deserved downtime. This is the city that's known worldwide for its brilliant lifestyle, after all.

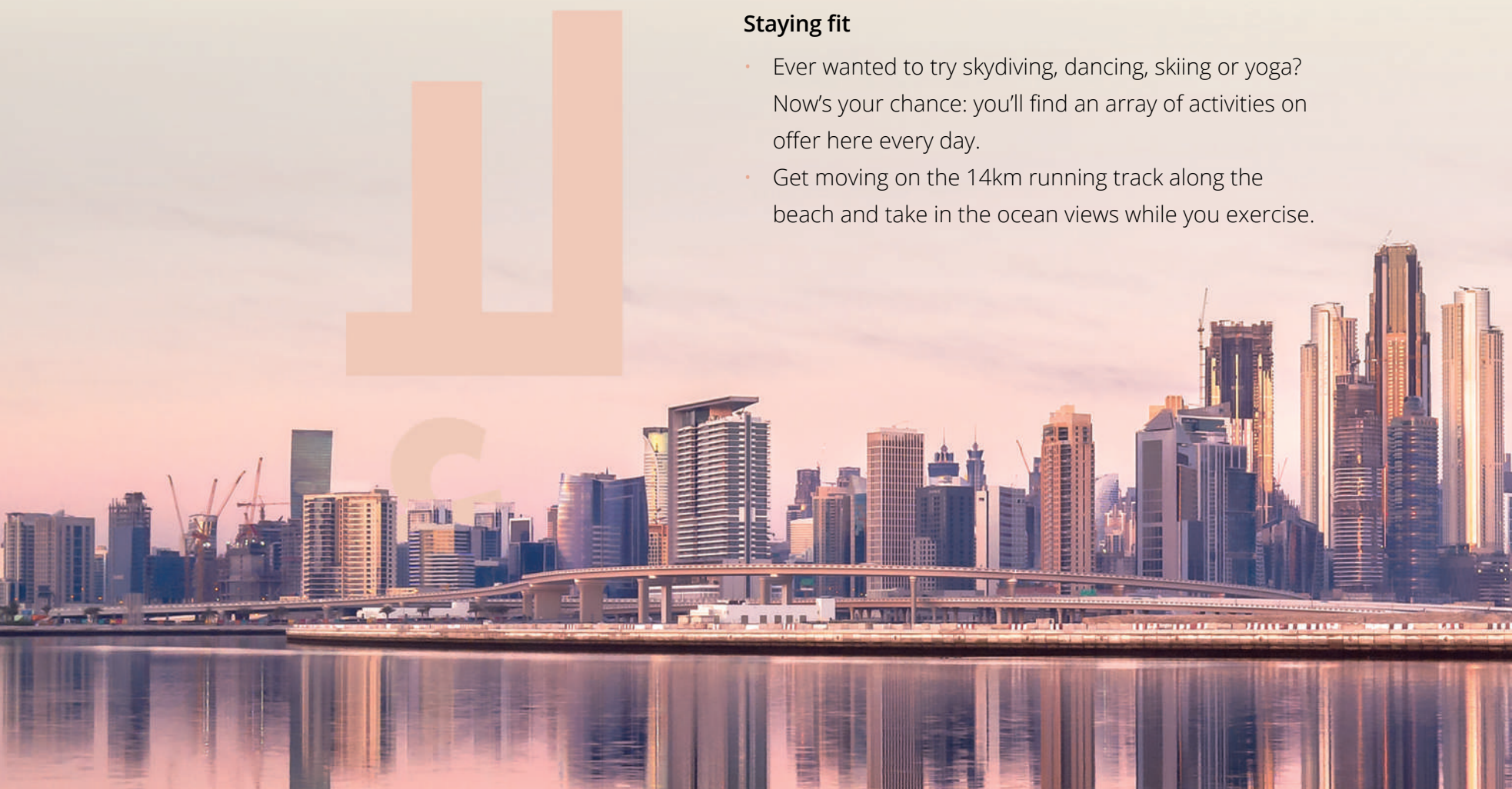
### Take a look at our top recommendations:


#### Relax and unwind

- Head to one of Dubai's many great beaches – just don't forget your sunscreen!
- Sit back and enjoy a film or show at one of the cinemas or theatres.
- Take a trip to Downtown Dubai for a coffee and a stroll along the canal.

#### Staying fit

- Ever wanted to try skydiving, dancing, skiing or yoga? Now's your chance: you'll find an array of activities on offer here every day.
- Get moving on the 14km running track along the beach and take in the ocean views while you exercise.





## Shopping

- Make the most of your student discount at one of Dubai's three biggest shopping malls, which boast cinemas, theatres, food, clothes and more shoes than you can count.

## Food and drink

- Come the weekend, Dubai is all about brunch – the heart of the social scene. Plenty of places offer all-you-can-eat feasts to set you up perfectly for the rest of the weekend.
- Head to Souk Madinat Jumeirah, a stunning re-creation of an ancient market, for boutique brands, gifts, fashion, entertainment – and, at the last count, 25 restaurants.

## Getting around

Transport in the city is efficient, with plenty of options to help you get around.

- The Dubai Metro network has two lines, a tram and 47 stations that can connect you with important landmarks across the city.
- Hop on a bus to move around the city fast, or grab your own taxi for even more flexibility.
- If you're heading further afield, Dubai has two international airports, both easily accessible at either end of the city.



# Ready to apply?

## Three steps to success

We've made the application process as simple and straightforward as we can – and you can do it all online in around 25 minutes.



### 1. Fill out the online application at [emiratesacademy.edu](https://emiratesacademy.edu)

We'll need a certain amount of personal information, some of it mandatory. The more details you're able to give us, the easier we can make the enrolment process.

### 2. Add the required documents

You'll need to upload:

- Copies of your **university transcripts and bachelor's degree** (with official English translation if necessary)
- A **colour copy of your passport**, which we use to apply for your visa
- A **passport-sized photo with a white background**
- A **medical information form** so we're aware of any medical conditions
- Your **English proficiency test**, showing either official TOEFL/IELTS test results or registration confirmation

### 3. Pay the application fee

This covers all the administrative costs of creating your file and reviewing your application.

# Best of luck with your application.



# Learn in Dubai. Lead the world.

Take the next step to building a rewarding  
career at [emiratesacademy.edu](http://emiratesacademy.edu)

## The Emirates Academy of Hospitality Management

Building 69, Al Saqool Street  
Umm Sugeim 3  
Dubai  
United Arab Emirates

**E** [info@eahm.ae](mailto:info@eahm.ae)

**T** +971 4 315 5555



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