



# Bachelor of Business Administration (BBA)

Made in Dubai. Leading the world.



# Contents

## The opportunity

- 4    **Your story starts here**  
Study at the only university of its kind
- 7    **Welcome to the new capital of hospitality**  
Dubai leading the world

## The university

- 10    **Experience an academy like no other**  
Who we are
- 13    **Expand your horizons**  
A partnership to kick-start your career

## The degree programme

- 14    **Fast-track your career in hospitality**  
Bachelor of Business Administration (BBA) in  
International Hospitality Management with Honours
- 18    **A degree for life**  
What do our graduates do?

## The lifestyle

- 20    **Welcome to our world**  
The EAHM campus
- 22    **A shared community**  
Life as an EAHM student
- 24    **Experience a world within a city**  
Your life in Dubai

## The application

- 26    **Ready to apply?**  
Three steps to success





# Your story starts here

## Study at the only university of its kind

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 is the city, the location and the exciting diversity.

After all, you'll live with, learn from and work alongside students from over 50 countries, getting to know them through events and activities throughout the year, including national celebrations from every corner of the globe.

## Cosmopolitan, cultured, creative

It's something reflected within Dubai too: almost 90% of the population here is from outside the United Arab Emirates (UAE), attracted by the opportunities, creativity and development in the city, making it a cultural fusion unlike anywhere else on earth.<sup>1</sup> What's more, it all takes place in one of the safest cities in the world.<sup>2</sup>

And it doesn't stop when you leave. 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, start your career in Dubai and discover a whole world of hospitality.**

1. The Telegraph, 2017, 10 surprising things you probably didn't know about Dubai 2. Khaleej Times, 2018, Dubai among world's safest cities

## A royal welcome

His Highness Sheikh Mohammed bin Rashid Al Maktoum is the Vice President, Prime Minister of the UAE and the 'emir', or ruler, of Dubai. As well as being responsible for Dubai's transformation into a lavish business destination, he is keen on horseracing and the native style of poetry, Nabati.

## A sunny outlook

In Dubai, the sun shines for 360 days a year, with only five days of rain on average. Pool, anyone?







## Know your history

The first written record of Dubai as a city comes from way back in 1095, appearing in *Book of Geography* by Abu Abdullah al-Bakri.

# Welcome to the epitome of hospitality

## Dubai leading the world

**It's easy to see why the world's most ambitious students are choosing to start their careers in this booming city born from the desert sands.**

Not many cities will boast an increase of 32% of tourists in 2020<sup>1</sup>, hosting the world's leading hospitality brands, building an array of awe-inspiring architecture and becoming the number one destination in 2022 by Trip Advisor Traveller's Choice Awards.<sup>2</sup>

Situated between Asia and Europe, Dubai is one of the best-connected cities in the world where Dubai International Airport (DXB) attained the top position of being the world's busiest airport for international travel<sup>3</sup>, with more than 89 national & international airlines flying in and out every day.<sup>4</sup> Dubai has also been named the third safest city in the world for solo female travellers<sup>5</sup> and first in terms of community safety.<sup>6</sup>

It's also a city taking the lead in so-called mega-events, which range from virtual reality concerts and sports games to the much-anticipated 'Expo 2020'. The Expo showcased Dubai's innovation with the theme, 'Connecting Minds, Creating the Future', with the number of total visitors reaching more than 121 million,<sup>7</sup> creating an increase in employment percentage within the country.

1.The National News, 2022. Dubai posts 32% increase in 2021 visitor numbers as tourism sector recovers 2. Forbes, 2022. Dubai Wins Number One Global Destination Title In Tripadvisor Travelers' Choice Awards 2022 3. The National, 2022. Dubai retains title as world's busiest international airport in December 4. Gulf News, 2021. Dubai International Airport touches 99% mark on flight interconnections 5. Khaleej Times, 2022. Dubai ranked third safest destination for solo travel 6. Expat Woman, 2021. UAE Just Ranked #1 Globally for Women's Safety in the Community 7. Dubai Media Office, 2022. Expo 2020 Dubai visits soar to 13.5 million



# The world awaits you

**More excitingly for us, 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.**

Best of all, the city's popular and vibrant hotspots are at the fingertips of EAHM students, easily accessible by bus, metro, tram or taxi. Dubai Marina, The Dubai Mall and the Old Town, as well as the newly expanded Dubai Creek, are all less than 15 minutes from the university – and there are two international airports within 20 minutes.

In fact, EAHM is located in one of the city's finest areas: across the road from Jumeirah's iconic Burj Al Arab Hotel, minutes from the beautiful Sunset Beach boardwalk and next to the Souk Madinat Jumeirah. It's an area bursting with enough malls, hotels, restaurants, shops and activities to last a lifetime!

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. Welcome to the new world of hospitality.

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

2. Khaleej Times, 2018, Dubai among world's safest cities

## Open to the world

In the Middle Ages, Dubai was well-known for the selling of pearls and being a centre of trade. Today, Dubai challenges and amazes the world with its futuristic architecture and ambitious visions of an ever-cosmopolitan city.

## Staying safe

Dubai is one of the safest cities in the world. The Dubai Police are known to be extremely proactive when it comes to any activity that could affect the safety of the country, such as cyber-crimes.<sup>2</sup>



# Experience an academy like no other



**First hospitality management university in the Middle East**



**3 International accrediting bodies**



**Multicultural student body**



**Located in Dubai**



**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 provide application-oriented university-level education to meet the industry's and the community's need for talented, skilled and professional hospitality managers.



## 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, to embark on a 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 launch 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. All our faculty members draw on their extensive industry experience within their teachings and most have PhD qualifications.

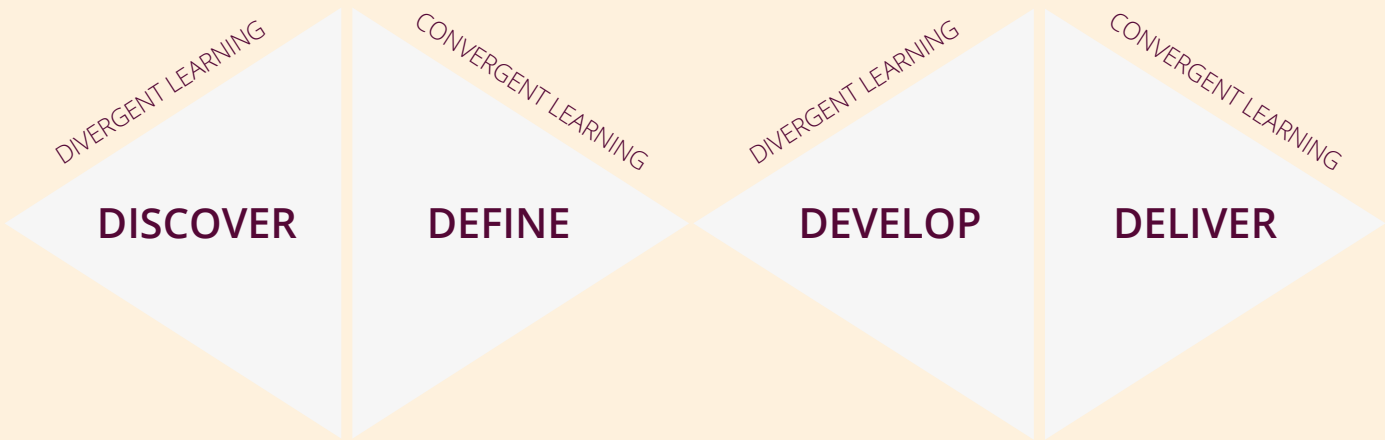
### EAHM is formally accredited by the:

- 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 Australasia



# The double-diamond approach

We're one of the few universities in our region to hold a triple accreditation, something reflected in our rigorous entry requirements and unique teaching method:



**Discover**

- Understand principles and operational fundamentals
- Exposure to diverse disciplines
- Inspired by industry experts

**Define**

- Establish areas of exploration
- Deeper learning
- Experience a personalised learning approach

**Develop**

- Participate through internships
- Access to industry expertise

**Deliver**

- Hone areas of expertise
- Refine leadership skills
- Sharpen analytic and strategic ability



# Expand your horizons

## A partnership to kick-start 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.

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.

As a part of Jumeirah Group, EAHM students gain first-hand experience working in a range of five-star hotels in the UAE and beyond. You can also see for yourself how a world-famous brand operates its human resources, food and beverage, marketing and more.



# Fast-track your career in hospitality

## Bachelor of Business Administration (BBA) in International Hospitality Management

**Duration:** Full-time on-campus, three years

**Final project:** Dissertation

EFL programme as possible entry point	Year 1			Year 2			Year 3		
	Trimester 1	Trimester 2	Trimester 3	Trimester 4	Trimester 5	Trimester 6	Trimester 7	Trimester 8	Trimester 9
	Introduction to Hospitality and Events Management	Hospitality Accounting	Management Accounting	Internship	Innovation and Entrepreneurship	Elective	Introduction to Finance	Strategic IT Application in Management	Dissertation (9 credits)
	Professional Food Preparation	Front Office Operations	Business Information Systems		Business Ethics	Elective	Research Methods	Real Estate (Hotel) Finance	
	Food and Beverage Business	Housekeeping Operations	Cultural Diversity		Revenue Management	Elective	Human Resources Management	Services Marketing	
	English Composition and Rhetoric	Leadership	Principles of Economics		Statistics	Elective	Legal Aspects of Hospitality Industry	Strategic Management	Consultancy Project (6 credits)
	Food and Beverage Service	Introduction to Marketing	Foreign Language		Organisational Behaviour	Elective	International Tourism Management	Foreign Language	

NB: Bear in mind that course structure, indicative electives and delivery can change without notice

### Indicative electives

- Quality Management
- Consumer Behaviour
- Special Project
- Business Law
- Gastronomy
- Special Interest Tourism
- Social Media Management
- Principles of Internal Control
- Food Management and Media
- Spa and Wellness Management
- Club and Resort Management
- Diving Tourism Management
- Service Operations Management
- Sustainability in the Hospitality Industry
- Facilities and Installations Management
- Introduction to Cruise Ship Management
- Meetings, Incentives, Conventions and Exhibitions

### At a glance

#### Overview

Want to be the very best in hospitality management? Looking to start a rewarding, lifelong career? This is the course for you.

Over three years, you'll become equipped with all the skills you need to stand out and succeed in a highly competitive and constantly evolving environment.

You'll develop high-calibre professional competencies and an exceptional knowledge of hotel, tourism and travel management. You'll also have a strong theoretical and practical framework that opens the door to roles requiring creativity, knowledge, critical thinking, problem-identification and problem-solving.

- Study at the only hospitality management university in the UAE
- Fast-track your career by completing your degree in just three years
- Develop an employable set of real-life skills on your six-month internship

#### Enter the BBA with our English as a Foreign Language (EFL) programme

Our BBA requires an International English Language Testing System (IELTS) test score of 5.5 or equivalent. If you don't have this score already, we offer an EFL course that can get you to that level so you can enter the programme. Each EFL course is three months (one trimester) in length and aims to increase your IELTS score by approximately 0.5.

### In numbers



## 3-year

Fast-track honours programme



## 6-month

Paid Internship experience



## 97%

Job placement rate



# The EAHM difference

## Real-life experience

The BBA programme includes a six-month internship with a premier hospitality brand. It gives you a chance to hone and develop your leadership, collaboration and problem-solving skills in real-life situations. It's also an opportunity to create networks within the industry that can serve you well when you graduate.

## Personalised learning

Unlike large universities, we specialise in smaller class sizes, which allows for more one-on-one attention from your instructor. 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.



## What to expect

### First year

We dive right into the basics of hotel management. From front office and housekeeping to food and beverage, you'll study the main operational components, immersing yourself in the fundamentals of business.

### Second year

Things move up a gear as you put into practice all the technical skills learned on your six-month internship. This is the year you learn what it takes to really develop, learn and succeed in a professional environment.

### Third year

Your final year involves mastering all the skills you need to run a great hospitality business, so you're ready to take on the world.

## More on internships

Our internships are arranged with over 200 partners across the UAE, China, Europe and the USA. The EAHM internship network includes major hotel brands such as IHG, Jumeirah Group, Marriott International, Four Seasons and Accor Group.

Expect to have the chance to experience a wide range of operational and functional areas such as front office, housekeeping, food and beverage, marketing, sales, IT and guest services.

Examples of some of our interns' recent experiences include:

- **Sheraton** – Human Resources
- **Emaar** – Marketing
- **Ritz Carlton** – Culinary
- **Fairmont** – Finance
- **Mandarin Oriental** – Spa
- **Marriott** – Health & Safety
- **Louvre Hotels** – F&B
- **Madinat Jumeirah** – Group Sales
- **Atlantis** – Learning & Development
- **Burj Al Arab** – Front office
- **Bulgari resorts** – Events
- **Armani Hotels** – Quality & Brand Experience
- **Sofitel** – Guest Relations
- **Colliers Real Estate** – Consultant



# A degree for life

## What do our graduates do?

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

A business 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 job roles.



### Hotel management

Represent, run and manage some of the most exclusive luxury brands across the world, or lead regional or global head offices.



### Asset management and consultancy

Profitable and extremely sought-after career paths requiring business acumen.



### Restaurants

Develop concepts and brands in a dynamic, fun and creative career.



### Spas, fitness, leisure and health

Join the worldwide trend towards caring for both our inner and outer selves.



### Tourism

Promote the world's most historic, glamorous and interesting destinations.



### Meetings, conferences and events

Put places on the map by running events that attract the world's attention in this stimulating and dynamic career.



### Luxury brand and real estate development

Enjoy fascinating career opportunities in both retail and business real estate, overseeing multimillion-dollar projects.



## Alumni in diverse roles:

- Director of Digital and Distribution – Mövenpick Hotels & Resorts
- Project Development Manager – Warner Bros. World Abu Dhabi
- Investment Advisor – Oslo Investment Group
- Manager, MENA, Strategic Consulting (Real Estate Finance and Investments) – JLL
- Director, Lodging Development – Marriott Middle East and Africa
- Brand Analytics Manager – Expedia Group
- Senior Pricing Analyst – Hitachi Rail Europe

All statistics correct as of January 2019



# Welcome to our world

## The EAHM campus

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 the first day.

## Where you'll stay

Student accommodation is divided into male and female blocks. Your very own 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)

## The prince of Instagram

Check out Dubai's very own prince as he documents his adventures on his Instagram account: **@faz3**. Expect extreme sports and stunning views.

## What to expect

The lowdown on where to eat, where to work out and where to relax.

### The Welcome Centre

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

### 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 on-site to repair or fix anything 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

Top tip: this is the best spot on campus to hang out in-between or after classes!

### 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. (You can even have it delivered to your room!)





## A shared community

### Life as an EAHM student

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

On weekdays, your time will be divided between university work, assignments and casual job opportunities (yes, that's right, you can work part-time while studying!). Weekends may involve attending different social events, enjoying the outdoors or just relaxing by the EAHM pool with your fellow students.

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. Outside of the classroom, you can see EAHM students involved in different extracurricular activities, doing part-time work or just having fun.



### Caffeine kick

'Gahwa' is the name for Arabic coffee, which represents 60-70% of the world's coffee industry. It is known for its phenomenal taste and exceptional quality, as well as being a traditional symbol of Arabian hospitality.

### Introducing your Student Council

The Student Council not only organises regular events and activities on and around campus for students, but is also there to enhance the wellbeing of students while studying. It's a chance for our diverse group of students, staff, faculty, friends and family to come together and celebrate the fantastic community we have here at EAHM.

As well as running events, the Student Council is there to promote your interests and concerns, coordinate projects and support you academically, socially and professionally. It's run by students reporting to the Student Council Liaisons, who then report to the Executive Dean.



## Become a student for a day

### Want to experience life as a student at EAHM?

We'd love to show you around. Get in touch for the chance to:

- Enjoy a complimentary one-night stay on campus in our student accommodation
- Experience student life and see what EAHM has to offer
- Meet with current students and ask them about their experiences
- Attend some classes and meet your future teachers



# Experience a world within a city

## Your life in Dubai

Life at EAHM isn't all work, work, work. Dubai 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. So, what are you waiting for?

### 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.
- Head 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.
- Animal lover? Try riding a camel, swimming with dolphins or visiting the zoo.

### 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.

### Shop 'til you drop

- 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.

### 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.

### Hit the slopes

The Mall of the Emirates includes Ski Dubai, the Middle East's only indoor ski slope.

### Deep sea dining

At underwater restaurant Ossiano, you can enjoy your dinner while watching the fish swim by.





# 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:

- Your **high school transcripts** showing the final grades from the last three years you completed and your diploma
- 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(71)/IELTS academic (5.5) or equivalent 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 first step to a rewarding  
career at [emiratesacademy.edu](http://emiratesacademy.edu)

## The Emirates Academy of Hospitality Management

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

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

**T** +971 4 315 5555



Search '**Emirates Academy**' on social