

# Academic Catalogue

## Undergraduate Programme

2023-2024

Version 3



## Update Log: Undergraduate Programme Catalogue 2023-2024

DATE	AMENDMENT DETAILS	Page No.
03.09.2023	Version 1: <ul style="list-style-type: none"> <li>- Academic Calendar updated</li> <li>- Organisational chart updated</li> <li>- Updated Venue Capacity information</li> <li>- Updated Entry requirements</li> <li>- Added MIHM information as approved by MoE</li> <li>- Updated Programme Fee Structure</li> <li>- Updated Student Contract section</li> <li>- Updated Academic Integrity information</li> <li>- Updated Programme Completion requirements</li> <li>- Updated Programme Plan and Curriculum Information</li> <li>- Updated Course Descriptions (20231 courses)</li> <li>- Updated Course Information</li> <li>- Updated Assessment Section</li> <li>- Updated Grading System</li> <li>- Updated Faculty and Staff Directory</li> </ul>	Pg. 4 Pg. 8 Pg. 9 Pg. 14 Pg. 25-28 Pg. 21 Pg. 24 Pg. 25-29 Pg. 30 Pg. 32-35 Pg. 36-50 Pg. 50-51 Pg. 53-56 Pg. 56-57 Pg. 59-62
04.01.2024	Version 2: <ul style="list-style-type: none"> <li>- Organisational Chart updated</li> <li>- Updated Admissions Committee members</li> <li>- Updated Course Descriptions (20242 courses)</li> <li>- Updated Faculty and Staff Directory</li> </ul>	Pg. 8 Pg. 16 Pg. 36-50 Pg. 59-62
15.02.2024	Version 3 <ul style="list-style-type: none"> <li>- Organisational Chart updated</li> <li>- Changed the clause as to who will attend to take notes and present application files during the Admissions Committee meeting.</li> <li>- Added intercalation as ground for cancellation of EAHM student visa.</li> <li>- Updated course descriptions <ul style="list-style-type: none"> <li>• STMT401</li> <li>• ENG7103</li> <li>• Moved MGT7203 to be under the General Studies Requirement</li> </ul> </li> <li>- Changed the minimum ongoing assessment grade to be eligible to re-sit exams from 50% to 40%.</li> <li>- Updated the Grade Appeal process</li> <li>- Updated the Faculty &amp; Staff directory</li> <li>- Updated List of BOG members</li> </ul>	Pg. 9 Pg. 17 Pg. 24 Pg. 40 Pg. 40-41 Pg. 41 Pg. 55 Pg. 59-60 Pg. 61-64 Pg. 65

## Table of Contents

MESSAGE FROM THE DEAN .....	4
ACADEMIC CALENDAR 2023 - 2024 .....	5
OVERVIEW OF THE INSTITUTION'S HISTORY .....	6
EAHM HISTORICAL TIMELINE .....	6
MISSION, VISION, AND INSTITUTIONAL GOALS .....	7
Institutional Vision.....	7
Mission Statement .....	7
Strategic Goals and Objectives .....	7
Values on campus .....	7
ACCREDITATION AND LICENSURE .....	8
ORGANISATIONAL CHART .....	9
RESOURCES AND FACILITIES .....	10
COOPERATIVE RELATIONSHIPS WITH OTHER EDUCATIONAL, CULTURAL OR COMMUNITY ORGANISATIONS .....	13
ACADEMIC PROGRAMMES .....	14
ADMISSIONS .....	14
REGISTRATION .....	19
ACADEMIC PROBATION, DISMISSAL, READMISSION .....	21
FINANCE AND TUITION FEES .....	22
STUDENTS .....	25
STUDENT GRIEVANCE: APPEALS, COMPLAINTS AND THE PROCESS OF RESOLVING .....	25
ACADEMIC INTEGRITY .....	26
ACADEMIC CREDIT HOURS.....	30
GLOSSARY OF ACADEMIC TERMS .....	30
PROGRAMME COMPLETION REQUIREMENTS .....	31
Undergraduate Completion Requirements .....	31
General Education Requirements .....	32
SEQUENCING OF COURSES BY PROGRAMME .....	33
CURRICULUM.....	34
COURSE DESCRIPTION .....	37
ASSESSMENTS .....	53
UNDERGRADUATE .....	53
GRADING SYSTEM .....	57
ACADEMIC PROGRESSION.....	59
GRADE APPEALS .....	59
FACULTY .....	61
FACULTY AND STAFF DIRECTORY .....	62
THE BOARD OF GOVERNORS .....	64
LOCATION .....	65

**MESSAGE FROM THE DEAN**

*Welcome to the Emirates Academy of Hospitality Management!*

The Emirates Academy of Hospitality Management (EAHM) is a leading global higher education institution specialising in Hospitality Management. It provides a unique learning environment in a fully accredited university, located in Dubai, at the heart of international tourism and innovation. For the last 20 years, the EAHM has become an internationally renowned hospitality business school, known for its innovative and industry-relevant education.

Studying at EAHM means a true immersion in the world of hospitality management as we are proudly part of Jumeirah Hotels and Resorts. EAHM distinguishes itself by its approach to learning, preparing graduates with capabilities for a rewarding professional and personal life. The programmes offered at EAHM introduce students to a learning experience focusing on the reality of Hospitality Management, while studying in one of most exciting global destinations. Experiential learning defines us, and it is an approach where students are constructing their learning. The emphasis is placed on real-life situations and interactions to encourage creativity and innovation and becoming an actor in the development of a leisure and tourism economy at local and international levels.

Mixing a customized approach to learning with a diverse student population provides opportunities to be immersed in a truly global life on campus. Teamwork and diversity are essential words in the field of hospitality and tourism. Indeed, you will meet and study with students from more than 50 nationalities on campus, while the academic team represents more than ten countries. Being in a sophisticated tourism destination, students are also exposed to a highly refined set of companies, and the constant interaction with industry, on campus, through projects and working in the companies, provide multiple opportunities to learn through real-life experience. The campus life remains friendly and safe, learning in a boutique and resort style of university. Each student is assisted by personal tutors, and the campus offers conducive learning and recreational facilities. Dubai is one of the safest cities globally with virtually unlimited options for entertainment; you will be ensured of a rewarding and versatile student life too!

Firmly established as a global leading hospitality management school, the quality and versatility of our academic awards provide graduates ready to take a role as global leaders in the field of hospitality and tourism. This includes a choice of careers in top-end hotels and restaurants, in the service sector such as banking, in strategic management and consultancy, as well as founding start-ups and entrepreneurial ventures in the sector. The uncompromising dedication to quality boasts an industry-leading 97% employment rate amongst recent graduates. And with thousands of alumni worldwide, you will become part of a network of sought-after #EAHMproud hoteliers.

Congratulations on choosing the Emirates Academy of Hospitality Management for your studies. We are happy to join you on your journey to a rewarding and exciting career in the international hospitality industry!



Dr. Frederic Bouchon  
Dean

The Emirates Academy of Hospitality Management

## ACADEMIC CALENDAR 2023 - 2024

### First Trimester 2023

07-08 September	Thursday - Friday	Orientation and Introduction Week
11 September	Monday	Classes Begin
11-15 September	Monday – Friday	Add/Drop of Courses Without Grade Penalty
Week 3	TBC	Certificate of Equivalency (CoE) Briefing
Week 4	TBC	Culture and Discovery Trip
Weeks 5 & 10	TBC	Leadership Series
27 November – 03 December	Monday – Sunday	National Day Holiday Break (TBC)
04-08 December	Monday - Friday	Final Examinations Week
9 December	Saturday	End of the Trimester
14 December	Thursday	Exam Board (Confirmation of Grades)
9-10 January	Wednesday – Thursday	Resit Examination (September 2023)

### Second Trimester 2024

03-05 January	Wednesday - Friday	Orientation and Introduction Week
08 January	Monday	Classes Begin
08-12 January	Monday – Friday	Add/Drop of Courses Without Grade Penalty
Week 3	TBC	Certificate of Equivalency (CoE) Briefing
Week 4	Thursday	Culture and Discovery Trip
Weeks 5 & 10	Thursday	Leadership Series
25 March – 5 April	Monday – Friday	UAE MoE Holiday (TBC)
08-12 April	Monday – Friday	Eid Al Fitr Holiday Break
15-19 April	Monday – Friday	Final Examinations Week
20 April	Saturday	End of the Trimester
25 April	Thursday	Exam Board (Confirmation of Grades)
01-02 May	Wednesday – Thursday	Resit Examination (January 2024)

### Third Trimester 2024

24-26 April	Wednesday - Friday	Orientation
29 April	Monday	Classes Begin
29 April-03 May	Monday – Friday	Add/Drop of Courses Without Grade Penalty
Week 3	TBC	Certificate of Equivalency (CoE) Briefing
Week 4	Thursday	Culture and Discovery Trip
Weeks 5	Thursday	Leadership Series
16-18 June	Tuesday – Friday	Eid Al Adha Holiday Break
Weeks 10	TBC	Leadership Series
07 July	Sunday	Islamic New Year (TBC)
22-26 July	Monday – Friday	Final Examinations Week
27 July	Saturday	End of the Trimester/Academic Year
01 August	Thursday	Exam Board (Confirmation of Grades)
11-12 September	Wednesday - Thursday	Resit Examination (April 2024)

### RELIGIOUS AND PUBLIC HOLIDAYS

DATE	DURATION	EVENT
29 September	1 day	<b>Prophet Mohammad’s (PBUH) Birthday</b>
01 December	1 day	Commemoration Day
02 December	1 day	UAE National Day
01 January	1 day	New Year’s Day
08-12 April	4 days	Eid Al Fitr
15 June	1 day	Arafat Day
16-18 June	3 days	Eid Al Adha
07 July	1 day	Islamic New Year

### **NOTES:**

EAHM will officially announce any closure on a religious and/or public holiday to the students once the official confirmation has been received from the Ministry of Education (higher education section) via email and/or posted on the noticeboard/timetable. If there are any scheduled classes that cannot be delivered due to a religious holiday, the classes may be re-scheduled accordingly.

## THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT (EAHM)

### OVERVIEW OF THE INSTITUTION'S HISTORY

The Emirates Academy of Hospitality Management (EAHM) opened in 2001 and specialises in providing business management degrees with a hospitality focus.

Located in Dubai, a city that has become an iconic hospitality and tourism industry destination, EAHM is situated in the heart of hospitality. EAHM is owned by the world leading Jumeirah Hotel Group and located opposite sister hotel properties such as the Burj Al Arab, the world's most luxurious hotel; Madinat Jumeirah, Dubai's Arabian Five Star Resort, Wild Wadi Water Park and the multi-award-winning Jumeirah Beach Hotel.

As an integral part of the Jumeirah Group, students at EAHM are able to gain first-hand experience through internships, part-time jobs and building relationships with people in the industry. EAHM works closely with other international hotel chains, and this enables graduates to be well placed for their future careers and to be sought after by the hospitality industry.

With internationally recognised study programmes, highly respected Faculty members drawn from all over the world, state of the art infrastructure, modern facilities, strong partnerships with the hospitality industry, a strong alumni association, and the close proximity of EAHM to some of the best hotels in the world, EAHM truly is, at The Heart of Hospitality.

The Emirates Academy of Hospitality Management provides an abundance of exciting career opportunities for its graduates and is poised to become one of the world's leading hospitality management schools.

### EAHM Historical Timeline

- 2001 EAHM opened in October 2001: Welcomed first cohort of 15 students  
Licensed and Accredited by Ministry of Higher Education & Scientific Research in 2001 for delivery of Undergraduate programmes (now known as Ministry of Education)  
Academic Association with Ecole Hôtelière de Lausanne (EHL) (2001-2019)  
First local university accredited by MoE to deliver hospitality management degrees
- 2005 First graduating cohort of Bachelors and Associate degree students
- 2009 EAHM's Master's degree accredited by Ministry of Higher Education & Scientific Research (now known as Ministry of Education)
- 2010 Undergraduate and Postgraduate programmes accredited by Institute of Hospitality in the United Kingdom in November 2010 (only accredited university in the Middle East)
- 2011 EAHM became an accredited member of The International Centre of Excellence in Tourism and Hospitality Education in Australia in July 2011 (awarded THE-ICE AccreditationPLUS status) - Undergraduate and Postgraduate programmes accredited
- 2012 First graduating batch of Master's degree students
- 2014 Degree names changed from ASc, BScHons & MSc to ABA, BBA & MBA approved by Ministry of Higher Education & Scientific Research (now known as Ministry of Education). ABA was discontinued in 2022.
- 2015 First hospitality school in the world to receive the Green Globe Certification

- 2017 Recognized by the Ministry of Education, [China](#) (White List)  
Ranked among world's top 10 hospitality schools by global education research firm Education.com
- 2018 EAHM became a member of Association to Advance Collegiate Schools of Business (AACSB) in August 2018
- 2022 EAHM ranked N°1 in the Middle-East, QS World University Ranking by Subject (Hospitality & Leisure Management)  
EAHM recognized by the Ministry of Education, [Saudi Arabia](#)
- 2023 EAHM ranked N°1 in the Middle-East, and N°13 globally, QS World University Ranking by Subject (Hospitality & Leisure Management)  
Master of International Hospitality Management accredited by the Ministry of Education, UAE.

## **MISSION, VISION, AND INSTITUTIONAL GOALS**

### **Institutional Vision**

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

EAHM seeks to build the required human resource capacity for the regional and international industry by providing the highest possible standards of business, hospitality and tourism education, combined with the transfer of applied knowledge from industry, and access to high quality internship experiences.

### **Mission Statement**

EAHM is committed to fulfilling its distinct 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. "*

### **Strategic Goals and Objectives**

*"To promote academic excellence in a professional context" and to:*

1. Provide quality education in hospitality and tourism management
2. Create innovative experiential learning environments conducive to student development.
3. Pursue and produce applied research in hospitality and tourism
4. Foster partnerships with industry and government bodies and promoting international outreach with recognized universities and institutions.
5. Progress global recognition for high quality academic programs and graduate employability

### **Values on campus**

EAHM recognises and embraces the following values where the student is distinguished by the hallmarks which in combination ensure that our graduates are both recognised as highly professional and highly sort after by employers. We refer to these hallmarks or personal characteristics as the 'Three A's':

**Attitude:** An EAHM student is encouraged to show an exemplary and positive attitude towards themselves, their fellow students, EAHM staff, Jumeirah colleagues and all external stakeholders.

**Attention:** Attention is key in the culture of hospitality: attention to self, to the others, and ensuring people feel comfortable and respected.

**Attire:** Students across all programmes of study at EAHM wear business attire, as future professionals. The Grooming Guide guidelines illustrate what is expected daily on campus.

**ACCREDITATION AND LICENSURE**

*The Emirates Academy of Hospitality Management (EAHM), located in the Emirate of Dubai, is officially Licensed from 14 September 2023 to 21 August 2026 by the Ministry of Education of the United Arab Emirates (Ministerial Resolution No. 270 of 2023) to award degrees/qualifications in higher education.*

EAHM has earned Accreditation through the Commission for Academic Accreditation of the Ministry of Education, UAE for the following degrees: Bachelor of Business Administration in International Hospitality Management and Master of Business Administration in International Hospitality Management.

All programmes of study are also accredited by the Institute of Hospitality (IOH) in the United Kingdom, and THE-ICE (International Centre of Excellence in Tourism and Hospitality Education) in Australia. It is also a higher education member of the CHRIE (EuroCHRIE), and the Association to Advance Collegiate Schools of Business (AACSB).

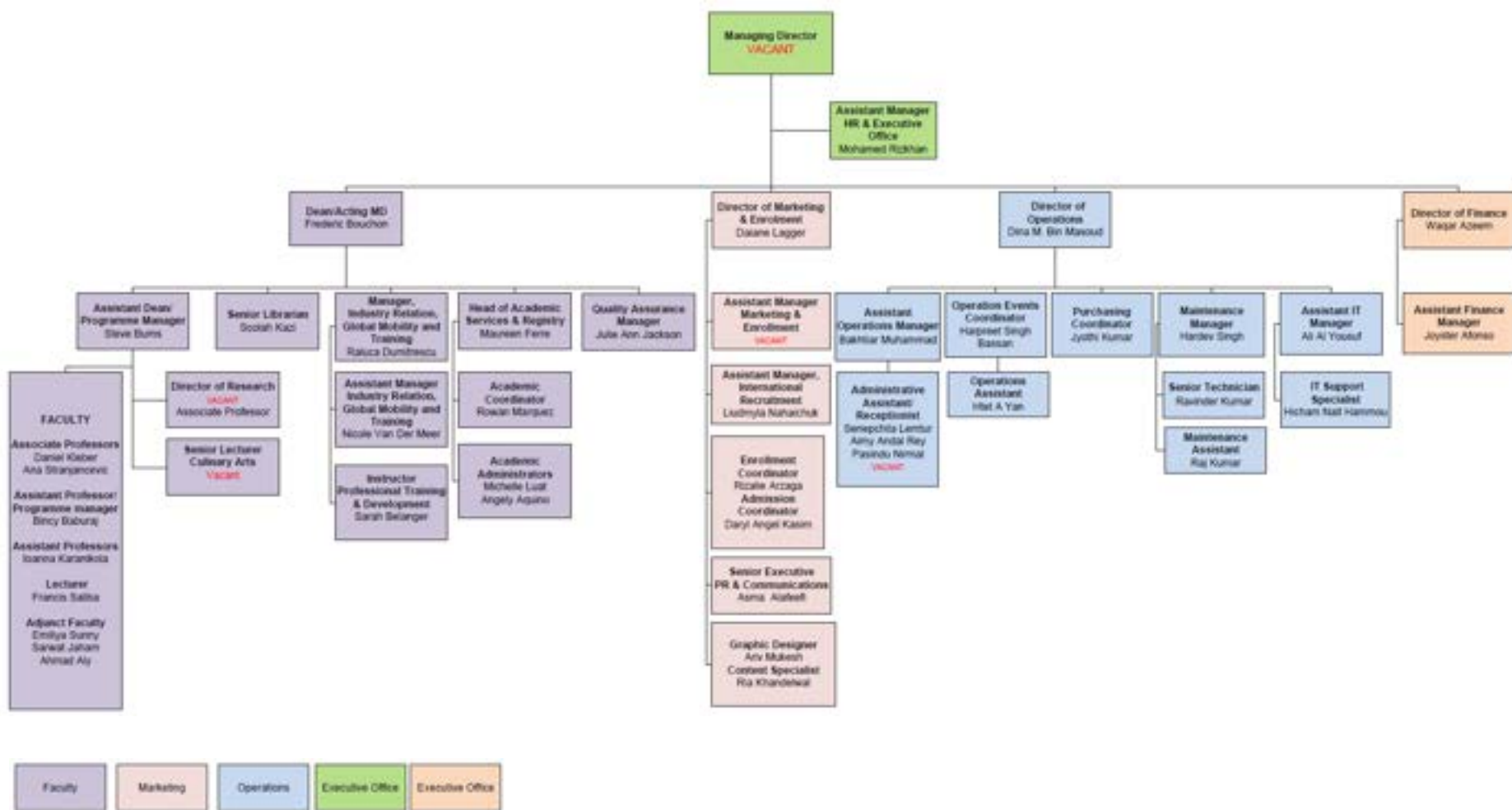
See below summary of domestic and international accreditations and memberships:

<b>Institutional License &amp; Programme Accreditation</b>	UAE Ministry of Education (MOE) - Commission for Academic Accreditation (CAA)
<b>Programme Accreditation</b>	Institute of Hospitality (IOH) - Validity: November 2020 – November 2025
<b>Programme Accreditation</b>	International Centre of Excellence in Tourism and Hospitality Education (THE-ICE) – Validity: December 2020 – December 2025
<b>Member</b>	Association to Advance Collegiate Schools of Business (AACSB)
<b>Member</b>	Association for Tourism and Leisure Education and Research (ATLAS)
<b>Member</b>	Council on Hotel, Restaurant & International Education (EuroCHRIE)
<b>Member</b>	EUHOFA International



## Organisational Chart

The following diagram is a representation of the structure at the time of issuance.



## RESOURCES AND FACILITIES

The Emirates Academy of Hospitality Management comprises of two buildings. The first building (Phase I) is where some of the classes and most of the administration takes place. There are four (4) classrooms and one auditorium, which can seat up to one hundred fifty (150) people. Also, there is a Student Services Centre, conservatory, training restaurant and a kitchen where the students undertake the practical components of the Food and Beverage courses. The second building (Phase II) is where most of the academic courses are delivered. There are eight (8) classrooms and two (2) lecture halls, which can seat eighty (88) people each, Library and Innovation Hub.

### Venue Capacity by type

Venue	Seating arrangement						
	Cocktail Reception	Set dinner	Buffet	Theatre	Classroom	U-shape	Board room
<b>Phase I</b>							
<b>Auditorium</b>	150	100	100	148 tiered	80	36	-
<b>Board Room</b>	-	-	-	-	-	-	10
<b>ICON Restaurant</b>	50	36	36	-	36	20	-
<b>Culinary Lab</b>	Equipped with 10 individual workstations						
<b>Conservatory</b>	60	50	50	-	-	-	-
<b>The Cafe</b>	70	50	50	-	-	-	-
<b>Fountain &amp; Lawn</b>	40	40	40	-	-	-	-
<b>Classroom 9</b>	-	-	-	30	20	16	-
<b>Classroom 10</b>	-	-	-	30	20	16	-
<b>Classroom 9 &amp; 10</b>	-	-	-	50	40	30	-
<b>Phase II</b>							
<b>Classroom 1, 2, 3</b>	-	-	-	30	24	16	20
<b>Classroom 4 &amp; 7</b>	-	-	-	30	24	16	-
<b>Classroom 5</b>	-	-	-	-	22	16	-
<b>Classroom 6</b>	-	-	-	-	22	16	-
<b>Classroom 5 &amp; 6</b>	-	-	-	50	40	30	-
<b>Lecture Theater 1, tiered</b>	-	-	-	88	-	-	-
<b>Lecture Theater 2, tiered</b>	-	-	-	88	-	-	-
<b>Innovation Hub</b>	-	-	-	30	24	-	18
<b>Roof Lounge</b>	80	-	-	-	-	-	-
<b>Courtyard</b>	250	100	100	-	-	-	-

### Student Accommodation

The communal areas encourage a relaxed and informal atmosphere - places to share ideas and enjoy time out. EAHM offers students on-campus accommodation that is modern and spacious. Every studio is 21m<sup>2</sup> (3m x 7m) of living space, which provides single or twin occupancy. Each studio has a study area with direct dial telephone and broadband network connection / Wi-Fi, and ensuite bathroom with shower. Air-conditioning, electricity,

Internet, TV, bed linen, towels, laundry facilities and gym & pool access are included in the accommodation rent.

### **Emirates Academy Lodging**

*Emirates Academy Lodging* studios are licensed by DTCM (Dubai Department of Tourism and Commerce Marketing) as guest housing and are composed of 45 units of 21m<sup>2</sup>. These newly refurbished studios consist of 33 Queen and 12 Twin studios that include a fully equipped kitchen, study area with direct dial telephone and broadband network connection / Wi-Fi and an en-suite bathroom with shower. Air-conditioning, electricity, Internet, TV, bed linen, towels and gym & pool access are included in the accommodation rate. EA Lodging rates vary based on seasonality.

### **Campus Facilities**

The clubhouse is composed of a recreation/ social area called *Barza*, the Pool Side Restaurant, "*Cioccolillys*" and is adjacent to the gym. *Barza* offers our students a relaxed facility to hang out and relax, to play pool or to enjoy sports or to watch any of the five major football leagues and other sports that are being broadcasted. Our Pool Side Restaurant offers students and guests a selection of snacks and hot meals, ranging from Salads to Pizzas as well as selection of grab-an-go items for those students with limited time for lunch or dinner.

The campus has comprehensive sports and leisure facilities, including a swimming pool, gym, multi-sports facility and tennis courts, which are available on campus. The multi-sports facility allows EAHM students to use it for basketball, football and volleyball, as well as extended group training sessions such as yoga. In addition, public beaches are within walking distance of the campus. The numerous sporting clubs and associations in Dubai offer students an opportunity to participate in a wide range of activities off campus too. This includes the sports and leisure centre at the nearby Jumeirah Beach Hotel and Madinat Jumeirah.



**EAHM Campus map**

**Legend**

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li><b>1. Main Entrance</b></li> <li>2. Security/Logging gate</li> <li><b>3. EAHM Main Reception</b></li> <li>4. Auditorium</li> <li>5. ICON restaurant</li> <li>6. Cafeteria</li> <li>7. Conservatory</li> <li><b>8. Academic Suite &amp; Library</b></li> <li>9. EAHM Reception phase 2</li> <li>10. Student Accommodation (F-block)</li> <li>11. Student Accommodation (E-block)</li> </ul> | <ul style="list-style-type: none"> <li>A. Welcome Centre</li> <li><b>B. Barza (Student lounge)</b></li> <li>C. Gym</li> <li>D. Mini Mart</li> <li><b>E. Prayer room</b></li> <li>F. Attibassi Café</li> <li>G. Swimming pool</li> <li>H. Tennis court</li> <li>I. Multi-sports court</li> <li><b>J. Innovation Hub</b></li> <li>K. Badminton court</li> <li>L. Pool Cafe (Cioccolillys café)</li> </ul> |
|---|---|

**COOPERATIVE RELATIONSHIPS WITH OTHER EDUCATIONAL, CULTURAL OR COMMUNITY ORGANISATIONS**

EAHM is committed to working with a range of educational, cultural and community organisations all year around in the UAE and abroad.

*Educational agreements*

EAHM has agreements in place with the following institutions to facilitate international students mobility and to conduct scholarly activities together when applicable:

Beijing Hospitality Institute	China
Nanjing Xiaozhuang University	China
Shandong College of Tourism and Hospitality	China
Y Schools, School of Tourism Management	France
Fachhochschule Worms	Germany
The Hospitality Discipline of Institute of Vocational Education	Hong Kong
Indian Institute of Management Sirmaur, IIM	India
Indian Institute of Management Sirmaur, IIM - Bangalore	India
D Y Patel	India
Kinneret Academic College	Israel
University of Haifa	Israel
International University of Tourism and Hospitality (IUTH)	Kazakhstan
Tio University of Applied Sciences	Netherlands
Hotel School The Hague	Netherlands
Universidad San Ignacio de Loyola - USIL	Peru
De La Salle - College of Saint Benilde	Philippines
National Kaohsiung University of Hospitality and Tourism	Taiwan
Providence University	Taiwan
Shin Chien University	Taiwan
Tamkang University	Taiwan
Ulster University	UK
University of Nebraska Lincoln	USA
Washington State University	USA

*Community and cultural relationships*

EAHM has relationships with various groups / organisations. See below some of examples of organisations EAHM works with:

- Lifeworks Holistic Counselling Centre (Student Support & Counselling)
- Emirates Down Syndrome Association (EDSA)
- American University in the Emirates (AUE) – LRC collaboration
- Pink Caravan (Charity)
- Rational (Kitchen Equipment/Demonstration)
- Fresh Express (Syrup Supplier)
- Chefs Eye (Food Waste Scale)
- DHNG (Dubai National History Group)
- Centre Stage (Arts and Drama)
- iQ Tennis Academy

Some of the activities are for example: prepare for competitions and restaurant openings; support students in their education and professional journey; conduct trainings and presentations; rent facilities; exchange experiences/best practise.

## ACADEMIC PROGRAMMES

Below are the programmes offered at EAHM under the Ministry of Education, UAE accreditation (CAA) since 2010.

<i>UG programmes</i>	<i>Status</i>
Associate of Arts in Business and Tourism	Inactive (since 2010)
Bachelor of Arts in International Tourism Management	Inactive (since 2010)
Associate of Science in International Hospitality Operations	Inactive (since 2014)
Bachelor of Science (Honours) in International Hospitality Management	Inactive (since 2014)
Associate of Business Administration in International Hospitality Management	Inactive (since 2021)
Bachelor of Business Administration (Honours) in International Hospitality Management	Active, however, no longer open for new student enrolment
Bachelor of Business Administration in International Hospitality Management	Active (since 2021)

## ADMISSIONS

### How to apply?

All applications must be submitted online via the application portal:  
[www.emiratesacademy.edu](http://www.emiratesacademy.edu) or [www.eahm.ae](http://www.eahm.ae)

### When to apply?

Applications can be submitted at any time during the year, in anticipation of a specific intake. It is advised to start the application process early. Academic intakes are at the beginning of the following months:  
 September, January, and April.

All applications must be submitted by the following dates:

January Intake	1 Nov
April Intake	1 Feb
September Intake	1 July

Applications received after these dates will only be considered by the Admissions Committee and are subject to places being available on the programme.

## UNDERGRADUATE ADMISSIONS

### Entry Requirements

Below are the minimum requirements from some global curricula. Please contact our admissions office should your curricula not be listed below:

FAHM ENTRY REQUIREMENTS as of 2023 September intake				
UNDERGRADUATE (U2) ENTRY REQUIREMENTS FOR UAE HIGH SCHOOL LEAVERS				
Curriculum Type	Qualification***	Secondary Education****	Details of Requirements	English Language
National (MSE)	High School Diploma (MSE) Curriculum	Year 10-12	General Stream: <b>60% (2.4/4.0)</b> - Elite/Advance Stream: <b>60% (2.4/4.0)</b>	
Australia	Diploma Certificate of Secondary Education / Year 10 School Certificate + Years 11+12 Senior Secondary School Certificate of Education	Year 10-12	<b>Pass or equivalent</b> - Grading scale specific to Australian region/states. School must be accredited by same region/state and recognized by Australian Ministry of Education. School <b>applying secondary school exams</b> issued by the region that accredited the school must <b>pass</b> English Language, Mathematics and 1 Science subject (Physics, Chemistry, Biology) or General Science subject. If school is <b>not applying secondary school exams</b> issued by the region that accredited the school, the standard UAE tests of the 12th grade must be successfully passed pursuant to related laws and regulations for the following subject English Language, Mathematics and 1 Science subject (Physics, Chemistry or Biology)	
Canada	High School Diploma / Senior Secondary Education Diploma equivalent to Secondary School Completion Certificate	Year 10-12	<b>60%</b> incl subjects English, Mathematics and 1 Science subject (Physics, Chemistry or Biology) or General Science subject. Successfully pass subjects each year as stated by Canadian regional study plan - recognized by Ministry of Education in Canada. Diploma issued from respective Canadian region. Schools <b>applying the secondary school exams</b> issued by the region that accredited the school must pass the following subjects each year: English, Mathematics and 1 Science subject (Physics, Chemistry, Biology) or General Science subject If school is <b>not applying secondary school exams</b> issued by the region that accredited the school, the standard UAE tests of the 12th grade must be successfully passed pursuant to related laws and regulations for the following subject English Language, Mathematics and 1 Science subject (Physics, Chemistry or Biology)	
China	Senior (upper) Secondary School certificate (Gao Zhong 高中)	Year 10-12	Min overall 60% Pass 60% / 200 each year	
CIS Countries	Attestat o Srednem Obrazovanju (Certificate of Secondary Education after yr11)	Year 9-11	Grades 3-5 out of 5 each year across all subjects	
France	Baccalaurat Général - Certificate/Diploma awarded in the Literature Department (L), Economy and Sociology (ES), Department or Scientific Department (S), or International French Baccalaureate Certificate (IBI)	Year 10-12	10-11.99 points overall out of 20.00 (Grade F) - each year of study	
India	Central Board of Secondary Education (CBSE)	Year 10+2	C-1 min overall 6.00 out of 10 (51-60) each year	
India	Indian School Certificate (ISC)	Year 10+2	Min overall 50% each year	
Morocco	General Secondary (Cycle 12) Certificate/Diploma awarded: Baccalaurat	Year 10-12	9 points overall (C-) out of 20.00	
UK	IGCSE/GCSE/GCE (O/A/S/A Levels)	Year 10-12/13	<b>2 A Levels</b> and min 5 GCSE or GCE (D levels) with <b>min grade D</b> or 3 out of 9 not incl Islamic Education or Arabic Language; shall include: 1 Mathematics, 1 Science Subject (Physics, Chemistry or Biology) or Mixed Science subject, 1 English Language or English Literature (D levels)	
US**	High School Diploma	Year 9-12	<b>Math SAT Score of 400</b> 60% (2.4/4.0) min 18 credits or equivalent not counting Arabic and Islamic Education with a passing grade of 60% or D in each subject each year 9-12 - subject to: <b>General Stream</b> - successfully pass min 4 credits English Language; 4 credits Mathematics; 4 credits Science subject incl Physics; 3 credits Social studies or Humanities <b>Advanced Stream</b> - successfully pass min 4 credits English Language; 4 credits Mathematics incl AP Calculus AB; 4 credits Science subjects incl Physics (Calculus-Based) and either Chemistry or Biology min one AP level; 3 credits Social studies or humanities <b>Elite Stream</b> - successfully pass min 4 credits English Language; 4 credits Mathematics incl AP Calculus AB; Physics incl AP Physics C Electricity and Magnetism & AP Physics C; Mathematics, Chemistry or Biology at AP level, 1 additional AP level subject not incl Islamic Education or Arabic Language.	
Vietnam	Diploma of General Education (Bằng tốt nghiệp trung học phổ thông)	Year 10-12	6.00 overall out of 10.00(C) or 24.00 out of 40.00(C)	
IB Curriculum	International Baccalaureate (IB) Diploma	Year 10-12/13	<b>First Stream:</b> 24 points overall (min 6 subjects including Mathematics, English Language and 1 Science subject with min score of 3 either SL or HL - not counting Islamic Education)	A minimum score of <b>1250</b> in the Emirates Standardized Test - <b>EmSAT</b> Achievement for English - or a minimum <b>TOEFL</b> score of <b>530</b> (or 71 in TOEFL BT or 207 in TOEFL CBT) - or a minimum of <b>5.5</b> in <b>IELTS</b> Academic.
	International Baccalaureate (IB) Subject Certificate - equivalent to Secondary School Completion Certificate	Year 10-12/13	<b>Second Stream:</b> 21 points overall (min 6 subjects including Mathematics, English Language and 1 Science subject with min score of 3 either SL or HL - not counting Islamic Education)	
	International Baccalaureate (IB) Career-Related Program	Year 10-12/13	<b>Third Stream:</b> 3 IB subjects min score of 3 out of 7. Min 5 GCSE or GCE (D levels) min grade D or 3 out of 9 incl Mathematics, 1 Science subject (Physics, Chemistry or Biology) or Mixed Science; English Language or English Literature; not incl Islamic Education or Arabic Language; IBEC Level 3 Diploma Certificate with min 120 credits with min score of 99	
	International Baccalaureate (IB) Career-Related Program	Year 10-12/13	<b>Fourth Stream:</b> 2 IB subjects min score of 3 out of 7. IBEC Level 3 Diploma Certificate with min 90 credits with min score of 99; Equivalency must be granted in same specialisation or related specialisation (hospitality/tourism/travel/business subject)	

The TOEFL Institution Code of The Emirates Academy of Hospitality Management is **7116**. We recommend that students request that their result be sent to EAHM by the Testing Centre as soon as it is available. Scanned copies of the score certificates can be submitted along with the application documents (original score certificates need to be submitted to EAHM to complete the application prior to programme start). Every certificate received is officially verified and must be valid on the day that the student applies to the programme of study.

EAHM reserves the right to re-test any applicants or students' competence in English. Should a student refuse to be re-tested or fail to achieve the required score, their application will be deemed to be void and they will be automatically withdrawn from the programme. All students must complete an English Diagnostic test during orientation week.

### **Age**

To commence their degree programme, students should be aged eighteen (18) years or older by the end of the 'academic year of entry'. EAHM will only be able to sponsor student residency visas for students who are eighteen (18) years or older.

### **UAE Nationals**

All male UAE National applicants are requested to submit proof of clearance/completion from the UAE National Military Service, which permits them to commence their university studies. Both female and male UAE Nationals must submit a copy of their family book (Kholasat Qaid) or Marsoom when submitting their application documents.

Applicants are required to contact the Admission Office in person, by phone, through the website, or via email. **There is an application fee of AED 500 + 5% VAT for the BBA programme at EAHM.**

### **Admissions procedure**

All applications must be submitted online via the application portal: [www.emiratesacademy.edu](http://www.emiratesacademy.edu) or [www.eahm.ae](http://www.eahm.ae)

The application should contain:

#### **1. Application Form**

To be completed online in the application portal.

#### **2. Coloured Passport Type Photo**

One professional and coloured passport type photo in JPEG format with a white background (student should preferably be in professional attire). This photo will be used for any ID cards and visa formalities as well.

#### **3. Identification Documents – PDF, DOC or JPG format**

- Coloured Passport Copy
- Coloured Residency Visa Copy (front & back), if applicable
- Coloured Emirates ID Card Copy (front & back), if applicable

#### **4. Education Documentation**

- Transcripts from final 3 years of senior secondary education & Final diploma/certificate (English version)
- Original English test score report (or equivalent as listed in the entry requirements)



- Original SAT/EMSAT score report (US/UAE-based High School curricula) as listed in the entry requirements.

#### **5. Medical Information Form & Insurance Policy**

- Medical Information Form, (with supporting documents for learning and/or medical conditions)
- Valid insurance policy in English (valid upon enrolment at EAHM), which covers medical care in the United Arab Emirates. Should the applicant requires a local insurance, the admissions and enrolment team will be able to recommend an insurance company.

#### **6. Application Fee**

An application fee of AED 500 + 5% VAT is to be paid online via debit/credit card, in cash, by local cheque or via bank transfer.

#### **7. Additional documents for scholarship applicants**

Scholarship Application Form & Supporting documents.

### **Review of application**

Applicants may be admitted if they meet the entry requirements for the programme. They will also be assessed on an individual basis. Applications are reviewed based on the following three criteria:

- Academic ability as evidenced by academic achievement to date;
- Proof of adequate proficiency in English; and,
- Suitability for the industry in terms of personal characteristics, commitment, motivation, and knowledge and experience of the industry.

When considering candidates for Undergraduate admission, the Admissions Coordinator looks at the entire profile of the candidate including their academic records, work experience, extracurricular activities, test scores and recommendations. The Admissions Administrator will first review the documentation submitted.

### **Applicant's interview**

Once documentation evaluated, the applicant will then be scheduled for an interview with the Programme Manager or a Faculty member. After a successful interview and positive outcome of the documents review, the Admissions Committee reviews the application.

#### ***Admissions Committee*** \*

Dean	Dr. Frederic Bouchon
Programme Manager - UG	Dr. Bincy Baburaj
Head of Academic Services and Registry	Ms. Maureen Ferre
Director of Marketing & Enrolment (non-voting)	Ms. Daiane Lager

\*A representative from the Admissions and Enrolment department will normally attend weekly meetings to take notes and present application files. All application files are to be submitted to the Admissions office for initial review prior to meeting taking place.

### Outcomes of the Admissions Process

There are three possible outcomes:

1. The applicant is successful in achieving all the entry requirements. In this case candidates are offered entry onto their programme of study.
2. The candidate's application is below the direct entry requirements at EAHM, yet within MoE, UAE entry requirements for Higher Education. In this case, candidates may receive a conditional offer, subject to the Admissions Committee decision.
3. The candidate's application does not meet the MoE, UAE entry requirements, and is not successful.

Upon successfully meeting the admissions criteria and being confirmed by the Admissions Committee the offer letter is sent to the applicant within two working days.

### Conditional Status

Students registered under *conditional status* will need to adhere to the following:

- maximum of twelve (12) credits (four (4) courses) in the first trimester.
- meets the CGPA of 2.25 at the end of the first trimester.
- do not have any non-academic warnings on file for the first trimester of their programme of study.

Upon successfully achieving the above, the *conditional status* will be lifted by the Exam Board. The student will progress in the second trimester and will be eligible to register for fifteen (15) credits, (five (5) courses).

Students who fail to meet the requirements of their *conditional status* within the first trimester may be issued a Special Letter by the Exam Board for an approved extension of one to two additional trimester/s if mitigating circumstances or availability of courses have not permitted the student to increase their CGPA as expected.

### Attestations and Certificate of Equivalency

Attestation of academic qualification is an admissions requirement which must be fulfilled prior to the commencement of the Undergraduate study programmes.

Furthermore, a Certificate of Equivalency must be obtained from the UAE Educational Authorities as a requirement for all secondary education (not applicable to students who completed their 12-year secondary education at MoE curriculum schools). The Certificate of Equivalency certifies that the students' prior academic qualification is equivalent to the UAE educational system, which allows the student to complete a degree in an accredited educational institution in the UAE (please refer to the EAHM Attestation Guideline for further information about the general process). All applicants must present their original attested educational documents to the Admissions Office. The team will take official true copies of the documents and return the originals to the students.

Undergraduate applicants must present all transcripts / score certificates with a final diploma (if applicable to curriculum) representation of the final three years of senior secondary schooling. All documents must be submitted in English (even documents received from high schools or universities in the UAE). Only the Certificate of Equivalency from the UAE Ministry of Education or Arabic/Islamic Studies test results can be presented in Arabic.

An applicant who is unable to secure the Certificate of Equivalency at the time of admission will be asked to sign a "Consent to Provide Documents" form, agreeing to secure the equivalency within **three months** of the commencement of the degree programme. The applicant will be permitted to begin his/her studies at EAHM after signing the document.

EAHM is not liable if a student is not able to receive his/her Certificate of Equivalency.

Refer to 06ST01 Undergraduate Admissions

### **Transfer Credits**

EAHM recognises academic credits earned at other accredited institutions. Regulations relating to the award of academic credits are set by the UAE's Ministry of Education and may vary from time to time.

The Undergraduate programme applicant must have achieved a cumulative grade point average of 2.00 out of 4.00 and be in at least 'good' academic standing at the other institution from where they are transferring from. No more than 50% of the total number of credits at EAHM may be awarded based on prior academic study and no credits can be awarded for the Individual Applied Research Projects (RES7313 – Final Dissertation or RES7323 – Final Consultancy Project courses). Transfer credit cannot be accepted twice for substantially the same course taken at two different institutions and only for courses relevant to the degree that provide equivalent learning outcomes and in which the student earned a grade of C (2.0 on a 4.0 scale) or better.

Students wishing to transfer courses must provide a certified transcript showing which courses they have taken and passed, the completed EAHM transfer credit form and detailed course syllabi for each course. The applicant is required to submit any official transcripts showing all post-secondary work attempted at all institutions attended. These syllabi must show the level of the course, contact hours, course code and course name, its content in terms of learning outcomes, readings, and assessment. As part of the transfer credit application process, EAHM may contact the previous university to validate the transcript and syllabi provided by the student and request for an overview of the applicant's academic standing.

Credit is awarded at the discretion of EAHM which is subject to approval by the UAE's Ministry of Education. Candidates have no right of appeal over the extent of credit that is awarded to them.

Refer to Policy 06ST03 Credit Transfer Policy

## **REGISTRATION**

### **REGISTRATION FOR THE TRIMESTER**

- Before the end of the current trimester, the Head of Academic Services and Registry will release a timetable for the student to see the possible schedule for the upcoming trimester.
- The Academic Services and Registry department will register the students for the upcoming trimester.
- Students are only allowed to add or drop a course without grade penalty during the Add/Drop period, which is until the end of the first week of the trimester.

- Elective courses can be switched until the end of the first week of the trimester.
- After the Add/Drop period, course(s) can be dropped only with the approval of the Programme Manager. Depending on the approval, grade penalty may apply.

### **WITHDRAWAL**

Students intending to withdraw from EAHM must submit a written notice to the Student Services Office. Once the request is received, the student will be scheduled for an exit interview. After the exit interview, the student must complete the clearance process.

### **PERIOD OF REGISTRATION**

The normal maximum periods for completing each programme are as follows:

<b><i>Programme</i></b>	<b><i>Maximum authorised duration</i></b>
Bachelor of Business Administration in International Hospitality Management [BBA]	18 trimesters

Should a student be allowed to continue his/her studies beyond the maximum period, EAHM reserves the right to delete courses from that student's programme of study. This is because some courses become obsolete over time and/or due to curriculum changes required/approved by the UAE Ministry of Education.

### **INTERCALATION (DEFERMENT)**

A student may request an intercalation of his/her study before the start of the Trimester. The student must complete the Intercalation and Clearance Form.

The maximum authorised intercalation period for a BBA student is three (3) consecutive trimesters.

Students on approved intercalation must return to their program of study latest after the 3<sup>rd</sup> intercalated consecutive trimester. Students failing to return to EAHM within three consecutive trimesters will be withdrawn from their program of study.

The maximum number of intercalation applications per programme are as follow:

<b><i>Programme</i></b>	<b><i>Maximum authorised duration</i></b>
Bachelor of Business Administration in International Hospitality Management [BBA]	A maximum of 6 intercalation applications for a total of 6 trimesters; A maximum of 3 consecutive trimesters in one application

The intercalation period shall not prolong the maximum period which is allowed between initial registration on a programme and its completion (please see above for the period of registration for each programme).

Newly admitted or transferred students shall only be allowed to intercalate their study after successfully completing at least one (1) full trimester at EAHM. Intercalation cannot

commence unless a student is in good financial standing with the Academy (i.e., no unscheduled debt) and a deposit must be paid for any EAHM property retained during the period of the intercalation.

If the student is under the EAHM UAE Residence Visa sponsorship, he/she needs to have their visa and Emirates National ID cancelled.

## **ACADEMIC PROBATION, DISMISSAL, READMISSION**

### ***Undergraduate Probation***

Students with minimum CGPA of 2.00 out of 4.00 at the end of each trimester are considered to have a good academic standing. When the cumulative GPA of a student drops below two (2.00) points after completing one (1) trimester, he / she receives an **academic probation** notice from the Programme Manager.

The study load of a student on academic probation will normally be limited to a maximum of twelve (12) credit hours. A student on academic probation must raise his / her cumulative GPA to at least two (2.00) points within two (2) trimesters following receipt of the probation notice to remove the probation status.

A student on academic probation who fails to achieve the minimum GPA within two (2) trimesters will be liable to one of the following actions, based on a decision made by the Examination Board:

1. The student is granted the chance to continue his / her studies in the same academic programme in either of the following cases:
  - (a) If he / she has completed a minimum of seventy – five percent (75%) of the credit hours required for graduation with a cumulative GPA of at least one point seventy-five (1.75) points.
  - OR**
  - (b) If his / her latest Trimester GPA is at least two (2.00) points and his/her cumulative GPA is at least one point seventy-five (1.75) points.
2. If the student fails to achieve a cumulative GPA of two (2.00) points by the end of the Academic Year, the student will be academically dismissed from EAHM.

### **Dismissal**

If the student fails to meet the condition to progress from probational enrolment to regular enrolment within the timeframe provided, the students will be academically dismissed from EAHM.

Upon suspension or dismissal from EAHM, there will be no refund of tuition or other fees. If fees are not fully paid, the balance will immediately become due.

All suspension and dismissal decisions will be subject to discussion and approval by the ExamBoard Committee.

**Readmission**

When, in accordance with EAHM regulations, a student is dismissed, consideration for readmission is given only if the student is able to present a record of significant achievements at another acceptable institution of higher education or at an appropriate work environment for a minimum of two trimesters.

All readmission requests must be approved by the Dean in accordance with the UAE Ministry of Education- Standards of Licensure and a student may be required to submit new application documents.

Refer to Policy 03EP10 Academic Progress

**FINANCE AND TUITION FEES**

**Application Fee**

The application fee of AED 500 plus VAT, which is non-refundable, is paid upon submission of the application documents.

*Seat Reservation Deposit*

Once you have signed your Offer Letter, a payment of AED 3,000 (VAT inclusive) is required as collateral to secure placement at EAHM. This is either credited to the invoice for the last trimester of study, or refundable once you have completed your programme of study, whichever is applicable.

The Seat Reservation Deposit is non-refundable should you decide to withdraw from your programme of study.

**Programme Fees**

The Programme Fees for:

- Bachelor of Business Administration in International Hospitality Management (BBA) – AED 298,500 plus VAT

Tuition and other fees (AED)	Year 1			Year 2			Year 3			Total
	1	2	3	4 <small>Midwest Growth Learning</small>	5	6	7	8	9 <small>Midwest Growth Learning</small>	
Application Fee	To be paid when submitting the application									500
Tuition Fee	27,750	27,750	27,750	16,650	30,525	30,525	30,525	30,525	11,100	233,100
Additional charges	8,175	8,175	8,175	N/A	10,219	10,219	10,219	10,219	N/A	65,401
<b>Total</b>	<b>35,925</b>	<b>35,925</b>	<b>35,925</b>	<b>16,650</b>	<b>40,744</b>	<b>40,744</b>	<b>40,744</b>	<b>40,744</b>	<b>11,100</b>	<b>299,001</b>
<b>Total with VAT (5%)</b>	<b>37,721</b>	<b>37,721</b>	<b>37,721</b>	<b>17,483</b>	<b>42,781</b>	<b>42,781</b>	<b>42,781</b>	<b>42,781</b>	<b>11,655</b>	<b>313,951</b>
<b>OPTIONAL FEES (including 5% VAT)</b>										
Meal plan	3,675	3,675	3,675	3,675	3,675	3,675	3,675	3,675	N/A	29,400
Accommodation	15,593	15,593	15,593	15,593	15,593	15,593	15,593	15,593	N/A	124,744
UAE visa & ID	3 yrs UAE Visa + Emirates ID card									2,499
<b>Total Fees (VAT 5%)</b>	<b>59,488</b>	<b>56,989</b>	<b>56,989</b>	<b>36,750</b>	<b>62,050</b>	<b>62,050</b>	<b>62,050</b>	<b>62,050</b>	<b>11,655</b>	<b>470,600</b>
Security Deposit	is refundable and is paid to secure the place in the programme									3,000

**Understanding the Fees Table:**

- The **application fee**, which is non-refundable, is paid upon submission of the application documents.
- **Additional charges** include textbooks/e-books, software and licenses, access to electronic databases, photocopying and printing ((up to AED 600 per semester), orientation, graduation congregation expenses and use of campus facilities: gym, sports court, swimming pool and lounge.
- The **security deposit** is refundable upon completion of the full programme. It is non-refundable should you decide not to start the programme or withdraw from it prior to its completion.
- **Accommodation includes** a single studio apartment with an en-suite bathroom is provided. The described amount includes a 10% discount for payments made before the start of the term.
- **Accommodation in Spring** includes 3 weeks of summer course.
- **Meal Plan** is available upon request (includes breakfast and lunch from Monday to Friday).
- **UAE visa and ID** fee is mandatory for students coming from abroad.

Students are required to settle their trimester fees four weeks before the start of the trimester. All new students are required to settle their first trimester fee in full before the start of the trimester. Students who fail to settle their fees before the due date will be charged a late payment fee of 5% of the total fee due after week three and 10% of the total fee due after week four.

Personal stationary items and other miscellaneous items are not included in the course fees. The details of the [programme fee structure](#) are available on the website.

Continuing students who wish to request a payment plan should contact the Finance Department at [eahmfinance@eahm.ae](mailto:eahmfinance@eahm.ae) at least a month prior to the due date of payment.

**Flexible Payment Plans**

EAHM offers flexible payment options for full-time Undergraduate Students:

- Pay the trimester mandatory academic fees in three (3) instalments (subject to submission of the required documents via Student Services to justify the request for instalment plan).
- Pay one year's mandatory academic fees before the start of the first trimester and receive a three percent (3%) discount on Tuition Fees (3 trimesters).
- Pay the mandatory academic fees for the full three-year programme before the start of the first trimester and receive a ten percent (10%) discount on Tuition Fees (9 trimesters).

Part-time students must pay their full trimester fees before the start of the trimester.

**Scholarships and Tuition Fee Reduction**

A limited number of scholarships are available to successful applicants based on the criteria in the Scholarship Policy and awarded at the discretion of the EAHM Scholarship Committee. The Scholarship Policy is reviewed periodically and can be changed at any time without notice.

EAHM provides following and discounts scholarships depending on the circumstances of new students:

- Merit Scholarship
- United Arab Emirates National Scholarship
- Emirati ESSAD card holder discounts
- Non-Emirati ESSAD card holder discount
- Jumeirah Colleagues and Dependent Scholarship

- Sibling Scholarship
- Industry Scholarship
- Emirati ESSAD card holder discounts
- Non-Emirati ESSAD card holder discount
- GEMS graduate student discount

For returning students, they are eligible to apply for below:

- Financial Aid

A scholarship, if any, will be applied to Tuition Fees only. Should you wish to apply for a scholarship, please refer to Policy 06ST30 Scholarship & Financial Aid, and contact the Student Services.

### **Refund Policy**

All fees, except for the security deposit, are non-refundable. If a student withdraws before the start of a trimester, refunds of tuition fees and additional charges can only be made on a case-by-case basis, with the approval of the Managing Director or Dean. No cash refunds can be given, and refunds can only be made to the person or sponsor who made the initial payment.

If a student is dismissed or withdraws from the programme during a trimester (after the first day of classes), fees are non-refundable.

Security Deposits are refundable **only** upon successful completion of the programme. Students who withdraw or have been dismissed without completing the programme will not be entitled to a security deposit refund.

### **Insurance**

Health and accident insurance is mandatory for all residents of the UAE. All students require a health insurance certificate or insurance card at Orientation.

Personal and private insurance, to cover but not limited to damage or theft of personal property, is strongly recommended. For further information about insurance, please contact your Enrolment Advisor.

### **EAHM Obligations**

We will provide you with the programme of study outlined in this Academic Catalogue, allowing for amendments where required. If circumstances change outside our reasonable control, we may change or cancel parts of, or entire programme of study or services at any time, even after you have registered. Circumstances could include: industrial action, over or under demand, staff illness, lack of funding, severe weather, fire, civil disorder, political unrest, government restrictions, changes in ministry regulations and concern about serious illness.

### **UAE Visas**

EAHM will assist students to obtain a student visa, allowing students to live and study in the UAE for the duration of their studies. If a student's (where the student visa is sponsored by EAHM) programme of study is terminated for any reason, including intercalation, the student visa will be cancelled. Upon completion of a student's programme of study, the student visa will also be cancelled. The Registrar's Office can provide assistance related to visa.



**Changes to Tuition and Other Fees**

Tuition and other fees are reviewed every year and published in advance, and at least six months' notice will be given before any change. The fees above are indicative only and EAHM reserves the right to make the final decision should there be any disputes.

For more information regarding Student Finance, Schedule of Fees and other expenses, please refer to Policy 06ST12 Student Finance.

**STUDENTS****STUDENT SERVICES OFFICE**

The Student Services Office provides the following services for students:

- Facilitate issuance of academic documents
- Providing general information
- Issuance of academic letters and student identification cards
- Assigning Personal Tutors/Academic Advisors to the students
- Scheduling Academic advising meetings between students and Programme Manager/Dean/Assistant Dean
- Cashiering for Academic Fees
- Visa & Emirates ID processing for sponsored students
- Managing student residences
- Providing information about health and safety on campus and residences
- Provides IT support to students

Please refer to the Student Handbook for more details of the services provided by the Student Services Office and other Student Support Provisions.

**EAHM STUDENT CONTRACT**

The objective of the Emirates Academy of Hospitality Management (EAHM) Student Contract document is to clarify rights and responsibilities of the students, and the academy expectations of them, in order to help students achieve success during their study. The Emirates Academy of Hospitality Management (EAHM) requires all students to sign this document to acknowledge receipt and understanding of the Student Contract upon registration with Student Services.

Students should read this document carefully. In the case of any misunderstanding of EAHM Academy systems or rules, please contact the Student Services Office.

**STUDENT GRIEVANCE: APPEALS, COMPLAINTS AND THE PROCESS OF RESOLVING**

The purpose of the student grievance procedure is to ensure that students have recourse to an impartial, consistent review process in the event of a decision or action taken by a member of The Emirates Academy of Hospitality Management (EAHM) Faculty or administration that is perceived to be contrary to EAHM's policy, procedure or conventional practice. This aims to protect the rights of both students and EAHM's Faculty and staff when disagreements arise.

If a student has a complaint or grievance about any aspect of the student life:

- They are advised to consult the Student Counsellor or their Personal Tutor who will explain the process and advise on the student's particular case. A student who has a grievance must first try to resolve it directly with the party or parties involved through informal discussion.
- If informal resolution is not initially successful, or if the student feels unable to confront the person alone, the student may request an arbitrator. The arbitrator (a neutral individual from within EAHM) will mediate at a meeting between the two parties.
- If informal means are not successful in resolving the issue, the student should submit a written grievance to the Dean, including a history of resolution attempts to date.
- The Dean will then determine if the complaint is substantive, and if so, he will convene an ad hoc Student Grievance Committee within two working weeks of receipt of the written complaint.
- The ad hoc Student Grievance Committee will meet and will review all the written records to date.
- The Committee will give its verdict within two working days of the hearing, along with its recommendations for action.

Refer to Policy 06ST25 Student Grievances

### **ACADEMIC INTEGRITY**

The Emirates Academy of Hospitality Management (EAHM) believes that learning and practicing **academic integrity** is an essential part of a university education. If someone acts with *integrity* it means that he or she follows a strict code of moral or ethical behaviour. Students with *academic integrity* display honesty in all their academic pursuits; they take full responsibility for their own learning, rather than relying on the efforts of others; they show respect for other students by not asking them to participate in academic misconduct; they trust their faculty members to value their work fairly and consistently, and they in turn are trusted by their faculty members to submit only the results of their own efforts.

**Academic Integrity** includes:

**Honesty:** Students and researchers are expected to be truthful in all their academic work. This includes representing their own ideas and findings accurately and giving credit to the sources of information and ideas they use in their work, including the use of AI generated content.

**Originality:** Students are encouraged to produce original work and ideas. Plagiarism, which involves presenting someone else's work, ideas, or words as one's own, is considered a serious violation of academic integrity.

**Collaboration:** Collaborative work is encouraged, but it should be conducted within the guidelines set by faculty. It's important to distinguish between individual and collaborative efforts and give credit to collaborators where necessary including the use of accurate citations.

**Authenticity of work**

The use of professional agencies or external assistance in the production of your work is an offense. Furthermore, the submission of material that has been written for you, either via artificial intelligence (AI) sources, professional agencies, or with the consent of the person who has written it, is a breach of academic integrity. Students should utilise available tools for their learning and reflection, while ensuring the submitted work is authentic and original.

At EAHM the use of AI is acceptable unless not authorized by the lecturer, and appropriately acknowledged and/or referenced. However, the similarity detection tool used at EAHM is still applicable when identified by the syllabus.

*Referencing and citation*

It is mandatory to cite correctly the references and sources of authority (using APA). It can be done, using in-text reference, indicating where a quoted passage or an idea expressed by an authority comes from. The use of an automated referencing instrument is mandatory and Mendeley is used at EAHM. It provides an accurate list of references, automatically generated in the bibliography, as per the in-text sources.

*Citing the use of AI*

You must correctly reference all use of AI including in-text citations and a reference list. You must use APA style and include the prompt used to generate the content in the reference list as well as the date of generation and the version of the LLM used.

**Cheating in exams and tests**

This includes but is not limited to:

- Copying from another student's test paper or communicating in any way with another student during a test or exam.
- Using any unauthorised material or equipment during an exam.
- Using technology such as mobile phones and smart watches to request or exchange information from other students during a test or exam.
- Helping another student to copy from your test paper, providing answers, or any other kind of assistance to another student during a test or exam.
- Using books or notes of any type during a test or exam, without permission of the faculty member. Note that it is an offense to have unauthorized notes with you in an exam room, even if you do not use them and even if the notes are irrelevant to the questions on the exam.
- Allowing another person to write an exam under your name or writing an exam yourself under someone else's name.
- Obtaining a test or exam, or information about all or part of a test or exam that has not yet been administered to you. This includes buying, stealing, or simply asking for the information.
- Providing information about a test or exam to another student who has not yet taken it, when told not to; or giving a copy of a test to someone who has not yet taken it, when told not to remove the test paper from the exam room.

**Collusion**

Collusion is working with another student on an assessment, without permission from the lecturer who assigned the work. It includes, but is not limited to:

- Submitting the same or similar work as another student for an *individual* assessment without permission from the lecturer.
- Providing another student with a copy of your assessment, thereby allowing him or her to copy your work, in full or part.

- Submitting work that has been substantially edited or changed by another person.

### **Falsifying data in academic work**

This includes but is not limited to:

- Submitting work that includes false or fabricated data or information. (for example, inventing facts or figures, including them in your essay and attributing them to a false source, or using unsubstantiated data generated by AI)
- Misrepresenting sources such as the use of fake or inaccurate references
- When a graded assessment is returned to you, changing answers or data surreptitiously and then asking for a better grade.

### **Lying for academic gain (misrepresentation)**

This includes but is not limited to:

- Knowingly giving false information or omitting to provide complete information to the Head of Academic Services and Registry, Dean or Lecturers, for any academic purpose. For example, you are guilty of misrepresentation, if you miss an exam and tell your lecturer that it was because there was a death in your family, when there was not. (Note that proof is required in such a case).
- For Undergraduates, knowingly giving false information to your supervisor or manager during your internship. For example, you misrepresent yourself when you tell your supervisor you missed a day because of illness when in fact you were not ill at all (a doctor's certificate is required for all absences due to illness, for Undergraduate students).

### **Plagiarism**

You plagiarize when you use the work of someone else and present it as your own work.

Plagiarism includes but is not limited to:

- Using the exact words from a source (a book, website, DVD, journal or any other information source including AI generated content) without quotation marks and without naming the source. Note that there is no number of words below which using exact words is *not* an offense; using even one or two words is plagiarism if they are distinctive. This point also applies to charts, tables, figures, etc., taken from a source and used in your work.
- Presenting the ideas, opinions, facts, figures, images, charts, tables, or research results from a source, in your own words, without naming the source, and /or paraphrasing badly, too closely following the original in wording and/or sentence structure.
- Submitting the same or very similar work as another student for an individual assessment.
- Allowing another student to copy your work. Note that this is considered as serious an offense as copying someone else's work yourself.
- Self-plagiarism: This means submitting the same assessment for more than one course, without permission from the lecturer. Note that this is considered academic dishonesty even though you prepared the original paper completely yourself.
- Submitting work done entirely or in part by someone else, and representing it as your own work or the work of your group (for example a paper purchased or downloaded from the web, or written by another student or a relative or generated entirely from the use of an AI Large Language Model). The penalties for this are severe.

### **Use of Turnitin for similarity detection**

- EAHM makes available to students and faculty the plagiarism-testing software Turnitin, that should be used for all written assessments.

- For research projects (RES7313/RES906/RES916) and applied research methodology (RES7303/RES903), the use of Turnitin is mandatory.
- Turnitin submission is the responsibility of students when submitting their work.
  - First Year students may submit a single piece of work using Turnitin, up to three (3) times, to check their referencing skills.
  - Second- and Third-Year students must submit work via turn it in once only
- First year students will be trained to use Turnitin in ENG7103 and in **Referencing training**.

**Interpretation of Turnitin Similarity Report**

A similarity of 20% or less with existing literature in the submitted students’ work, as detected by Turnitin is excluded from any penalty. Higher similarity percentages carry the following penalties for first offenses\*:

**Levels of similarity and Penalties:**

<b>Level</b>	<b>Similarity Percentage</b>	<b>Penalty</b>
I	0 – 20 %	This is an acceptable level of similarity. Students should aim for the lowest possible percentage and understand where the similarity components originate from, to improve their authenticity of work.
II	21 – 30 %	This means substantial similarity, a serious compromise with academic integrity. For this violation, a meeting will be scheduled with the course lecturer who will decide between a resubmission of work or an immediate deduction of 25% of the awarded score.
III	31 % and above	This means substantial similarity, a serious compromise with academic integrity. This assignment doesn’t meet the integrity standards and results in a failed grade. For this violation, a meeting will be scheduled with the lecturer and programme manager.

An AI-generated similarity of 40 % or more requires further review of the work/assessment produced

<b>Level</b>	<b>AI generated content</b>	<b>Required review of integrity of work</b>
I	0 – 40 %	This is an acceptable level of similarity. Students should aim for the lowest possible percentage and understand where the similarity components originate from, to improve their authenticity of work.
II	41 – 50 %	This means substantial similarity, a serious compromise with academic integrity. For this violation, a meeting will be scheduled with the course lecturer who will decide between a resubmission of work or an immediate deduction of up to 25% of the awarded score.
III	51 % and above	This means substantial similarity, a serious compromise with academic integrity. This assignment might not meet the integrity standards and result in a failed grade. For this violation, a meeting will be scheduled with the lecturer and programme manager.

Faculty will assess each final Turnitin report, checking the highlighted sections to ensure that students have properly summarised, paraphrased and referenced the text. Incorrectly referenced or unreferenced matches will incur penalties.

Refer to Policy 06ST23 Student Academic Integrity  
03EP20 Academic Misconduct

### ACADEMIC CREDIT HOURS

All courses earn three (3) credit hours unless otherwise designated. Some practical, laboratory courses and research focused courses carry a different weighting.

A course/module is a self-contained and significant component of the curriculum. Courses are individually assessed and are normally completed in one trimester.

**One academic credit** relates to a minimum of forty-five (45) hours of student effort of which one-third (15 hours) will usually be directly supervised by an appropriately qualified member of faculty.

Most courses currently carry three (3) credits and will therefore involve an average student in approximately one hundred and thirty-five (135) hours of effort with a minimum of forty-five (45) hours of structured in-class development.

The remaining ninety (90) hours learning and student effort (outside of classroom contact) may be spent in a variety of ways depending on the level and nature of the course.

To complete a 3 credits course/module on the Undergraduate programme, a student is required to complete a total of 135 learning hours.

For study abroad or transfer students, 3 US credits at EAHM would usually equate to 6 ECTS for European universities\*. The credit transfer process for outbound mobility is guided by the sending institution academic policies and stipulations.

\*[https://www.sc.edu/about/offices\\_and\\_divisions/registrar/transfer\\_credits/international\\_credit\\_conversion\\_guide.php](https://www.sc.edu/about/offices_and_divisions/registrar/transfer_credits/international_credit_conversion_guide.php)  
<https://www.scholaro.com/db/News/How-much-are-ECTS-CATS-and-SAQA-credits-worth-240>  
[https://support.utrechtsummerschool.nl/hc/en-us/article\\_attachments/213904607/Dutch\\_grading\\_system\\_USS.pdf](https://support.utrechtsummerschool.nl/hc/en-us/article_attachments/213904607/Dutch_grading_system_USS.pdf)

### GLOSSARY OF ACADEMIC TERMS

**Core courses:** compulsory courses which the students have to complete to earn their degree programme

**Elective courses:** courses which are not compulsory for students. Electives are chosen from a pre-determined list of options

**Concentration:** a grouping of courses which represent a specialisation taken within the field of study. A concentration requires at least 18 credits of study in the specialised field, including 9 credits of Dissertation work.

**Credit Transfer:** a system where completed credits at the same level and field of study from a previous university approved by MoE can be transferred to EAHM, after evaluation and satisfying the requirements for credit transfer.

**Undergraduate Full-Time students:** students who are registered for more than 9 credits in a given trimester.

**Undergraduate Part-Time students:** students who are registered for 6 credits or less in a given trimester, not including those who are registered for internship.

**Study Abroad / Exchange student:** students from partner universities that joins EAHM for a trimester or two (may or may not include internship) as part of the completion of their degree programme from their home universities.

## PROGRAMME COMPLETION REQUIREMENTS

### Undergraduate Completion Requirements

A student will be conferred a degree when the following conditions are fulfilled:

1. Completed the required credits:
  - a. **Prior to January 2023 intake:**  
One hundred twenty-six (126) credits including Consultancy (CONS401) and Dissertation (DISS490).

**b. From January 2023 onwards:**

General Education courses	21 credit hours
Core Courses	81 credit hours
Minor	12 credit hours
Electives	6 credit hours
<b>TOTAL:</b>	<b>120 credit hours</b>

2. Successfully passed all the required core, general education and elective courses included in the curriculum of the programme of study.
3. Have achieved at least a Grade of C on the individual applied research project (DISS901 for students prior to January 2023 intake.)
4. Achieved a cumulative grade point average of no less than two (2.00).
5. Not exceeded the maximum period of enrolment.
6. If the student has transferred from another tertiary institution, they must have successfully completed no less than fifty percent (50%) of the total number of credit hours required for graduation at EAHM and have their previous university approved by the Ministry of Education in the UAE.
7. The student must be in good financial standing with EAHM.
8. The student must have obtained the "Certificate of Equivalency – CoE" from the Ministry of Education for secondary or high school degree, unless graduated under a Ministry of Education curriculum from a school in the UAE.

### **General Education Requirements**

The General Education Programme for a Bachelor's degree includes the equivalent of at least 21 credit hours of course work throughout the curriculum, that provides a broad-based education and includes at least one course in each of the following:

- a. English language;
- b. Arabic language;
- c. Islamic studies;
- d. UAE studies.

Refer to Policy 03EP03 Undergraduate Completion Requirements



## SEQUENCING OF COURSES BY PROGRAMME

### Undergraduate Degree Programme

BACHELOR OF BUSINESS ADMINISTRATION (By course name)									
YEAR 1			YEAR 2			YEAR 3			
SEP - TERM 1	JAN - TERM 2	APR - TERM 3	SEP - TERM 4	JAN - TERM 5	APR - TERM 6	SEP - TERM 7	JAN - TERM 8	APR - TERM 9	
Food and Beverage Business	Hospitality Accounting and Finance	UAE Studies: Hospitality and Tourism	Hotel Internship	Hospitality and Islamic Culture	Organisational Behaviour	Minor Course 1	Business Transformation Project	Hospitality Management Internship	
International Hospitality and Tourism Business	Customer Health and Wellbeing	Ethics and Law in Hospitality		Design and Communication	Entrepreneurship and Innovation	Minor Course 2	AI and Customer Experience		
Digital Marketing	English Language	People and Culture		Managerial Financial Decision	Tourism Economics	Minor Course 3	Individual Applied Research		
Sustainable Development in Hospitality	Hotel Operations	Professional and Personal Development 1		Data Analytics	Strategic Management	Minor Course 4	Professional and Personal Development 2		
		Elective 1		Language Course 1	Language Course 2	Applied Research Methods	Elective 2		
15	15	15	9	15	15	15	15	6	120

BACHELOR OF BUSINESS ADMINISTRATION (By course name)									
YEAR 1			YEAR 2			YEAR 3			
SEP - TERM 1	JAN - TERM 2	APR - TERM 3	SEP - TERM 4	JAN - TERM 5	APR - TERM 6	SEP - TERM 7	JAN - TERM 8	APR - TERM 9	
FIN7106	FIN7105	UAE7105	INT7209	UAE7205	HRM7205	Minor Course 1	BUS7305	INT7306	
TDU7105	CST7105	LAW7105		COM7205	MGT7205	Minor Course 2	DGT7513		
MKT7309	ENG7105	HRM7105		FIN7205	TDU7205	Minor Course 3	RES7513 / RES7523		
SUS7108	HOS7106	PPD7105		DA77205	MGT7213	Minor Course 4	PPD7313		
		Elective 1		Language Course 1	Language Course 2	RES7305	Elective 2		
15	15	15	9	15	15	15	15	6	120

#### Note:

- Full-time standard study mode allows students to complete programme in 3 years by taking a maximum of 15 US credits per term (any students who needs to repeat courses or on a reduced course load or start a term other than September, may graduate in up to 4 years on a full-time study load).
- If a student starts their degree in January or April, they will follow an individual programme plan and will most likely take the Undergraduate internship in the April term of the second year.
- Full-time study mode = 7 – 15 US credits; Part-Time study mode = 1 – 6 US Credits (Hotel Internship and Management Internship trimesters are considered as full-time study).

## Curriculum

Course Code	Course Title	Credit Hours	*Co/Pre-Requisite
<b>1. General Education Requirement</b>			<b>(21 credit hours)</b>
ENG7103	English Language	3	
SUS7103	Sustainable Development in Hospitality	3	
UAE7103	UAE Studies: Hospitality and Tourism	3	
UAE7203	Hospitality and Islamic Culture	3	
MGT7203	Entrepreneurship and Innovation	3	
	Foreign Language(s)	6	
<b>2. Core Requirements</b>			<b>(81 credit hours)</b>
CST7103	Customer Health and Wellbeing	3	
FIN7103	Hospitality Accounting and Finance	3	
FNB7106	Food and Beverage Business	6	
HOS7106	Hotel Operations	6	
HRM7103	People and Culture	3	
LAW7103	Ethics and Law in Hospitality	3	
MKT7103	Digital Marketing	3	
TOU7103	International Hospitality and Tourism Business	3	
COM7203	Design and Communication	3	
DAT7203	Data Analytics	3	
FIN7203	Managerial Financial Decision	3	FIN7103
HRM7203	Organisational Behaviour	3	
MGT7213	Strategic Management	3	
TOU7203	Tourism Economics	3	
BUS7303	Business Transformation Project	3	
DGT7313	AI and Customer Experience	3	
RES7303	Applied Research Methods	3	
RES7313 /	Final Research Project - Dissertation	3	RES7303
RES7323	Final Research Project - Consultancy Project	3	
PPD7103	Professional and Personal Development 1	3	
PPD7313	Professional and Personal Development 2	3	
INT7209	Hotel Internship	9	PPD7103
INT7306	Hotel Management Internship	6	PPD7313
<b>3. Minor Requirements</b>			<b>(12 credit hours)</b>
<b>Revenue Optimisation</b>			
DGT7303	Digital Transformation	3	
FIN7303	Hospitality Real Estate & Asset Management	3	
FIN7313	Strategic Finance Management	3	
MGT7303	Entrepreneurship for SME	3	
<b>Luxury Experience</b>			
CST7303	Experience Economy 4.0	3	
HOS7303	Contemporary Luxury	3	
HOS7313	Hotel Design	3	
TOU7303	Regenerative Destinations	3	
<b>4. Electives</b>			<b>(6 credit hours)</b>
Students may select from a list of elective courses offered that term			

*N.B. Availability of courses depends on the number of students that needs to enrol to a certain course in any given trimester*

### General Education Programme

The General Education Programme at EAHM includes the equivalent of 21 credit hours of course work throughout the curriculum, that provides a broad-based education and includes at least one course in each of the following:

- a. English language;
- b. Arabic language;
- c. Islamic studies;
- d. UAE studies.

The main purpose of the GEP is to provide students with the fundamental knowledge, skills and competencies that students must have to successfully complete the programme. In addition, GEP courses are designed to promote strong foundation to the students and develop skills in communication, quantitative and qualitative analysis, critical thinking, and information technology and systems.

### Programme Learning Outcomes

Upon completion of this **QFE Level 7** qualification (in accordance with the Qualification Framework Emirates – QFE), graduates of the EAHM BBA Programme will be able to:

<b>PLO1</b>	Apply knowledge and skills to design and deliver hospitality services and experience.
<b>PLO2</b>	Integrate the interdisciplinary theoretical and operational knowledge of hospitality for applied research and practice.
<b>PLO3</b>	Construct knowledge with stakeholders in an appropriate contextual framework
<b>PLO4</b>	Evaluate individual performance within the operational framework of hospitality
<b>PLO5</b>	Analyse and evaluate strategies for continued self-improvement.
<b>PLO6</b>	Evaluate a range of digital tools across multiple platforms.
<b>PLO7</b>	Perform effectively in culturally diverse environments.
<b>PLO8</b>	Apply skills to develop innovative and entrepreneurial solutions for hospitality.
<b>PLO9</b>	Apply sustainability best practices in the management of hospitality businesses.

*Progress to a Level 8 & 9 qualification in a business discipline.*

### Language courses:

Students are required to complete six (6) credits of language courses\*. The language courses offered are Arabic, French and Spanish. Arabic language is compulsory for all students as part of their programme of study. Students fluent in Arabic language can gain exemption from the general education Arabic subject through a Challenge Test. Students achieving the minimum required score would be given exemption to the mandatory Arabic language course.

## Languages Courses

Course Name	Course Code	Credit hours
Beginner's Arabic	ARB7013	3
Intermediate Arabic	ARB7023	3
Beginner's Spanish	SPN7013	3
Intermediate Spanish	SPN7023	3
Beginner's French	FRN7013	3
Intermediate French	FRN7023	3

**Electives:**

See list of 'indicative' electives below (some electives may not be offered) – selection will be confirmed in the Spring of 2024 by the Registry office:

**BBA Indicative Electives \* (selection predicted for 2023-2024)**

Course Name	Course Code	Credit hours
Contemporary Issues in Hospitality and Tourism	CON7003	3
Hospitality Challenge	MGT7003	3
Sales and Communication	MKT7003	3
Integrated Resorts	TOU7003	3

*\*Electives selection changes on a yearly basis – above selection shows list of indicative electives (subject to change)*

**COURSE DESCRIPTION**

All courses offered at The Emirates Academy of Hospitality Management are listed as below providing the following information per course:

**Course Code - Course Title**

Each discipline or field of study offered by the EAHM is summarized by a course code (a three-letter prefix, followed by a series of four number indicating the level of the degree, year level, level of the course and the number of credits) followed by the course title. As an example, EAHM offers the course:

**HOS7106 – Hotel Operations**

In this example, HOS is the course prefix and 7 is the level of the degree, 1 is the year level when the course is offered, 0 is the level of the course and 6 is the number of credits. This particular course is a first level course in Hospitality. (denoted by the 100 level number).

Courses are offered at the discretion of EAHM. Students should check with the Registrar's Office to ensure that specific courses are available.

**UNDERGRADUATE COURSES**

*List of Courses offered to students prior to January 2023 intake.*

**COMP301 - Strategic Information Technology Application in Management**

The course "Strategic Information Technology Application in Management" is designed to provide essential digital awareness, literacy and skills to the students in combination with project management and entrepreneurial mindsets during the early stages of their BBA programme. The goal is to equip them with e-project management and entrepreneurial skills which provide a distinct advantage during their early-stage careers. The course provided an understanding of the digital landscape which has increasingly gained prominence during the recent past. This course helps students to understand the key concepts and the principles of IT based management of project and processes. Students will analyse and evaluate IT-based projects, management methods and instruments. The overall capability of managing projects and the integration of IT to increase business performance will be discussed and analysed in this course. Students will be able to utilize their knowledge of business-driven digital platforms and consider issues related to the implementation in organisations across sector verticals.

**CONS401 – Consultancy Project**

The aim of this course is for students to investigate and explore a topical and current issue of relevance to the hospitality and tourism industry. A problem-based learning approach will be used by the application of appropriate research methods to a contemporary business question/problem. Many businesses require their employees to work together on collaborative investigations or group projects. Thus, this module is concerned with developing best practice in co-operation and communication in a group activity, whilst at the same time building on competences and learning developed in their academic program. The module requires students to work with a participating company on a hospitality/tourism related investigation that enables them, through an action learning

experience, to apply practical, research, evaluation and communication skills. Students are required to establish practical and realistic terms of reference and milestones for the project, in consultation with the tutor/client, and self-manage the consultancy process through to completion. As a composite element of their project, they will need to undertake appropriate research of the area/problem under investigation and analyze their findings in accordance with identified objectives. Tutor supervision will be provided throughout the process to evaluate and advise concerning the project's progress.

### **DISS490 - Dissertation**

Business research knowledge and skills are important criteria for understanding, conducting, interpreting, and presenting findings in the hospitality/tourism industry. This course provides students with an opportunity to conduct primary and/or secondary research in an area of interest and apply theoretical knowledge and skills learnt in previous courses in their programme of study. The dissertation requires students to carry out their own research study in terms of: identification of a topic area; research preparation; literature review; question and/or hypothesis development; selection of appropriate research method, including selection of data gathering method(s), and application of appropriate data analysis and modelling techniques; presentation of the research findings, and articulation of the research conclusions in the broader context of the topic area. The dissertation is the final component of the degree programme and presents a written work of scholarship that demonstrates the students' ability to research an approved topic and present a well-reasoned argument in support of a clearly stated hypothesis or research question.

### **FINN301 - Introduction to Finance**

A manager in charge of a hotel (restaurant) needs an awareness of the key role that operational financial performance plays towards the maximizing of value to the owner(s). This course provides an understanding of the role that the Financial Manager plays in maximizing value arising from existing projects and assessing the potential value of future projects (financial feasibility) is essential if the operational manager is to act always in the interests of the owner(s) and be proactive in putting forward 'value added projects' for senior management consideration.

### **FINN401 - Real Estate (Hotel) Finance**

Real Estate Hotel Finance is concerned with the management of capital assets and builds on concepts of financial feasibility. Operational managers need to understand why maximizing a Strategic Business Unit's (SBU's) operating profit and cash flow is critical to decision making in respect of the management of its capital assets. Emphasis is placed on application of financial feasibility and making the investment decision based on the results of the analysis.

### **FOOP101 – Front Office Operations**

Hotel Operations is a course designed to provide students with an understanding of the principles of operating and managing rooms division outlets. Students will learn the fundamentals of front office operations, including guest relations, reservations, check-in/check-out, and revenue management. The course utilizes the EAHM Labs, providing students with hands-on exposure to applications, interactive lectures, case studies, applications, expert speakers, hotel site visits, and use of a property management systems. Students will gain the knowledge and competencies required to manage a hospitality business' operations effectively.

**HLAW401 – Legal Aspects of Hospitality Industry**

This course focuses on aspects of hospitality business law, primarily as it relates to managing a facility legally, safely, and securely. In the day-to-day operation of a hospitality facility, it is the manager, not the company attorney, who will most influence the legal position of the operation. Rarely will you find a hospitality manager who is also a licensed attorney. Thus, the course aims at helping you develop a practical managerial perspective on how the law applies generally to the hospitality company's policies and practices, how to minimize the negative impact of the legal environment on the company, and how to work effectively with lawyers to protect the company. Finally, the course highlights international legal principles and considers legal traditions in multiple countries whenever possible.

**HRMT301 - Human Resources Management**

This course introduces the nature of International Human Resource Management (IHRM), its evolution throughout the years which shaped it to what it is today, a strategic partner in the organization and critical to the success of the business. The course will also offer an insight into current challenges in attracting, retaining, training, developing, compensating, engaging, and committing employees in a highly competitive and global environment.

**INTS202 - Undergraduate Internship**

It is essential that all students be given the opportunity to consolidate, develop and reinforce skills and information acquired at The Emirates Academy of Hospitality Management (EAHM) by placing them into realistic practice. A 22-week internship in industry is designed as an integral part of the degree programme. The internship not only allows students to put theory into practice but also to accept a large share of the responsibility for their own academic and skills development by experiencing a real work environment.

**ITMT301 - International Tourism Management**

The course covers the international scope of the tourism industry by enabling the students to take a look at the world's largest industry by taking a business perspective. This module will provide students with an appreciation of the implications for managing the tourism industry in an international context. Students will be introduced to a number of critical internal and external elements that contribute to the increasingly global and complex tourism industry. The success of a destination in terms of tourism is an outcome of a range of both micro and macro factors that have the potential to stimulate or inhibit the development of tourism. The resources required for development in a number of international locations will be considered alongside contemporary issues such as destination image, crisis management, culture and sustainability. In addition, students will be introduced to the travelling public, tourism promoters, tourism service suppliers and tourism's external environment. Specific attention is focused on challenges within tourism marketing, tourism intermediaries, tourism innovations and destinations. Students will be expected to draw on a range of theoretical models associated with tourism research and consider how these relate to the effective management of tourism destinations. The course will draw on examples and practices from countries of different development stages and will prove students with a clear understanding of tourism as an industry.

**MRKT301 - Services Marketing**

The course is aiming to introduce students to Services Marketing. It will provide an understanding of marketing concepts, strategies and practices and explains the latest trend of services marketing including new coverage of online, social media and mobile marketing. This course explores the dimensions of successful service-oriented companies, start-ups and entrepreneurial ventures. It prepares students for enlightened leadership and management of service organizations. Superior results and a distinctive competitive advantage emerge from alignment between service strategies, new service development and the service encounter. This subject will study services marketing and management from an integrated viewpoint, applying concepts and models to the hospitality and tourism industry. Learners will explore interactivity from a marketing perspective, develop an understanding of how new technologies have affected the main issues they face and the applications which are available for companies that want to integrate the new technologies into marketing activities. In this course, students will learn how to market a product or a service through digital and non-digital marketing channels.

**RESH301 - Research Methods**

Much of what we know is based on our own experiences or the experience of people close to us. The pursuit of discovery involves the use of scientific methods to test and develop theories about how people live and interact. Importantly, the application of scientific methods allows us to study our world and to challenge the assumptions made in everyday life. This course provides students with an appreciation of, and ability to apply appropriate research method in addressing hotel, catering, and tourism-related problems. Coverage includes: the research process, literature searching, sampling, observational research, qualitative methods, quantitative methods, hypothesis testing, and measurement, data analysis, reporting research findings, and the elements of a research proposal.

**STMT401 - Strategic Management**

STMT401 is a capstone course which integrates much of what students have learned until now from a "functional discipline" perspective (marketing, finance, human resource management etc.) and applies that knowledge to the study of sustainable competitive advantage. The goal of the strategy course STMT401 is to strategise the future performance of the hospitality organisation by taking into account opportunities, threats, capabilities, and capacity. The course views the hospitality organisation as a holistic system of interdependent variables that are affected by the external environment and internal constraints. Students will examine the formulation, implementation, and evaluation of strategies in tourism and hospitality organizations and apply the conceptual frameworks to specific situations. The major responsibility of students in this course is to make objective strategic decisions and to justify them through oral and written communication. This is an interactive course, you will learn critical and practical strategic analysis, thinking, and communication techniques in this course through a combination of lectures, readings, hands-on exercise, case studies and classroom participation.



*List of Courses offered to students from January 2023 intake.*

## **General Studies Courses**

### **ENG7103 - English Language**

This course is designed to develop writing and oral presentation skills to the proficiency expected of a student at a higher education level. Before beginning any writing or speaking project, one must know how to think critically. Students will be given ample opportunity to develop their reasoning and analytical skills and instincts. The course will be run as a workshop rather than a traditional classroom, where students' assessment tasks will become "works in progress" that undergo more than one draft prior to being assessed. Discussion and participation will be encouraged and expected on a regular basis. Students will read, write, present, debate and share their work with classmates in order to develop their own language skills to produce work at level suitable for academic and business success.

### **MGT7203 - Entrepreneurship and Innovation**

The aim of this course is to develop students' understanding of the key concepts and principles of innovation in the context of entrepreneurial environments. Therefore, concepts of governance for knowledge and innovation will be addressed to prepare students to understand and analyse how innovation processes are designed in businesses. The final project assessment provides students with an opportunity to develop their creative confidence and develop a business idea that has the potential to become a viable business. The course draws on a number of key areas including design thinking, the creation of an entrepreneurial mindset, innovation and idea creation and an evaluation of market opportunities. The course is designed to develop students' enterprising and entrepreneurial skills and to enhance employability by working on a range of complex problems and issues both individually and in teams.

### **SUS7103 - Sustainable Development in Hospitality**

The hospitality industry, along with governments and private organizations are launching initiatives that help hoteliers become more sustainable i.e. by becoming more environmentally responsible and by working in harmony with society at large. This course provides a clear understanding of the issues surrounding climate change, global warming, air and water pollution, ozone depletion, deforestation, the loss of biodiversity and global poverty in relation to the hospitality industry. Students will learn the theoretical underpinnings of sustainability and apply their knowledge through a hotel benchmarking exercise in the UAE and beyond. The course will equip students to manage business stakeholders, regardless of what belief they hold society demand greater action and expect higher expectations from the hospitality industry in demonstrating responsible behaviour across the triple bottom line of economic, social, and environmental management.

### **UAE7103 - UAE Studies: Hospitality and Tourism**

This course is designed to provide students with an in-depth understanding of the culture of the United Arab Emirates (UAE) from a hospitality and tourism perspective. The course will cover the historical, cultural, social, and economic factors that have influenced the development of the hospitality and tourism industry in the UAE, and how this economic sector contributes to the shaping of modern UAE. Students will be introduced to the various historical aspect of hospitality and tourism in the UAE. They will also be exposed to the national plans that defined tourism development in the country, focusing on

infrastructures, transports, leisure and culture. The course will examine the role of hospitality and tourism in the national economy and its impact on society and the environment. It will also investigate the heritage and leisure resources that contribute to the identity of the UAE. The course will also explore the various challenges facing the nation, including sustainability, globalization, and changing cultural practices. Through case studies, guest speakers, and field trips, students will gain practical insights into the UAE culture through the lens of tourism.

### **UAE7203 - Hospitality and Islamic Culture**

This course will explore the intersection of Islamic culture and hospitality, examining how Islamic traditions, beliefs, and practices shape the experience of hospitality for both guests and hospitality professionals. The tradition of hospitality in the Middle East has its origins in the extensive trading routes that crossed the Arabian peninsula, and linked to the Silk Road as a characteristics of the Islamic Civilization. Travelers often had to rely upon the kindness of strangers to survive in the region. These acts of generous hospitality extended beyond family, friends and tribe members, and became a corner stone of Islam and Islamic culture. We see this today in the hospitality offerings of the region, in both form and function. By the end of the course, students will have a deep understanding of Islamic culture and its impact on the hospitality industry. They will be equipped with practical skills and knowledge for catering to Muslim guests and creating a welcoming and inclusive environment that respects and celebrates Islamic traditions and values. Students will also be prepared to promote cross-cultural understanding and communication in the hospitality industry, contributing to a more inclusive and diverse industry.

### **SPN7013/FRN7013/ARB7013 - Spanish/French/Arabic language**

This course is designed to help students acquire and develop their Spanish/French/Arabic language skills. It will cover the basics of Spanish/French/Arabic grammar, vocabulary, and pronunciation. This course aims to equip students with their reading, writing and speaking skills in Spanish/French in a variety of contexts at a beginner's level. Moreover, they will also learn about the Spanish/French/Arabic culture. The topics that will be included are the alphabet, numbers, greetings, asking and giving nationalities, descriptions of places, descriptions of people, giving and asking the time, measurements and weights, asking and giving directions, naming foods and writing up recipes, placing orders at a restaurant, booking tickets, and talking about their daily plans. Students will learn through a variety of activities such as role playing, listening exercises, grammar exercises, reading comprehension and online activities. By the end of the course, students should be able to communicate effectively and hold a mini conversation.

### **SPN7023/FRN7023/ARB7023 - Spanish/French/Arabic language**

This course is tailored to enable students to acquire and hone their Spanish/French/Arabic language proficiencies. Emphasis will be placed on grammar, vocabulary, and pronunciation in Spanish/French/Arabic. The ultimate goal is to equip students with the necessary reading, writing, and speaking aptitudes in Spanish/French/Arabic in various situations at a beginner's level. The course will cover topics including but not limited to describing places and individuals, telling time, weights and measurements, soliciting and giving directions, identifying foods, composing recipes, ordering at a restaurant, booking tickets, and discussing daily plans. The curriculum will incorporate an array of teaching methods such as role-playing, listening exercises, grammar drills, reading comprehension, and online activities. The ultimate goal of the course is to enable students to communicate effectively and hold meaningful conversations in Spanish/French/Arabic.

## Core Courses

### **BUS7303 - Business Transformation Project**

This course is designed to help students gain an in-depth understanding of the strategic initiatives, project management, and change management processes involved in transforming a hospitality business or business outlet. Through a combination of lectures, case studies, group discussions, and practical exercises, students will develop the skills and knowledge required to create a blueprint and roadmap for transforming a hospitality business, develop effective communication strategies, and conduct research on the economic impacts of the transformation.

### **COM7203 - Design and Communication**

This course aims to explore the role of design and visual communication. Students will develop their skills and knowledge in the use of design and visual elements in the hospitality and tourism industry. The course will begin with an introduction to the principles of design and visual communication, including typography, color, composition, and information design. Students will then explore how these principles are applied in the context of the hospitality industry, including the design of menus, signage, websites, backdrops, props and promotional materials. They will be introduced to the use of digital tools and software for design and visual communication. By the end of the course, students will have developed a strong understanding of the role of design and visual communication in the hospitality industry and will have the skills and knowledge to create effective and engaging visual materials for use in hospitality contexts.

### **CST7103 - Customer Health and Wellbeing**

This course is designed to examine the essential elements of customer wellbeing and hospitality in service-oriented industries. Students will critically evaluate the impact of customer wellbeing on the hospitality industry and the strategies employed by service providers to enhance the guest experience. The course will discuss the role of empathy in hospitality and its impact on the customer experience, together with ethical considerations in promoting customer wellbeing in hospitality. Strategies for promoting customer health and wellbeing in hospitality settings, including diet, exercise, and stress management will be reviewed. By the end of the course, students will have a deep understanding of the importance of promoting customer wellbeing in hospitality and will have developed practical skills and knowledge necessary to provide empathetic service that meets the diverse needs of customers.

### **DAT7203 - Data Analytics**

Data analytics course covers managerial statistical tools in descriptive analytics and predictive analytics, including regression. Other topics covered include forecasting, risk analysis, simulation, and data mining, and decision analysis. This course provides students with the fundamental concepts and tools needed to understand the emerging role of business analytics in organizations and shows students how to apply basic business analytics tools in a spreadsheet environment, and how to communicate with analytics professionals to effectively use and interpret analytic models and results for making better business decision. Emphasis is placed on applications, concepts and interpretation of results, rather than theory and calculations, allowing students to make effective use from their skills during their research practices.

**DGT7313 - AI and Customer Experience**

The course will provide an overview of AI technologies and their applications in the hospitality industry, while emphasizing the importance of maintaining human-centred care in customer service. The course will cover a range of topics, including the role of AI in customer service and guest personalization. It will also examine the ethical considerations surrounding the use of AI in the hospitality industry, such as privacy concerns, data security, and transparency. The course will be delivered through a combination of lectures, case studies, and hands-on exercises. Students will be exposed to best practices for integrating AI into hospitality operations, as well as strategies for ensuring that human care remains at the forefront of customer service. Upon completion of the course, students will be equipped with the knowledge and skills necessary to effectively integrate AI technologies into hospitality operations while maintaining a human-centred approach. They will also be able to critically evaluate the benefits and challenges associated with the use of AI in the hospitality industry, and to make informed decisions about how to effectively leverage these technologies to enhance guest experience.

**FIN7103 - Hospitality Accounting and Finance**

This course is designed to provide an overview of the financial management and accounting principles that are relevant to the hospitality industry. Topics covered in this course include financial statements, budgeting, cost control, revenue management, capital investment decisions, and financial ratios. Through case studies, group discussions, and hands-on exercises, students will develop the skills and knowledge necessary to analyse financial information and make informed decisions. Upon completion of this course, students will have a solid foundation in the principles and practices of financial management and accounting in the context of the hospitality industry. They will be able to apply these skills to real-world situations and make informed decisions that contribute to the financial success of a hospitality business.

**FIN7203 - Managerial Finance Decisions**

This course focuses on the principles and techniques of financial management as they apply to the hospitality industry. Students will gain an understanding of the unique financial challenges faced by hospitality managers and how to make informed financial decisions to maximize profitability. The course will cover topics such as financial statements, budgeting, forecasting, cash flow management, pricing strategies, revenue management, cost control, and capital budgeting. Students will learn how to analyse financial data, interpret financial reports, and develop financial plans to improve the bottom line of hospitality operations. Upon completion of the course, students will be able to apply financial management principles to hospitality operations, make informed financial decisions, and communicate financial information effectively to stakeholders.

**FNB7106 – Food and Beverage Business**

This course aims to direct students' attention towards the operational and business aspects involved in running a food and beverage (F&B) business. Its primary objective is to help students develop the necessary skills and competencies for establishing and managing a successful F&B enterprise. The course covers various topics, including teamwork, work ethics, food and beverage management, concept design, cost control, service sustainability, and the incorporation of the latest technology trends. Additionally, students will receive guidance on resource management, health and safety measures, and quality management, all of which contribute to enhancing customer experiences. The course utilizes the EAHM Labs, students with hands-on exposure to applications, interactive

lessons, expert speakers, and digital software tools. By the conclusion of the course, students will be capable of critically assessing the essential components required for creating and executive a food and beverage business.

### **HOS7106 Hotel Operations**

Hotel Operations is a course designed to provide students with an understanding of the principles of operating and managing rooms division outlets. Students will learn the fundamentals of front office operations, including guest relations, reservations, check-in/check-out, and revenue management. The course will critically assess the housekeeping department, safety, security, and the importance of resource management. The course utilizes the EAHM Labs, providing students with hands-on exposure to applications, interactive lectures, case studies, applications, expert speakers, hotel site visits and use of property management systems. Students will gain the knowledge and competencies required to manage a hospitality business' operations effectively.

### **HRM7103 - People and Culture**

This course is designed to provide students with an understanding of the principles and practices of human resources management and the impact of culture on the workplace. This course aims to inspire students about human resources and culture as we believe that people are the pillars of any successful hospitality business. The course will cover topics such as recruitment and selection, learning and development, compensation and benefits management, performance management, and labour relations. Additionally, it will cover an array of cultural topics such as international workplaces, organizational culture, intercultural communication, finance and culture, technology, and culture as well as ethics and culture. Students will learn through the use of case studies, readings, guest lectures and discussions. The course outcomes are for students to gain knowledge so to create ethically and professionally their own journey as an employee as well as a leader.

### **HRM7203 - Organizational Behaviour**

This course is designed to provide students with an understanding of the principles and practices of organizational behaviour and how they can be applied to improve organizational performance. The course will cover topics such as organizational culture, communication, motivation, decision making, team dynamics, stress management, work-life balance, mental wellbeing, conflict and negotiation management, organizational structure, organizational change and power and politics. Students will acquire knowledge using case studies, readings, guest lectures and discussions. The course outcomes are for students to learn how to apply these concepts to hospitality organizations and how to use them to create a more effective and productive work environment.

### **INT7209 - Hotel Internship**

It is essential that all students be given the opportunity to consolidate, develop and reinforce skills and information acquired at The Emirates Academy of Hospitality Management (EAHM) by placing them into realistic practice. An internship in the industry lasting 22-24 weeks is designed as an integral part of the degree programme. The internship not only allows students to put theory into practice but also to accept a large share of the responsibility for their own academic and skills development by experiencing a real work environment.

**INT7306 – Hospitality Management Internship**

This course provides an opportunity for students to gain managerial experience and apply theoretical knowledge in the hospitality industry. Students will be placed in various management positions within the hospitality sector, including hotels, resorts, restaurants, and other hospitality-related businesses. Through this internship, students will develop skills in leadership, communication, customer service, and operational management, while also gaining an understanding of the unique challenges and opportunities of the hospitality industry. It is intended that this course will launch student's career

**LAW7103 – Ethics and Law in Hospitality**

This course is designed to provide students with an in-depth understanding of the legal and ethical expectations in hospitality globally. Through a combination of lectures, case studies and class discussions, students will explore the key principles of law and ethics, and corporate social responsibility, including stakeholder engagement, legal aspects of responsibility and sustainability. Students will learn how businesses can address social, legal, and ethical challenges while also meeting their financial objectives. By the end of this course, students will have gained a comprehensive understanding of legal and ethical aspects of hospitality and corporate responsibility. They will be able to apply this knowledge to analyze and evaluate business practices and develop strategies for promoting ethical behaviour in the workplace.

**MGT7213 - Strategic Management**

This course aims to provide students with the skills and knowledge of guiding businesses in the formulation, implementation and evaluation of strategies. Attention is given to strategies for building sustainable competitive advantage and generating superior value for customers as well as society at large. The modules have been designed to consider the co-alignment principle of strategic management, which suggests that a hospitality business wins competitive advantage by co-aligning its opportunities with its competitive strategies, its core competencies and its implementation process. Students are expected to develop a mastery of the strategic analysis tools to perform analyses of businesses with special focus on the international hospitality industry and its competitors. The course will entail reading and lecture to provide foundation. In addition, students will harness active problem solving with focus on translating concepts into action through cases.

**MKT7103 - Digital Marketing**

The course is aiming to introduce students to the fundamentals of Digital Marketing. It will provide an understanding of marketing concepts, strategies and practices and explains the latest trend of marketing including new coverage of online, social media and mobile marketing. In this course, learners will explore interactivity from a marketing perspective, develop an understanding of how new technologies have affected the traditional way of marketing, the strategies companies are using, the difficulties and the main issues they face and the applications which are available for companies that want to integrate the new technologies into marketing activities. The course also discusses relevant concepts such as search engine optimization, inbound links, ad words, viral marketing and marketing analytics. Contemporary businesses cannot ignore the importance of digital marketing and online social networks such as Facebook, Instagram, Twitter, TikTok and others. In this course, students will learn how to market a product or a service through digital marketing channels.

**PPD7103 - Professional and Personal Development – 1**

The Professional and Personal Development course is designed to help students develop key skills and competencies that are essential for success in their personal and professional lives. Through a combination of lectures, discussions, and practical exercises, students will learn how to improve their study skills, time management, digital literacy, personal branding, presentation, and grooming. Clear instruction guides students to self-assessment, employer research, self-marketing, writing a market-driven CV, and interviewing. Pedagogical didactic guidance is provided to prepare the students for their job applications and interviews, including CV writing classes, interview techniques, personality tests, social media, and public speaking workshops. The course is designed to give students a broad, well-rounded exposure to different occupations, industry groups, career search platforms and training programmes that will help them to launch their internship successfully.

**PPD7313 - Professional and Personal Development - 2**

Building upon the hotel internship, this course is designed to help students develop their professional and personal skills through a focus on business ethics and leadership style via business reflection. Through a combination of lectures, discussions, case studies, and practical exercises, students will gain a deeper understanding of the ethical considerations involved in business, develop critical thinking skills for self-reflection, and learn how to adopt different leadership styles to effectively manage diverse teams in the future.

**RES7303 - Applied Research Methods**

The course aims at providing an overview of the key principles of research design as well as quantitative and qualitative research methods. Much of what we know is based on our own experiences or the experiences of people close to us. The pursuit of discovery involves the use of scientific methods to test and develop theories about how people live and interact. Importantly, the application of scientific methods allows us to study our world and to challenge assumptions made in everyday life. This course provides students with an appreciation of, and ability to apply appropriate research methods in addressing hotel, catering, and tourism related problems. Coverage includes: the research process, literature searching, sampling, observational research, qualitative methods, quantitative methods, hypothesis testing, and measurement, data analysis, reporting research findings, and the elements of a research proposal.

**TOU7103 - International Hospitality and Tourism Business**

The International Hospitality and Tourism Business course is designed to provide students with a comprehensive understanding of the global hospitality and tourism industry, as well as its management and marketing practices. Students will be exposed to case studies, best practices and real-world examples of successful hospitality and tourism management initiatives from around the world and the UAE context. Students will explore current trends and challenges in the industry such as globalization, technological advancements, changing consumer and tourist behaviour and sustainability issues. By the end of the course, students will have developed a comprehensive understanding of the key concepts and practices in international hospitality and tourism management and will be able to apply this knowledge to a range of hospitality and tourism related issues and challenges.

**TOU7203 - Tourism Economics**

Tourism Economics course focuses on exploring the economic aspects of the tourism industry in the UAE and around the world. The course examines the economic principles

that underpin the tourism industry and how they interact with various other factors, such as government policies, market conditions, cultural influences, and environmental sustainability. Students in this course will learn about the economic concepts and theories that are relevant to tourism, such as demand and supply, elasticity, market structures, pricing, and market research. They will also explore the role of government in promoting tourism, including policies related to infrastructure, regulation, and taxation. The outcomes of this course will provide students with a holistic and critical view on today's tourism market in relation to hospitality business.

### ***Individual Applied Research***

This course provides students with an opportunity to conduct primary and secondary research in an area of interest and apply theoretical knowledge and skills learnt in previous courses in their programme of study. This course offers two options: a final dissertation or a final consultancy project.

#### **RES7313 – Final Research Project - Dissertation**

The dissertation requires students to carry out their own research study in terms of: Identification of a topic area; research preparation; literature review; question and/or hypothesis development; selection of appropriate research method, including selection of data gathering method(s), and application of appropriate data analysis and modelling techniques; presentation of the research findings, and articulation of the research conclusions in the broader context of the topic area. The dissertation is the final component of the degree programme and presents a written work of scholarship that demonstrates the student's ability to research an approved topic and present a well-reasoned argument in support of a clearly stated hypothesis or research question. Tutor supervision will be utilised throughout the dissertation to evaluate and advise where necessary.

#### **RESH7323 – Final Research Project - Consultancy Project**

The consultancy project requires students to investigate and explore a range of topical and current issues of relevance to the hospitality and tourism industry. A problem-based learning approach will be used by the application of pragmatic research methods to contemporary business questions. The consultancy project gives students the opportunity to work with a participating company on hospitality / tourism related project that enables them through an action learning experience to apply the skills learnt in previous modules. The students will be required to establish practical and realistic terms of reference for the project and then self-manage the consultancy process through to completion. As a composite element of their consultancy project, they will need to undertake detailed research of the appropriate areas / markets under investigation and analyse the findings in accordance with the project objectives. Tutor supervision will be utilised throughout the process to evaluate and advise where necessary.

### **Minor**

#### ***Revenue Optimisation***

#### **DGT7303 – Digital transformation**

The Digital Transformation course focuses on the dynamic intersection of globalization and cutting-edge technology in the hospitality industry. This comprehensive course equips



students with a deep understanding of how globalization influences the hospitality landscape in the UAE and beyond. It delves into the transformative impact of five key technologies—artificial intelligence, Internet of Things (IoT), augmented reality, virtual reality, and blockchain—on the industry. Moreover, students will explore the practical application of IoT and the critical importance of cybersecurity in safeguarding sensitive guest data. Additionally, a core emphasis is placed on the development of interpersonal skills, recognizing their pivotal role of guest experiences and successful industry integration. Overall, this course prepares students to navigate the evolving global hospitality landscape, where technology and interpersonal proficiency are essential for success.

### **FIN7303 – Hospitality Real Estate & Asset Management**

Hospitality Real Estate and Asset Management is a course that focuses on the principles of real estate and asset management as they relate to the hospitality industry. The course will explore the challenges and opportunities associated with the ownership and management of hotels, resorts, and other hospitality properties. The course will cover a wide range of topics, including market analysis, property valuation, investment strategies, risk management, and sustainability. Students will learn about the different types of ownership structures and investment vehicles available to hospitality investors, and students will develop the skills necessary to evaluate and manage hospitality assets over their entire lifecycle. By the end of the course, students will have a thorough understanding of the real estate and asset management principles that are essential to success in the hospitality industry.

### **MGT7303 – Entrepreneurship for SME**

This course is designed to equip students with the knowledge and skills necessary to set up a Small and Medium Enterprise (SME). It covers a range of topics including the identification and analysis of SME market opportunities and the competitive landscape, sources and types of financing, feasibility studies, legal requirements and marketing strategies with focus on customer relationship management techniques. Students will learn how to develop a business plan that is sustainable and competitive in the marketplace, using a real-life example in the context of the Middle East. By the end of the course, students will have developed a comprehensive understanding of the key concepts, practices and skills needed to set up and manage a successful SME.

### **FIN7313 – Strategic Finance Management**

This course is designed to help students gain an understanding of responsible hospitality business strategy, including the development and implementation of a real business plan that takes into account corporate social performance, financing, funding, and operational management. Through a combination of lectures, case studies, group discussions, and practical exercises, students will learn how to create a business plan that reflects their own values, needs and social responsibility while also being financially viable. They will plan, design and create a hospitality businesses and strategies bringing the responsible business management acumen into action.

### ***Luxury Experience***

### **CST7303 - Experience Economy 4.0**

This course is designed to help students to apply and critically analyze the principles of the experience economy, making use from market research, financial projections, marketing

strategy underpinnings to enhancing the customer experience. Through a combination of lectures, case studies, group discussions, and practical exercises, students will identify and understand customer needs and preferences, to create design services and events that exceed customer expectations. The outcome of this course will be the delivery of a real case business project to existing customers in the high-end service industry.

### **HOS7303 - Contemporary Luxury**

This course explores the concept of contemporary luxury and its various dimensions in today's society. Students will gain an understanding of how luxury is perceived, valued, and marketed in different service industries, as well as the complexities of balancing exclusivity and accessibility in luxury products. The course will also cover the impact of technology and e-commerce on the luxury market, social, cultural, and economic dimensions of luxury, and how luxury products and services are perceived in the Middle East. Students will gain insights into consumer behaviour and preferences in luxury markets and learn how to navigate the various challenges in this industry.

### **HOS7313 - Hotel Design**

This course provides students with an understanding of hotel design principles and the role of design in creating functional, aesthetically pleasing and sustainable hotel spaces. Students will explore various design elements and materials, as well as considerations for routing and utility in hotel design. Through practical exercises and case studies, students will learn how to strategically position design elements to enhance the guest experience and drive business success.

### **TOU7303 - Regenerative Destinations**

This course provides an in-depth understanding of the principles and practices of tourism planning and management. The course is designed to equip students with the knowledge and skills necessary to develop, implement, and evaluate effective tourism plans and policies that support sustainable development. It covers a range of topics, including the identification and analysis of tourism destinations, stakeholder management, and the development of effective branding strategies. The course also explores the role of government agencies, non-governmental organizations, and private sector stakeholders in tourism planning and management. Students will be exposed to case studies, best practices, and real-world examples of successful tourism planning and management initiatives from around the world. By the end of the course, students will have developed a comprehensive understanding of the key concepts and practices in tourism planning and management and will be able to apply this knowledge to a range of destination-related issues and challenges.

## **Elective Courses**

### **HOS7003 - Hospitality Challenge**

The Hospitality Challenge course is an immersive course designed to actively engage students in real-world competitions and challenges within the global hospitality industry. Hosted by various esteemed international organizations, this course offers learning experience that fosters the development of students' transferable skills, soft skills essential for pitching and justifying ideas. Moreover, by the culmination of the Hospitality Challenge, students will have acquired an in-depth understanding of the contemporary and future hospitality landscape. They will have honed their abilities to craft innovative and practical

solutions to genuine industry challenges that align with strategic goals and project criteria. This course is centered on fostering teamwork and instilling a high degree of professionalism as students collaborate meeting project milestones within specified deadlines. Moreover, it empowers students to embark on promising careers as future leaders in the ever-evolving hospitality industry, simultaneously cultivating an extensive network.

**MGT7003 - Contemporary Issues in Hospitality and Tourism**

This course examines contemporary issues in the hospitality and tourism industry, with a focus on the UAE and global contexts. Students will analyze and evaluate current issues and trends affecting the industry, such as sustainability, technology, globalization, and cultural diversity. Through critical analysis of case studies and group discussions, students will develop a deep understanding of the issues and challenges facing the industry and the skills to identify and respond to emerging trends.

**MKT7003 - Sales and Communication**

This course provides students with an understanding of sales and communication principles and their applications in various sales channels, including online sales. Students will explore effective communication tools and techniques for sales, as well as strategies for leveraging technology to improve sales performance in the hospitality industry. Through case studies and practical exercises, students will learn how to create effective communication plans and optimize revenue for maximum impact, which can be applied in the hospitality business worldwide.

**TOU7003 - Integrated Resorts**

This course provides students with an understanding of integrated resort concepts and the role of leisure management in creating successful all-inclusive destinations, focusing on the context of the UAE. Students will explore various gambling and entertainment products and learn how to strategically integrate them within resort environments. Through practical exercises and case studies, students will develop their understanding of the unique challenges and opportunities that arise in the design and management of integrated resorts.

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New courses and/or any of the following may be updated during the academic year as approved by the Quality Assurance committee and/or Dean:

*Course Descriptions, Title, Course Prefix, Number, Aim of the course, Content Coverage, Pre-requisites, Co-requisites.*

**COURSE INFORMATION**

***Undergraduate Courses***

<b>CODE</b>	<b>COURSE TITLE</b>	<b>CREDITS</b>	<b>CLASS HOURS</b>	<b>OTHERS*</b>	<b>TOTAL HOURS</b>
BUS7303	Business Transformation Project	3	45	90	135
COM7203	Design and Communication	3	45	90	135
CST7103	Customer Health and Wellbeing	3	45	90	135
DAT7203	Data Analytics	3	22	43	65
DGT7313	AI and Customer Experience	3	45	90	135
ENG7103	English Language	3	45	90	135
FIN7103	Hospitality Accounting and Finance	3	45	90	135
FIN7203	Managerial Financial Decision	3	99	36	135

FNB7106	Food and Beverage Business	3	45	90	135
HOS7106	Hotel Operations	3	45	90	135
HRM7103	People and Culture	3	45	90	135
HRM7203	Organisational Behaviour	3	45	90	135
INT7209	Hotel Internship	9	0	810	810
INT7306	Hospitality Management Internship	6	0	540	540
LAW7103	Ethics and Law in Hospitality	3	45	90	135
MGT7203	Entrepreneurship and Innovation	3	45	90	135
MGT7213	Strategic Management	3	45	90	135
MKT7103	Digital Marketing	3	45	90	135
PPD7103	Professional and Personal Development – 1	3	45	90	135
PPD7313	Professional and Personal Development – 2	3	45	90	135
RES7303	Applied Research Methods	3	45	90	135
RES7313**	Final Research Project - Dissertation	3	2	133	135
RES7323**	Final Research Project - Consultancy Project	3	2	133	135
SUS7103	Sustainable Development in Hospitality	3	45	90	135
TOU7103	International Hospitality and Tourism Business	3	45	90	135
TOU7203	Tourism Economics	3	45	90	135
UAE7103	UAE Studies: Hospitality and Tourism	3	45	90	135
UAE7203	Hospitality and Islamic Culture	3	45	90	135
DGT7303+	Digital Transformations	3	45	90	135
FIN7303+	Hospitality Real Estate and Asset Management	3	45	90	135
FIN7313+	Strategic Finance Management	3	45	90	135
MGT7303+	Entrepreneurship for SME	3	45	90	135
CST7303+	Experience Economy 4.0	3	45	90	135
HOS7303+	Contemporary Luxury	3	45	90	135
HOS7313+	Hotel Design	3	45	90	135
TOU7303+	Regenerative Destinations	3	45	90	135
HOS7003*	Hospitality Challenge	3	45	90	135
MGT7003*	Contemporary Issues in Hospitality and Tourism	3	45	90	135
MKT7003*	Sales and Communication	3	45	90	135
TOU7003*	Integrated Resorts	3	45	90	135
COMP301*	Strategic IT Application in Management	3	45	90	135
CONS401*	Consultancy Project	6	22	248	270
DISS490*	Dissertation	9	0	405	405
FINN301*	Introduction to Finance	3	45	90	135
FINN401*	Real Estate (Hotel) Finance	3	45	90	135
FOOP101*	Front Office Operations	3	45	90	135
HLAW401*	Legal Aspects of Hospitality Industry	3	45	90	135
HRMT301*	Human Resources Management	3	45	90	135
INTS202*	Undergraduate Internship	6	0	540	540
ITMT301*	International Tourism Management	3	45	90	135
MRKT301*	Services Marketing	3	45	90	135
RESH301*	Research Methods	3	45	90	135
STMT401*	Strategic Management	3	45	90	135
ARB7013	Beginners' Arabic	3	45	90	135
ARB7023	Intermediate Arabic	3	45	90	135
FRN7013	Beginners' French	3	45	90	135
FRN7023	Intermediate French	3	45	90	135
SPN7013	Beginners' Spanish	3	45	90	135
SPN7023	Intermediate Spanish	3	45	90	135

\* includes independent learning, information retrieval, research, consultation with supervisors, and exams

\*\* may choose to take either course to complete programme requirements

+ minor subjects (may choose between Revenue Optimisation or Luxury Experience)

~ Elective courses

♣ These courses are part of the old curriculum

## ASSESSMENTS

### UNDERGRADUATE

#### Integrated course assessment

The final mark of each course is the sum of all assessment items and graded course work during the trimester expressed as a %.

Each course shall normally be assessed as follows:

- a. No less than forty (40) percent and no more than fifty (50) percent of the mark shall be allocated for the final assessment, including an examination, where a final exam is required.
- b. Coursework and assignments shall not account for more than sixty (60) percent of the total grade of the course.

Because of their nature, some courses may be exempted from these regulations. In these cases, the respective Faculty member with the Dean or Programme Manager, will approve appropriate methods of assessing the student performance against the learning outcomes.

Students will not be re-assessed (retake, re-sit or re-submit) for any failed assessment components except for the final examination. The final mark can include assessments that received a failing grade; therefore, a student can compensate bad performance in one assessment component by excelling in another.

Mitigating circumstances for coursework extensions or must be presented in writing prior to the published due date for the assessment. The Dean or Assistant Dean will determine the mitigating circumstances and evidence to support these are appropriate. After a student has completed an assessment, no mitigating circumstances will be accepted as grounds for re-assessment since such circumstances should have been reported by the student prior to the assessment submission date, accompanied by a request to be absent or by a request for an extension (in case of course work).

In case of a course being taught by more than one instructor, the Dean shall appoint one of those instructors to coordinate the teaching process, set the assessment dates and specify the integrated method for assessing the course.

#### Coursework

As part of the assessment process students may be required to submit course work. Course work may include mid-term tests. All course work must be submitted as per the instructions given on the assignment and in the course syllabus.

#### Undergraduate Research Project

In the final trimester of their programme, students who joined EAHM prior to January 2023 must complete their Dissertation. For students who joined in January 2023 must complete their Research Project (either Dissertation or Consultancy Project). The students will be given one (1) trimester to complete the Research Project/Dissertation.

The appointment of a supervisor for the Research Project is decided by the Research Committee. In the event a student wishes to change supervisor, the student is required to complete a change of supervisor form and send the request to the Research

Project/Dissertation Coordinator, the Programme Manager and Registrar. The change will be examined by the Research Project/Dissertation Coordinator and Programme Manager/Dean. The outcome will be notified to the student only once the original supervisor and the desired supervisor convey their written consent on the form.

Research Project/Dissertation are graded by the respective supervisor and a second marker (usually nominated by the Research Project Coordinator). Should the difference between the supervisor's and second marker's grade be within 10%, the average will be treated as final, unless by mutual consensus, another value is agreed upon. In the event of the grade difference exceeding 10%, the supervisor and the second marker will hold a consultation to identify a 'common ground'. In the event of a lack of consensus, the concerned dissertation will be referred to a third marker. The third marker can call for the original grading reports of the supervisor and second marker. The final grade will be the average of the supervisor's or second marker's grade and the third marker's grade, whichever is closer to the latter.

Reference to 03EP09 Dissertation Supervision and Examination

- a. Research Project/Dissertation extension requests should be made to the supervisor who will make a recommendation to the programme manager and will be reviewed and approved on a case-to-case basis. Once the extension request has been approved, students must complete and submit their Research Project/Dissertation within one year after officially registering for the Research Project/Dissertation.
- b. Any request for a change of Supervisor must be made by following the process outlined in 03EP09 Dissertation Supervision and Examination.

### **Late submissions**

Late submission of a course assignment, consultancy project or research project/Dissertation is subject to the following penalties:

1. Up to 24 hours after of the original deadline: maximum grade 60%
2. Later than 24 hours after the original deadline: 0% (F grade)

### **Course Tests**

Tests that take place within the Trimester shall be planned during the scheduled time and day of the class as designated on the official timetable, or during specifically timetabled examination periods, as included in the Academic Calendar.

A student can request to be absent from an announced test based on mitigating circumstances (such as illness or death in the immediate family). The student shall submit the proof of his / her mitigating circumstances in writing to the Registrar and Instructor within seven (7) days of missing the test. If the student's request is accepted, the course Instructor shall arrange for a make- up test for the student before the start of the final examinations. A student who is absent from an announced test (without any acceptable excuse) will receive a grade of zero (0) for the test.

## **Final Examinations**

### *Examination Regulations*

- Reminder: Mobile phones and/or any unauthorized electronic devices are strictly forbidden in the examination site.
- The first ten (10) minutes are designated as reading time. Students should not write during this period.
- During the first ten (10) minutes, a relevant member of faculty will be present to address any ambiguities that may exist in the examination.
- Calculators and other stationary supplies, if required, will be provided by the invigilator(s).
- No notes or concealed messages are allowed in the room.
- Once the reading of instructions is completed and the examination is started, no students will be allowed to enter the examination site.
- Students will not be allowed to leave the examination site during the first thirty (30) minutes or during the last fifteen (15) minutes.
- If the fire alarm sounds, this should be initially ignored. However, if it sounds for a second time, evacuation of the building will proceed, and all the examination materials will be left behind. This will be coordinated by the examination invigilators

Every student is expected to review the examination guideline document for further details prior to the exam.

### ***Reading Time***

This is the first ten (10) minutes of the exam. Students may ask course related questions to their course tutor during this time. The time does not count towards the length of the exam.

### ***Mitigating Circumstances***

Should a student miss the final examination of any course, the student is required to submit proof of mitigating circumstances to be allowed to take a substitute examination during the re-sit examination period. Proof of mitigating circumstances must be submitted within three (3) working days of the exam date. Medical certificates may be subject to verification from the local health authorities. Other acceptable forms of mitigating circumstances may include police reports and letters from parents or sponsors. The decision to accept or reject mitigating circumstances will be made by the Examination Board.

### ***Re-sit and Repeat cases***

#### *Re-sit*

Students may re-sit exams or resubmit final assessment for courses in which they have received an ongoing assessment mark above 40% **AND** their resulting final course grade is between 50% - 59%.

#### *Grading*

Following completion of the resit final assessment, the student must achieve a final resit assessment mark of over 60 % and their final resulting course grade will be capped at a Grade C band.

The re-sit exam takes place in the first week of the next trimester, (week-1), and is taken in accordance with the EAHM's exam regulations. Exceptions will be made for students on

internship and the re-exam will take place in the trimester from which they return from internship.

Re-sit exam results will replace the original final exam grade, and only the highest grade achieved will be counted towards the course total grade.

Therefore, any cumulative coursed-based percentage work (the combination of coursework, examination and other assessments in a course) which is lower than sixty percent (60%) will be awarded a Fail (F) grade, subject to review during the Examination Board meeting.

Re-sitting a final exam/assessment have financial implications and students are advised to consult with the EAHM's Academic Services before registering for a re-sit.

### *Repeat*

Students may repeat courses in which they have received an overall failing grade (F). The repeat course must be taken during the next available academic term, in accordance with the course regulations.

Only the grade achieved in the repeat course will be counted towards the final cGPA.

Repeating a course may have financial implications and students are advised to consult with the EAHM's Academic Services before registering for a repeat course.

### *Time Limits:*

Students are generally allowed to re-sit exams within the same academic term or immediately after.

Students are allowed to repeat courses within a specified time period, usually one academic term after the initial course completion, or when that course is next offered.

When a student fails the course due to mitigating circumstances (bereavement, illness, etc.) which are recognized and approved by the Examination Board, or when they fail their re-sit opportunity, they may repeat the entire course.

When a student fails more than two courses in a trimester and has a cGPA of below two (2.0), the student may petition the Faculty/Examination Board to repeat the entire academic trimester; however, a student may repeat a trimester only one (1) time during his / her academic program of study. Upon repeating a trimester, the entire repeated trimester results will replace the original trimester results. Repeating a trimester may necessitate a temporary deferment of studies.

Under exceptional circumstances, a student may petition the Examination Board to repeat an entire Academic Year provided it fits within the maximum duration allowed for the programme. Upon repeating an Academic Year, the entire repeated academic year results will replace the original academic year results.

### **Assessments Feedback**

EAHM will provide appropriate feedback on all students' work. This can take the form of written feedback or oral communication between the faculty and the student.



An examination consultation week will be scheduled during the first week of the succeeding Trimester. Students who wish to receive feedback on their examination should make an appointment to see the relevant member of faculty.

Should the student wish to appeal the marks, the student should follow the grade appeal procedure. In this meeting they will be shown their examination paper and the member of faculty will comment on their overall performance. This meeting is a learning event and it is not an opportunity to negotiate over grades.

Refer to Policy 03EP11 Grading and Assessment  
03EP12 Examinations

## **GRADING SYSTEM**

### **Grade Report and Transcript**

A grade report will be issued to the students and published on the student information system after the Examination board has confirmed the marks.

The grades are based on the quality of the student's performance on tests, assignments and practical work as indicated on the course syllabus.

The student's transcript reflects the academic achievement of a student. It is confidential and will be sent only to the student and the parent or sponsor of the student unless otherwise instructed by the student, parent or sponsor. Any instruction to the contrary must be made in writing to the Registrar by the student, parent or sponsor.

Academic records and transcripts will only be released to students who are in good financial standing with EAHM (not on "Financial Hold") and to students who have completed the clearance process (for graduating or withdrawing students) and who are not on "Academic Hold".

At the end of each Trimester a Grade Point Average (GPA) will be computed as follows:

$$GPA = \frac{\sum_{i=1}^n \text{Course\_Grade\_Point} \times \text{Course\_Credit\_Value}_i}{\sum_{i=1}^n \text{Course\_Credit\_Value}_i}$$

### **Dean's List**

Undergraduate students who have completed a minimum of forty-five (45) credit hours, who have achieved a cumulative grade point average (CGPA) of three point seventy-five (3.75) or above will be placed on the Dean's List.

This is in recognition of their academic excellence.

## Undergraduate Grading System

EAHM follows absolute grading system where in letter grades are awarded by converting marks grades. To be eligible to receive a bachelor's degree, a student shall obtain a minimum CGPA of 2.00 on a scale of 4.00.

Grade			
Letter	Points	Percentage	Description
A	4.00	90 - 100	Excellent
A-	3.67	85 - 89	Very Good
B+	3.33	80 - 84	Good
B	3.00	75 - 79	Good
B-	2.67	70 - 74	Average
C+	2.33	65 - 69	Average
C	2.00	60 - 64	Pass
F	0.00	≤59	Fail
WF	0.00	Nil	Withdrawn Fail

The important points to note from this scheme are that the pass mark is 60% and that a grade A requires a minimum mark of eighty-five percent (85%). Whilst EAHM does not mark to a curve (i.e. requiring a certain percentage of students to achieve different grades), as a rule of thumb the Examination Board would expect that about ten percent (10%) of students achieve a grade A (over 85%) and the average mark for all students on a course should be approximately seventy-five percent (75%) or Grade B.

The R grade on a transcript indicates that a student has repeated an entire course. The R grade has no impact on the Student CGPA. Repeated courses [course plan element codes] are marked on the transcript as 'Repeated' and the actual letter grade is not changed. Once a course has been repeated, only the new letter grade will be counted towards the CGPA.

The Programme Manager will monitor all students' performance across all courses and will advise students on their academic standing and on the impact that any Pass Concede grade will have on their ability to graduate.

In addition to the above qualitative letter grades, the following symbol shall be used to designate special enrolment provisions or course statuses and do not affect the student's academic average:

- I** Indicates a course which has not been completed due to mitigating circumstances; students must register for the course in an upcoming term but will not be subject to any additional fees; the new grade in the second term will apply and count towards the term and CGPA calculation
- IP** Indicates a course which is still 'in process' although the term has ended (for example a project has been given an extension or the internship has yet to be completed as per the employment contract)
- W** Designates student withdrawal from a course within the allowed add/drop period; there will be no impact on the term or CGPA calculation; any refund of course fees needs to be applied for directly with the Finance Manager and Dean if applicable.

## ACADEMIC PROGRESSION

At the end of every Trimester, the student's academic performance will be evaluated by the Examination Board. Students with a cumulative Grade Point Average of less than two (2.00) may be informed that the maximum amount of credits that the student may now register for is twelve (12) credit hours.

Refer to Policy 03EP10 Academic Progress

## GRADE APPEALS

A student, who would like to appeal the grade or marks that have been awarded and published, must first contact the course tutor before a formal appeal can be submitted. If a group appeals a group assigned grade, all group members must meet with the course tutor together.

Students may appeal if:

- (a) There is miscalculation of a paper, assignment or exam; or
- (b) If the application of grading system has not been consistent with this catalogue; or
- (c) Other mitigating circumstances.

If a mistake has been made by the course faculty member or if the course faculty member and the student/s have agreed on a change of grade, the course faculty must inform the Registrar and Programme Manager of the immediate action.

In cases where the grade appeal is not resolved between the student and course tutor, the student must formalize the appeal following the grade appeal process as stated in *Policy 06ST09 Grade Approval and Change*. If a group decides to appeal a group grade, then the assigned team leader should raise a group appeal grade request. This process can both be submitted either by completing the printed grade appeal form or via the document management system with any supporting evidence. For group grade appeal, a signed consent form signed by all group members should be added in addition to the other required documents.

The appeal must be submitted from within the time that grades were published in the student information system and the first week of the following semester. The Registrar will then forward the formal grade appeal to the Programme Manager who will examine the eligibility of the appeals. Once determined eligible, the Programme Manager will forward the appeal and the student/s' course works/assessments to the assigned reviewer for remarking (2-6 weeks). Students will be notified of the decision within one week after the following Examination Board meeting. The decision of the Examination Board is final and cannot be reapplied.

Grade appeals will not be entertained in the following cases:

- (a) No indication of anomalies in the grading is provided by the student.
- (b) The student directly questions the academic judgment or grading standard of the course tutor.
- (c) If the appeal is submitted after one month from the date of the Exam Board.

To apply for a grade appeal, the student must complete the grade appeal form along with a statement explaining the reasoning behind the grade appeal. The student is also encouraged to submit any supporting evidence / documents / meeting minutes / emails

and must meet with their course instructor to present their case prior to the grade appeal submission.

**Students should be advised at the beginning of the appeal process that their grades can go up OR down and the decision is final.**

Refer to Policy 06ST09 Grade Approval and Change

### **Full-Time Faculty to Student Ratio**

**FTE Faculty: Full Time Faculty Equivalent** of a faculty appointment is based on the number of credit hours (or responsibilities with pre-determined credit hour-equivalents, i.e dissertation supervision, course development) assigned during an academic year. It provides an estimate of the total full-time employment by converting part-time employees to a full-time equivalent.

**FTE Student: Full Time Student Equivalent** It provides an estimate of the total full-time student numbers by converting part-time students to a full-time equivalent.

**FTE Student / Faculty Ratio**, is calculated by dividing the FTE Student /FTE Faculty

### **Overall Student Satisfaction rate and Self-Evaluation**

The overall student satisfaction rate and self-evaluation is reflected in the annual self-evaluation report and Fact book.

## Faculty

FACULTY						
NAME	POSITION	COUNTRY OF CERTIFICATE	YEAR OF AWARD	UNIVERSITY	QUALIFICATION	DISCIPLINE
<b>Frederic Bouchon</b>	Dean / Professor / Acting MD	France	2012	University of Toulouse	Doctorate, Geography and Planning	Tourism and Destination Management, Governance
<b>Steven Burns</b>	Assistant Dean / Associate Professor / MIHM Programme Manager	United Kingdom	2013	Liverpool John Moores University	Doctorate, Tourism Management	Tourism Management, Organisational Behaviour, Quality Assurance
<b>Daniel Kleber</b>	Associate Professor	Germany	2018	RISEBA University of Business Arts and Technology	Doctorate, Business Administration	Organisational Behaviour, Innovation & Process Design
<b>Ana Stranjancevic</b>	Associate Professor	Serbia	2012	University of Novi Sad	Doctorate, Sport & Tourism Management	Tourism Management, Leisure and Culture
<b>Ioanna Karanikola</b>	Assistant Professor	United Kingdom	2015	Manchester Metropolitan University	Doctor of Philosophy	Human Resources, Organisational Behaviour, Research Methods, Spanish
<b>Bincy Baburaj Kaluvilla</b>	Assistant Professor / BBA Programme Manager	India	2018	Indian School of Business Management and Administration	Doctorate in Management Studies	Finance, Accounting, Asset Management, ESG, Religious Tourism
<b>Francis Saliba</b>	Lecturer	Netherlands	2010	London Metropolitan University	Master of Arts in International Service Management	Customer Service, Luxury Goods, Culture / Training
PROFESSIONAL TRAINING & DEVELOPMENT						
<b>Raluca Dumitrescu</b>	Manager Industry Relations	Romania	2011	Lucian Blaga University, Romania	Bachelors Degree	Leadership; Career development; Hospitality standards
<b>Nicole Van Der Meer</b>	Assistant Manager	The Netherlands	2013	Hotel Management School Maastricht, The Netherlands	Bachelors Degree	Leadership; Career development
<b>Sarah Belanger</b>	Trainer	UK	2019	Wine and Spirits Trust	Certificate, Level 3 Educator	Food and Beverage, Sommelier Leadership, Career Development

## FACULTY AND STAFF DIRECTORY

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### THE BOARD OF GOVERNORS

The Board of Governors is a governing body that operates independently from Jumeirah. It provides advice, governance and recommendations concerning all strategic matters related to The Emirates Academy of Hospitality Management.

This Board is made up of a minimum of five (5) members who meet at least two (2) times each year. These members (or Governors) are selected due to their proven records of educational or industrial management both in the Middle East and Internationally.

Specifically, the Board of Governors is responsible for:

- The determination of the educational character and mission of EAHM and for oversight of its activities;
- Reviewing and approving strategic plan;
- The effective use of resources, the solvency of EAHM and corporation and for safeguarding their assets;
- Approving annual estimates of income and expenditure;
- The appointment, assignment, grading, appraisal, suspension and dismissal of the holders of senior posts and setting a framework for the pay and conditions of all other staff.

The Board of Governors is also the ultimate authority to which student appeals relating to disciplinary matters can be referred.



**Members of the BOG**

<b>Craig Thompson</b>	<i>Chairman</i>	CEO, The International Centre of Excellence in Tourism and Hospitality Education
<b>Ellen Dubois du Bellay</b>	<i>Owner representative</i>	Chief Human Resources Officer, Jumeirah Group
<b>Anuradha Harish</b>	<i>Owner representative</i>	Chief Commercial Officer -Strategy and Customer Experience, Dubai Holding Real Estate
<b>Floor Bleeker</b>	<i>Independent member</i>	Chief Information Officer, Mövenpick Holding AG
<b>Rami Moukarzel</b>	<i>Independent member</i>	Head of Hospitality Development and Strategy, Louvre Hotels
<b>Susanne Stolte</b>	<i>Independent member</i>	Former President of Hotel School The Hague
<b>TBC</b>	<i>Ex officio (non-voting)</i>	Managing Director, EAHM
<b>Frederic Bouchon</b>	<i>Ex officio (non-voting)</i>	Dean / Acting Managing Director, EAHM

**LOCATION**

The Emirates Academy of Hospitality Management is in a purpose-built campus close to the world famous Burj Al Arab and the Jumeirah Beach Hotel. Just 25 minutes from Dubai International Airport, EAHM is situated less than a few hundred meters from the beach and the warm Arabian Gulf. From this location, students have easy access to the commercial districts in the city of Dubai, tourist, and leisure developments such as the Dubai Marina, Dubai Mall and Palm Jumeirah, as well as easy access to neighbouring Emirates.

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# Academic Catalogue

## Postgraduate Programme

2023-2024

Version 3



**Update Log: Postgraduate Programme Catalogue 2023-2024**

<b>DATE</b>	<b>AMENDMENT DETAILS</b>	<b>Page No.</b>
02.01.2024	Version 2: <ul style="list-style-type: none"> <li>- Organisational Chart updated</li> <li>- Added clause regarding approval of Student Dismissals and Suspensions</li> <li>- Updated Faculty and Staff directory</li> </ul>	Pg. 8 Pg. 20 Pg. 59-60
15.02.2024	Version 3: <ul style="list-style-type: none"> <li>- Updated Academic Calendar (Second Trimester ExamBoard meeting date)</li> <li>- Updated Organisational Chart</li> <li>- Changed the clause as to who will attend to take notes and present application files during the Admissions Committee meeting.</li> <li>- Added intercalation as ground for cancellation of EAHM student visa.</li> <li>- Changed the minimum ongoing assessment grade to be eligible to re-sit exams from 50% to 40%.</li> <li>- Updated the Grade Appeal process</li> <li>- Updated the Faculty &amp; Staff directory</li> <li>- Updated the list of Board of Governors' Members</li> </ul>	Pg. 5 Pg. 9 Pg. 16 Pg. 23 Pg. 40 Pg. 42 – 43 Pg. 45 – 47 Pg. 49

## Table of Contents

MESSAGE FROM THE DEAN .....	4
ACADEMIC CALENDAR .....	5
OVERVIEW OF THE INSTITUTION'S HISTORY .....	6
EAHM HISTORICAL TIMELINE .....	6
MISSION, VISION, AND INSTITUTIONAL GOALS .....	7
Institutional Vision .....	7
Mission Statement .....	7
Strategic Goals and Objectives .....	7
Values on campus .....	7
ACCREDITATION AND LICENSURE.....	8
ORGANISATIONAL CHART .....	9
RESOURCES AND FACILITIES .....	10
COOPERATIVE RELATIONSHIPS WITH OTHER EDUCATIONAL, CULTURAL OR COMMUNITY ORGANISATIONS .....	13
ACADEMIC PROGRAMMES .....	14
ADMISSIONS.....	14
REGISTRATION.....	18
ACADEMIC PROBATION, DISMISSAL, READMISSION .....	20
FINANCE AND TUITION FEES.....	20
STUDENTS .....	23
STUDENT GRIEVANCE: APPEALS, COMPLAINTS AND THE PROCESS OF RESOLVING .....	24
ACADEMIC INTEGRITY.....	24
ACADEMIC CREDIT HOURS .....	27
GLOSSARY OF ACADEMIC TERMS.....	27
PROGRAMME COMPLETION REQUIREMENTS .....	28
SEQUENCING OF POSTGRADUATE PROGRAMME COURSES.....	29
CURRICULUM .....	30
COURSE DESCRIPTION .....	31
ASSESSMENTS .....	37
GRADING SYSTEM .....	41
ACADEMIC PROGRESSION .....	42
GRADE APPEALS .....	42
FACULTY.....	45
FACULTY AND STAFF DIRECTORY.....	46
THE BOARD OF GOVERNORS .....	48
LOCATION.....	49

## MESSAGE FROM THE DEAN

*Welcome to the Emirates Academy of Hospitality Management!*

The Emirates Academy of Hospitality Management (EAHM) is a leading global higher education institution specialising in Hospitality Management. It provides a unique learning environment in a fully accredited university, located in Dubai, at the heart of international tourism and innovation. For the last 20 years, the EAHM has become an internationally renowned hospitality business school, known for its innovative and industry-relevant education.

Studying at EAHM means a true immersion in the world of hospitality management as we are proudly part of Jumeirah Hotels and Resorts. EAHM distinguishes itself by its approach to learning, preparing graduates with capabilities for a rewarding professional and personal life. The programmes offered at EAHM introduce students to a learning experience focusing on the reality of Hospitality Management, while studying in one of most exciting global destinations. Experiential learning defines us, and it is an approach where students are constructing their learning. The emphasis is placed on real-life situations and interactions to encourage creativity and innovation and becoming an actor in the development of a leisure and tourism economy at local and international levels.

Mixing a customized approach to learning with a diverse student population provides opportunities to be immersed in a truly global life on campus. Teamwork and diversity are essential words in the field of hospitality and tourism. Indeed, you will meet and study with students from more than 50 nationalities on campus, while the academic team represents more than ten countries. Being in a sophisticated tourism destination, students are also exposed to a highly refined set of companies, and the constant interaction with industry, on campus, through projects and working in the companies, provide multiple opportunities to learn through real-life experience. The campus life remains friendly and safe, learning in a boutique and resort style of university. Each student is assisted by personal tutors, and the campus offers conducive learning and recreational facilities. Dubai is one of the safest cities globally with virtually unlimited options for entertainment; you will be ensured of a rewarding and versatile student life too!

Firmly established as a global leading hospitality management school, the quality and versatility of our academic awards provide graduates ready to take a role as global leaders in the field of hospitality and tourism. This includes a choice of careers in top-end hotels and restaurants, in the service sector such as banking, in strategic management and consultancy, as well as founding start-ups and entrepreneurial ventures in the sector. The uncompromising dedication to quality boasts an industry-leading 97% employment rate amongst recent graduates. And with thousands of alumni worldwide, you will become part of a network of sought-after #EAHMproud hoteliers.

Congratulations on choosing the Emirates Academy of Hospitality Management for your studies. We are happy to join you on your journey to a rewarding and exciting career in the international hospitality industry!



Dr. Frederic Bouchon  
Dean  
The Emirates Academy of Hospitality Management

**ACADEMIC CALENDAR****First Semester 2023**

07-08 September	Thursday – Friday	Orientation Week/Arrival Week
11 September	Monday	Classes Begin
11-15 September	Monday – Friday	Add/Drop of Courses Without Grade Penalty
Week 3	Monday – Friday	Certificate of Equivalency (CoE) Briefing
27 November – 03 December	Monday – Sunday	National Day Holiday Break
09 December	Saturday	Start of Winter Break
08 January	Monday	Classes Resumes
29 January – 02 February	Monday - Friday	Final Exam Week
03 February	Saturday	End of Semester
08 February	Thursday	Exam Board (Confirmation of Grades)
12-14 February	Monday – Wednesday	Resit Exam

**Second Semester 2024**

12-16 February	Monday – Friday	Orientation Week/Arrival Week
19 February	Monday	Classes Begin
19-23 February	Monday – Friday	Add/Drop of Courses Without Grade Penalty
Week 3	Monday – Friday	Certificate of Equivalency (CoE) Briefing
25 March – 07 April	Monday – Friday	UAE MoE Holiday (Spring Break)
08-12 April	Monday – Friday	Eid Al Fitr Holiday Break
16-18 June	Sunday – Tuesday	Eid Al Adha Holiday Break
01-05 July	Monday - Friday	Final Examinations Week
06 July	Saturday	End of Semester
11 July	Thursday	Exam Board (Confirmation of Grades)
02-04 September	Monday – Wednesday	Resit Exam

**Summer Semester 2024**

15 July – 02 August	Monday – Friday	Summer Semester
05 September	Thursday	Exam Board (Confirmation of Grades)

**RELIGIOUS AND PUBLIC HOLIDAYS**

<b>DATE</b>	<b>DURATION</b>	<b>EVENT</b>
29 September	1 day	Prophet Mohammad's (PBUH) Birthday
01 December	1 day	Commemoration Day
02 December	1 day	UAE National Day
01 January	1 day	New Year's Day
08-12 April	5 days	Eid Al Fitr
15 June	1 day	Arafat Day
16-18 June	3 days	Eid Al Adha
07 July	1 day	Islamic New Year

**NOTES:**

EAHM will confirm any closure on a religious and/or public holiday to the students once the official confirmation has been received either from Jumeirah Group or the Ministry of Education (higher education section) via email and/or posted on the noticeboard/timetable. If there are any scheduled classes that cannot be delivered due to a religious holiday, the classes will be re-scheduled accordingly.

## THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT (EAHM)

### OVERVIEW OF THE INSTITUTION'S HISTORY

The Emirates Academy of Hospitality Management (EAHM) opened in 2001 and specialises in providing business management degrees with a hospitality focus.

Located in Dubai, a city that has become an iconic hospitality and tourism industry destination, EAHM is situated in the heart of hospitality. EAHM is owned by the world leading Jumeirah Hotel Group and located opposite sister hotel properties such as the Burj Al Arab, the world's most luxurious hotel; Madinat Jumeirah, Dubai's Arabian Five Star Resort, Wild Wadi Water Park and the multi-award-winning Jumeirah Beach Hotel.

As an integral part of the Jumeirah Group, students at EAHM are able to gain first-hand experience through internships, part-time jobs and building relationships with people in the industry. EAHM works closely with other international hotel chains, and this enables graduates to be well placed for their future careers and to be sought after by the hospitality industry.

With internationally recognised study programmes, highly respected faculty members drawn from all over the world, state of the art infrastructure, modern facilities, strong partnerships with the hospitality industry, a strong alumni association, and the close proximity of EAHM to some of the best hotels in the world, EAHM truly is, at "The Heart of Hospitality".

The Emirates Academy of Hospitality Management provides an abundance of exciting career opportunities for its graduates and is poised to become one of the world's leading hospitality management schools.

### EAHM Historical Timeline

- 2001 EAHM opened in October 2001: Welcomed the first cohort of 15 students  
Licensed and Accredited by Ministry of Higher Education & Scientific Research in 2001 for delivery of Undergraduate programmes (now known as Ministry of Education)  
Academic Association with Ecole hôtelière de Lausanne (EHL) (2001-2019)  
First local university accredited by MoE to deliver hospitality management degrees
- 2005 First graduating cohort of Bachelors and Associate degree students
- 2009 EAHM's Master's degree accredited by Ministry of Higher Education & Scientific Research (now known as Ministry of Education)
- 2010 Undergraduate and Postgraduate programmes accredited by Institute of Hospitality in the United Kingdom in November 2010 (only accredited university in the Middle East)
- 2011 EAHM became an accredited member of The International Centre of Excellence in Tourism and Hospitality Education in Australia in July 2011 (awarded THE-ICE AccreditationPLUS status) - Undergraduate and Postgraduate programmes accredited
- 2012 First graduating batch of Master's degree students
- 2014 Degree names changed from ASc, BScHons & MSc to ABA, BBA & MBA approved by Ministry of Higher Education & Scientific Research (now known as Ministry of Education)..
- 2015 First hospitality school in the world to receive the Green Globe Certification
- 2017 Recognized by the Ministry of Education, [China](#) (White List)  
Ranked among world's top 10 hospitality schools by global education research firm Education.com

- 2018 EAHM became a member of Association to Advance Collegiate Schools of Business (AACSB) in August 2018
- 2022 ABA discontinued, with approval of Ministry of Education
- 2022 EAHM ranked N°1 in the Middle East, QS World University Ranking by Subject (Hospitality & Leisure Management)  
EAHM recognized by the Ministry of Education, Kingdom of [Saudi Arabia](#)
- 2023 EAHM ranked N°1 in the Middle East, and N°13 globally, QS World University Ranking by Subject (Hospitality & Leisure Management)  
Master of International Hospitality Management accredited by the Ministry of Education, UAE.

## **MISSION, VISION, AND INSTITUTIONAL GOALS**

### **Institutional Vision**

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

EAHM seeks to build the required human resource capacity for the regional and international industry by providing the highest possible standards of business, hospitality and tourism education, combined with the transfer of applied knowledge from industry, and access to high quality internship experiences.

### **Mission Statement**

EAHM is committed to fulfilling its distinct 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. "*

### **Strategic Goals and Objectives**

*"To promote academic excellence in a professional context"* and to:

1. Provide quality education in hospitality and tourism management.
2. Create innovative experiential learning environments conducive to student development.
3. Pursue and produce applied research in hospitality and tourism.
4. Foster partnerships with industry and government bodies and promoting international outreach with recognized universities and institutions.
5. Progress global recognition for high quality academic programs and graduate employability.

### **Values on campus**

EAHM recognises and embraces the following values where the student is distinguished by the hallmarks which in combination ensure that our graduates are both recognised as highly professional and highly sort after by employers. We refer to these hallmarks or personal characteristics as the 'Three A's':

**Attitude:** An EAHM student is encouraged to show an exemplary and positive attitude towards themselves, their fellow students, EAHM staff, Jumeirah colleagues and all external stakeholders.



**Attention:** Attention is key in the culture of hospitality: attention to self, to the others, and ensuring people feel comfortable and respected.

**Attire:** Students across all programmes of study at EAHM wear business attire, as future professionals. The Grooming Guide guidelines illustrate what is expected daily on campus.

**ACCREDITATION AND LICENSURE**

*The Emirates Academy of Hospitality Management (EAHM), located in the Emirate of Dubai, is officially licensed from 14 September 2023 until 21 August 2026 by the Ministry of Education of the United Arab Emirates to award degrees/qualifications in higher education.*

EAHM has earned Accreditation through the Commission for Academic Accreditation of the Ministry of Education, UAE for the following degrees: Bachelor of Business Administration in International Hospitality Management and Master of International Hospitality Management.

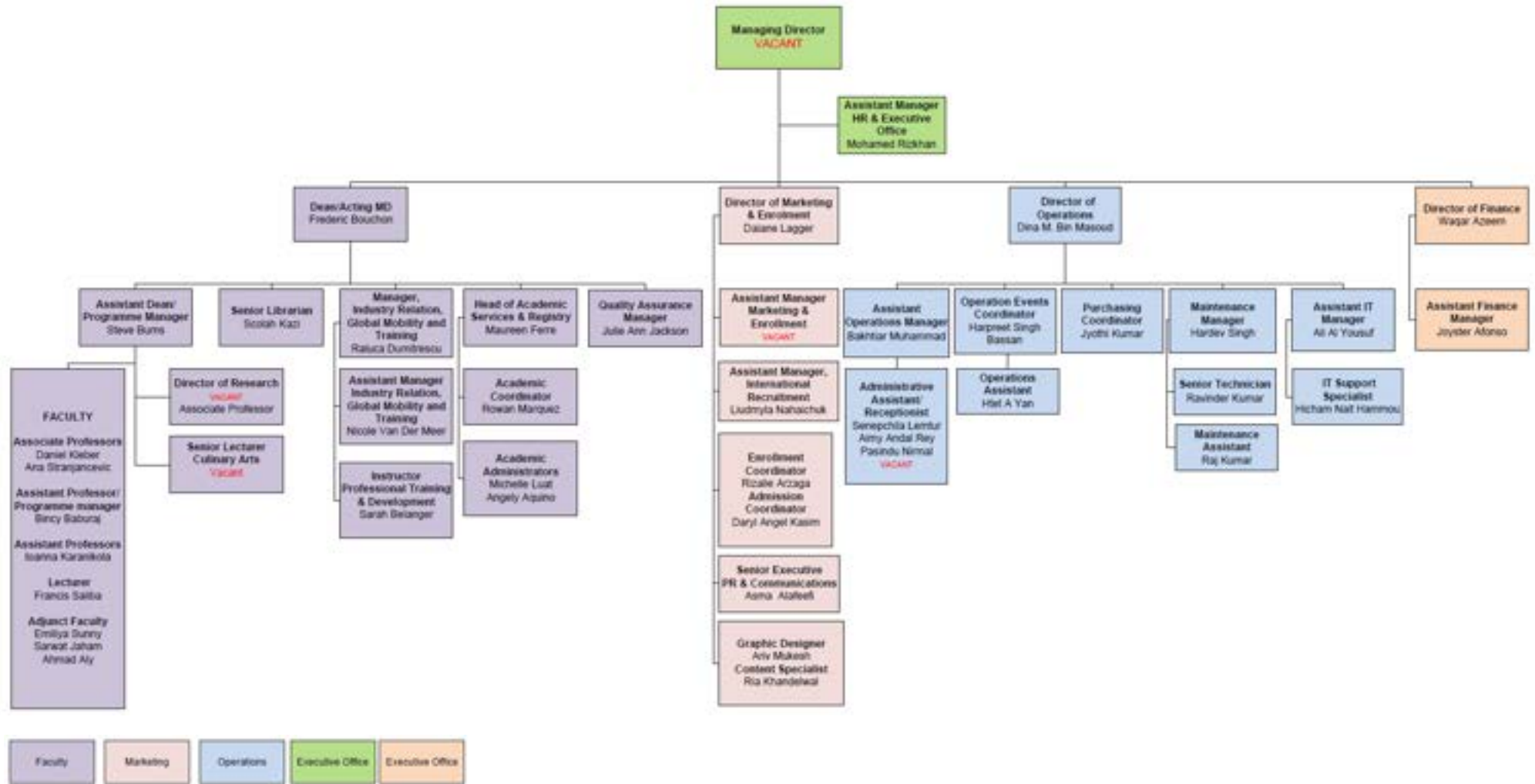
All programmes of study are also accredited by the Institute of Hospitality (IOH) in the United Kingdom, and THE-ICE (International Centre of Excellence in Tourism and Hospitality Education) in Australia. It is also a higher education member of the CHRIE (EuroCHRIE), and the Association to Advance Collegiate Schools of Business (AACSB).

See below summary of domestic and international accreditations and memberships:

<b>Institutional License &amp; Programme Accreditation</b>	UAE Ministry of Education (MOE) - Commission for Academic Accreditation (CAA)
<b>Programme Accreditation</b>	Institute of Hospitality (IOH) - Validity: November 2020 – November 2025
<b>Programme Accreditation</b>	International Centre of Excellence in Tourism and Hospitality Education (THE-ICE) – Validity: December 2020 – December 2025
<b>Member</b>	Association to Advance Collegiate Schools of Business (AACSB)
<b>Member</b>	Association for Tourism and Leisure Education and Research (ATLAS)
<b>Member</b>	Council on Hotel, Restaurant & Institutional Education (EuroCHRIE)
<b>Member</b>	EUHOFA International

## ORGANISATIONAL CHART

The following diagram is a representation of the structure at the time of issuance.



## RESOURCES AND FACILITIES

The Emirates Academy of Hospitality Management comprises of two buildings. The first building (Phase I) is where some of the classes and most of the administration takes place. There are three (3) classrooms including the innovation hub and one auditorium, which can seat up to one hundred fifty (150) people. Also, there is a Student Services Centre, conservatory, training restaurant and a kitchen where the students undertake the practical components of the Food and Beverage courses. The second building (Phase II) is where most of the academic courses are delivered. There are eight (8) classrooms and two (2) lecture halls, which can seat eighty (88) people each and the library.

### Venue Capacity by type

Venue	Seating arrangement						
	Cocktail Reception	Set dinner	Buffet	Theatre	Classroom	U-shape	Board room
<b>Phase I</b>							
<b>Auditorium</b>	150	100	100	148 tiered	80	36	-
<b>Board Room</b>	-	-	-	-	-	-	10
<b>ICON Restaurant</b>	50	36	36	-	36	20	-
<b>Culinary Lab</b>	Equipped with 10 individual workstations						
<b>Conservatory</b>	60	50	50	-	-	-	-
<b>The Cafe</b>	70	50	50	-	-	-	-
<b>Fountain &amp; Lawn</b>	40	40	40	-	-	-	-
<b>Classroom 9</b>	-	-	-	30	22	16	-
<b>Classroom 10</b>	-	-	-	30	22	16	-
<b>Classroom 9 &amp; 10</b>	-	-	-	50	40	30	-
<b>Phase II</b>							
<b>Classroom 1, 2, 3</b>	-	-	-	30	24	16	20
<b>Classroom 4 &amp; 7</b>	-	-	-	30	24	16	-
<b>Classroom 5</b>	-	-	-	-	22	16	-
<b>Classroom 6</b>	-	-	-	-	22	16	-
<b>Classroom 5 &amp; 6</b>	-	-	-	50	40	30	-
<b>Lecture Theater 1, tiered</b>	-	-	-	88	-	-	-
<b>Lecture Theater 2, tiered</b>	-	-	-	88	-	-	-
<b>Innovation Hub</b>	-	-	-	30	24	-	18
<b>Roof Lounge*</b>	80	-	-	-	-	-	-
<b>Courtyard*</b>	250	100	100	-	-	-	-

### Student Accommodation

The communal areas encourage a relaxed and informal atmosphere - places to share ideas and enjoy time out. EAHM offers students on-campus accommodation that is modern and spacious. Every studio is 21m<sup>2</sup> (3m x 7m) of living space, which provides single or twin occupancy. Each studio has kitchen, study area with direct dial telephone and broadband network connection / Wi-Fi, and en-suite bathroom with shower. Air-conditioning, electricity, Internet, TV, bed linen, towels, laundry facilities and gym & pool access are included in the accommodation rent.

### Emirates Academy Lodging

*Emirates Academy Lodging* studios are licensed by DTCM (Dubai Department of Tourism and Commerce Marketing) as guest housing and are composed of 45 units of 21m<sup>2</sup>. These

newly refurbished studios consist of 33 Queen and 12 Twin studios each a has a fully equipped kitchen, study area with direct dial telephone and broadband network connection / Wi-Fi and an en-suite bathroom with shower. Air-conditioning, electricity, Internet, TV, bed linen, towels and gym & pool access are included in the accommodation rate. EA Lodging rates vary based on seasonality.

### **Campus Facilities**

The clubhouse is composed of a recreation/ social area called *Barza*, the Pool Side Restaurant, "*Ciocolillys*" and is adjacent to the gym. *Barza* offers our students a relaxed facility to hang out and relax, to play pool or to enjoy sports or to watch any of the five major football leagues and other sports that are being broadcasted. Our Pool Side Restaurant offers students and guests a selection of snacks and hot meals, ranging from Salads to Pizzas as well as selection of grab-an-go items for those students with limited time for lunch or dinner.

The campus has comprehensive sports and leisure facilities, including a swimming pool, gym, multi-sports facility and tennis courts. The multi-sports facility allows EAHM students to use it for basketball, football and volleyball, as well as extended group training sessions such as Yoga. In addition, public beaches are within walking distance of the campus and numerous sporting clubs and associations in Dubai offer students an opportunity to participate in a wide range of activities off campus.



**EAHM Campus map**

**Legend**

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li><b>1. Main Entrance</b></li> <li>2. Security/Logging gate</li> <li><b>3. EAHM Main Reception</b></li> <li>4. Auditorium</li> <li>5. ICON restaurant</li> <li>6. Cafeteria</li> <li>7. Conservatory</li> <li><b>8. Academic Suite &amp; Library</b></li> <li>9. EAHM Reception phase 2</li> <li>10. Student Accommodation (F-block)</li> <li>11. Student Accommodation (E-block)</li> </ul> | <ul style="list-style-type: none"> <li>A. Welcome centre</li> <li><b>B. Barza (Student lounge)</b></li> <li>C. Gym</li> <li>D. Mini Mart</li> <li><b>E. Prayer room</b></li> <li>F. Attibassi Café</li> <li>G. Swimming pool</li> <li>H. Tennis court</li> <li>I. Multi-sports court</li> <li><b>J. Innovation Hub</b></li> <li>K. Badminton court</li> <li>L. Pool Cafe (Ciocolillys café)</li> </ul> |
|---|--|

## COOPERATIVE RELATIONSHIPS WITH OTHER EDUCATIONAL, CULTURAL OR COMMUNITY ORGANISATIONS

EAHM is committed to working with a range of educational, cultural and community organisations all year around in the UAE and abroad.

### *Educational agreements*

EAHM has agreements in place with the following institutions to facilitate the mobility of international students and to conduct scholarly activities together when applicable:

Beijing Hospitality Institute	China
Nanjing Xiaozhuang University	China
Shandong College of Tourism and Hospitality	China
Y Schools, School of Tourism Management	France
Fachhochschule Worms	Germany
The Hospitality Discipline of Institute of Vocational Education	Hong Kong
Indian Institute of Management Sirmaur, IIM	India
Indian Institute of Management Sirmaur, IIM - Bangalore	India
D Y Patel	India
Kinneret Academic College	Israel
University of Haifa	Israel
International University of Tourism and Hospitality (IUTH)	Kazakhstan
Tio University of Applied Sciences	Netherlands
Hotel School of Hague	Netherlands
Universidad San Ignacio de Loyola - USIL	Peru
De La Salle - College of Saint Benilde	Philippines
National Kaohsiung University of Hospitality and Tourism	Taiwan
Providence University	Taiwan
Shin Chien University	Taiwan
Tamkang University	Taiwan
Ulster University	UK
University of Nebraska Lincoln	USA
Washington State University	USA

### *Community and cultural relationships*

EAHM has relationships with various groups / organisations. See below some of examples of organisations EAHM works with:

- Lifeworks Holistic Counselling Centre (Student Support & Counselling)
- Emirates Down Syndrome Association (EDSA)
- Pink Caravan (Charity)
- Rational (Kitchen Equipment/Demonstration)
- Fresh Express (Syrup Supplier)
- Chefs Eye (Food Waste Scale)
- DHNG (Dubai National History Group)
- Centre Stage (Arts and Drama)
- iQ Tennis Academy

These activities include preparation for competitions and restaurant openings; supporting students in their education and professional journey; conducting training and presentations; rent facilities; exchange experiences/best practise.

## ACADEMIC PROGRAMMES

Below are the post graduate programmes offered at EAHM under the Ministry of Education, UAE accreditation (CAA) since 2010.

<i>PG programmes</i>	<i>Status</i>
Master of Science in International Hospitality Management (MSc)	Inactive (since 2014)
Master of Business Administration in International Hospitality Management (MBA)	Active, however no longer open for new student enrollment
Master of International Hospitality Management (MIHM)	Active from September 2023, open for new student enrollment

## ADMISSIONS

### How to apply?

All applications must be submitted online via the application portal:

[www.emiratesacademy.edu](http://www.emiratesacademy.edu) or [www.eahm.ae](http://www.eahm.ae)

### POSTGRADUATE ADMISSION

*Master of International Hospitality Management*

### Entry Requirements

To be accepted to the Postgraduate Degree, the applicant must have:

- A recognised Bachelor's degree with a minimum CGPA of 3.00 on a 4.00 scale or its established equivalent:
- Applicants with CGPA of less than 3.00 but greater than or equal to 2.50 may be accepted, subject to conditions set in the conditional acceptance section in page 16 of this catalogue
- Applicants with English score of IELTS 5.5 or its established equivalent may be accepted, subject to conditions set in the conditional acceptance section in page 16 of this Catalogue.
- Work experience or equivalent professional exposure of at least 6 months

### English Language Proficiency

Proof of adequate English proficiency is required from all applicants. EMSAT, TOEFL and IELTS (Academic Test) are the most commonly used English proficiency tests that are accepted by EAHM.

The following scores can be submitted for admissions into the programmes:

<i>Postgraduate</i>	<i>EmSAT</i>	<i>TOEFL*</i>	<i>IELTS (Academic)</i>
Direct Entry	1400	550 (213 CBT, 79-80 iBT)	6

The TOEFL Institution Code of The Emirates Academy of Hospitality Management is **7116**. We recommend that students request that their result be sent to EAHM by the Testing Centre as soon as it is available. Scanned copies of the score certificates can be submitted along with the application documents (original score certificates need to be submitted to EAHM to complete the application prior to programme start). Every certificate received is officially verified and must be valid on the day that the student applies to the programme of study.

EAHM reserves the right to re-test any applicants or students' competence in English. Should a student refuse to be re-tested or fail to achieve the required score, their application will be deemed to be void and they will be automatically withdrawn from the programme. All students must complete an English Diagnostic test during orientation week.

### **UAE Nationals**

All male UAE National applicants are requested to submit proof of clearance/completion from the UAE National Military Service, which permits them to commence their university studies. Both female and male UAE Nationals must submit a copy of their family book (Kholasat Qaid) or Marsoom when submitting their application documents.

### **Admissions procedure**

All applications must be submitted online via the application portal: [www.emiratesacademy.edu](http://www.emiratesacademy.edu) or [www.eahm.ae](http://www.eahm.ae)

The Postgraduate application should contain:

#### **1. Application Form**

To be completed online in the application portal.

#### **2. Coloured Passport Type Photo**

One professional and coloured passport type photo in JPEG format with a white background (student should preferably be in professional attire). This photo will be used for any ID cards and visa formalities as well.

#### **3. Identification Documents – PDF, DOC or JPG format**

- Coloured Passport Copy
- Coloured Residency Visa Copy (front & back), if applicable
- Coloured Emirates ID Card Copy (front & back), if applicable

#### **4. Education Documentation**

- Bachelors' Transcripts (each year) & Final diploma/certificate (English version) with final grade as listed in the entry requirements
- Transcripts from final 3 years of senior secondary education & Final diploma/certificate (English version)
- Original English test score report (or equivalent as listed in the entry requirements)

#### **5. Professional Documentation**

- Curriculum Vitae (CV)
- Employment certificate(s)

#### **6. Medical Information Form & Insurance Policy**

- Medical Information Form, (with supporting documents for learning and/or medical conditions)
- Valid insurance policy in English (valid upon enrolment at EAHM), which covers medical care in the United Arab Emirates. Should the applicant require a local insurance, the admissions and enrolment team will be able to recommend an insurance company.

#### **7. Application Fee**

An application fee of AED 500 + 5% VAT is to be paid online via debit/credit card, in cash, by local cheque or via bank transfer.

#### **8. Additional documents**

- Scholarship Application Form & Supporting documents.



**When to apply?**

Applications can be submitted at any time during the year, in anticipation of a specific intake. It is advised to start the application process **at least 2 months (8 weeks)** prior to the intake start date. Academic intakes are within the following months:

September and February

All applications must be submitted by the following dates:

February intake	1 December
September Intake	1 July

Applications received after these dates will only be considered by the Admissions Committee and are subject to places being available on the programme.

**Review of application**

Applicants may be admitted if they meet the entry requirements for the programme. They will also be assessed on an individual basis. Applications are reviewed based on the following three criteria:

- Academic ability as evidenced by academic achievement to date;
- Proof of adequate proficiency in English; and,
- Suitability for the industry in terms of personal characteristics, commitment, motivation, and knowledge and experience of the industry.

When considering candidates for Postgraduate admission, the Admissions Administrator looks at the entire profile of the candidate including their academic records, work experience, extracurricular activities, test scores and recommendations. The Admissions Administrator will first review the documentation submitted.

**Applicant's interview**

The applicant will then be scheduled for an interview with the Programme Manager or a Faculty member and an Admission Officer. In order to ensure that all applicants have the aligned discipline-based knowledge, the interviewer will ask specific questions to gauge the students' awareness of Finance, Marketing, Human Resources, Statistics and other Undergraduate subjects. After the successful interview, and a positive outcome of the documents review by the Programme Manager, the Admissions Committee endorses the application's approval.

**Admissions Committee \***

Dean	Dr Frederic Bouchon
Assistant Dean/Programme Manager	Dr Steve Burns
Head of Academic Services and Registry	Ms Maureen Ferre
Director of Marketing & Enrolment (non-voting)	Ms Daiane Lager

\*A representative from the Admissions and Enrolment department will normally attend weekly meetings to take notes and present application files. All application files are to be submitted to the Admissions office for initial review prior to meeting taking place.

### Outcomes of the Admissions Process

There are three possible outcomes:

1. The applicant is successful in achieving all the entry requirements. In this case candidates are offered entry onto their programme of study.
2. The candidate's application is successful, but below the direct entry requirements at EAHM, yet within MoE, UAE entry requirements for Higher Education. In this case, candidates might receive a conditional offer, subject to the Admissions Committee decision.
3. The candidate's application does not meet the MoE, UAE entry requirements, and is not successful.

Upon successfully meeting the admissions criteria, the offer letter is sent to the applicant within two working days.

### Conditional Acceptance

There are two circumstances in which a student may be offered a Conditional Acceptance:

1. The student has completed a recognised bachelor's degree and an EmSAT score of 1250 or its equivalent to another standardised test approved by CAA, such as TOEFL score of 530 (197 CBT, 71 iBT) or 5.5 IELTS academic.

The terms of the Conditional Admittance are as follows:

- a) Must achieve an EmSAT score of 1400 or IELTS academic score of 6.00 by the end of the student's first semester of study.
  - b) May take a maximum of six credit hours in the first semester of study, not including intensive English courses.
  - c) Must achieve a minimum CGPA of 3.00 on a 4.00 scale, or its established equivalent, in the first six credit hours of credit-bearing courses studies for the graduate program.
2. The candidate has completed a recognised Bachelor's degree with CGPA between 2.50 and 2.99 out of 4.00 scale or its established equivalent

The terms of the Conditional Admittance are as follows:

- a) Must take a maximum of nine credit hours of courses studied for a graduate program during the period of the conditional admission.
- b) Must achieve a minimum CGPA of 3.00 on a 4.00 scale, or its established equivalent, in these nine credit hours of credit-bearing courses studied for the graduate program to progress to the graduate program or be subject to dismissal.

When the student meets the requirements of Conditional Admission, he/she will be eligible to be fully admitted (unconditional) into their programme of study after the first Semester grades have been released. Full admission is at the discretion of the Registrar, Dean and/or Examination Board.

*When the student fails to meet the requirements of their Conditional Admission:*

Students who fail to meet the requirements of their Conditional Admission within one semester will be withdrawn from EAHM. Student may be issued a Special Letter by the Exam Board/ Dean for an approved extension of one additional Semester if with mitigating circumstances, or availability of courses have not permitted the student to increase their CGPA as required.

Refer to Policy 06ST02 Postgraduate Admissions

**Attestations and Certificate of Equivalency**

Attestation of academic qualification is an admissions requirement which **MUST** be fulfilled prior to the commencement of the Postgraduate study programmes.

The Certificate of Equivalency must be obtained within the first semester of study. If it is not submitted during this time, EAHM reserves the right to withdraw the student from study.

EAHM is not liable if a student is not able to receive his/her Certificate of Equivalency.

**TRANSFER CREDITS**

EAHM recognises academic credits earned at other recognised and accredited institutions. Regulations relating to the award of academic credits are set by the UAE's Ministry of Education and may vary from time to time.

The Postgraduate applicant must have achieved a cumulative grade point average of 3.00 out of 4.00 and be in at least 'good' academic standing at the other institution from where they are transferring from. No more than 25% of the total number of credits at EAHM may be awarded based on prior academic study and no credits can be awarded for graduation projects and dissertation from other institution. Transfer credit cannot be accepted twice for substantially the same course taken at two different institutions and only for courses relevant to the degree that provide equivalent learning outcomes and in which the student earned a grade of B (3.0 on a 4.0 scale) or better.

Students wishing to transfer courses must provide a certified transcript showing which courses they have taken and passed, the completed EAHM transfer credit form and detailed course syllabi for each course. The applicant is required to submit any official transcripts showing all post-secondary work attempted at all institutions attended. These syllabi must show the level of the course, contact hours, course code and course name, its content in terms of learning outcomes, readings, and assessment. As part of the transfer credit application process, EAHM may contact the previous university to validate the transcript and syllabi provided by the student and request for an overview of the applicant's academic standing.

Credit is awarded at the discretion of EAHM and is subject to approval by the UAE's Ministry of Education. Candidates have no right of appeal over the extent of credit that is awarded to them.

Refer to Policy 06ST03 Credit Transfer Policy

**REGISTRATION****REGISTRATION FOR THE SEMESTER**

- Before the end of the current semester, the Head of Academic Services and Registry will release a timetable for the student to see the possible schedule for the upcoming semester.
- The Academic Services and Registry department will register the students for the upcoming semester.
- Students are only allowed to add or drop a course during the Add/Drop period, which is until the end of the first week of the semester.
- Elective courses can be switched until the end of the first week of the semester.
- After the Add/Drop period, course(s) can be dropped only with the approval of the Programme Manager. Depending on the approval, grade penalty may apply.

**WITHDRAWAL**

Students intending to withdraw from EAHM must submit a written notice to the Student Services Office. Once the request is received, the student will be scheduled for an exit interview with the Programme Manager or the Dean. After the exit interview, the student must complete the clearance process.

**PERIOD OF REGISTRATION**

The normal minimum and maximum periods for completing each programme are as follows:

<b>Programme</b>	<i>Maximum authorised duration</i>
Master of International Hospitality Management [MIHM]	12 semesters

Should a student be allowed to continue his/her studies beyond the maximum period, EAHM reserves the right to delete courses from that student's programme of study. This is because some courses become obsolete over time and/or due to curriculum changes required/approved by the UAE Ministry of Education.

**INTERCALATION (DEFERMENT)**

A student may request an intercalation of his/her study before the start of the Semester. The student must complete the Intercalation and Clearance Form.

The maximum authorised intercalation period for a MIHM student is one (1) semester in one application. Should the student need to extend his/her intercalation period, he/she would need to reapply for approval from the Programme Manager / Dean.

Students failing to return to EAHM within the maximum authorised duration of intercalation will be withdrawn from their program of study.

The maximum number of intercalation applications for MIHM programme is as follows:

<b>Programme</b>	<i>Maximum authorised duration</i>
Master of International Hospitality Management [MIHM]	1 semester per application – maximum of 4 semesters in total

The intercalation period shall not prolong the maximum period which is allowed between initial registration on a programme and its completion (please see above for the period of registration for each programme).

Newly admitted or transferred students shall only be allowed to intercalate their study after successfully completing at least one (1) full Semester at EAHM. Intercalation cannot commence unless a student is in good financial standing with the Academy (i.e., no unscheduled debt) and a deposit must be paid for any EAHM property retained during the period of the intercalation.

If the student is under the EAHM UAE Residence Visa sponsorship, he/she needs to have their visa and Emirates National ID cancelled.

## **ACADEMIC PROBATION, DISMISSAL, READMISSION**

### ***Postgraduate Probation***

Postgraduate students are required to maintain a CGPA of 2.00 in order to progress from one semester to the next.

Students whose CGPA is below 2.00 are placed on academic probation in the following one semester of the programme. The Programme Manager will schedule appointment with the student to plan and monitor the return to a good academic standing i.e., CGPA 2.00 or more by the end of the probation period.

Students who fail to increase their CGPA above 2.00 by the end of the academic probation period are dismissed from the programme.

### **Dismissal**

If the student fails to meet the condition to progress from probational enrolment to regular enrolment within the timeframe provided, the students will be academically dismissed from EAHM.

Upon suspension or dismissal from EAHM, there will be no refund of tuition or other fees. If fees are not fully paid, the balance will immediately become due.

All suspension and dismissal decisions will be subject to discussion and approval by the ExamBoard Committee

### **Readmission**

When, in accordance with EAHM regulations, a student is dismissed, consideration for readmission is given only if the student is able to present a record of significant achievements at another acceptable institution of higher education or at an appropriate work environment for a minimum of two Semesters.

All readmission requests must be approved by the Dean in accordance with the UAE Ministry of Education- Standards of Licensure and a student may be required to submit new application documents.

Refer to Policy 03EP10 Academic Progress

## **FINANCE AND TUITION FEES**

### **Application Fee**

The application fee of AED 500 plus VAT, which is non-refundable, is paid upon submission of the application documents.

### ***Seat Reservation Deposit***

Once you have signed your Offer Letter, a payment of AED 3,000 (VAT inclusive) is required as to secure placement at EAHM. This is either credited to the invoice of the last semester of study, or refundable once you have completed your programme of study, whichever is applicable.

The Seat Reservation Deposit is non-refundable should you decide to withdraw from your programme of study or intercalate during your studies.

## Programme Fees

The Programme Fees for MIHM programme are structured in two instalments (Fall & Spring) as follows:

Tuition and other fees (AED)	Fall Schedule	Spring Schedule	Total (AED)
Application Fee	To be paid when submitting the application		500
Tuition Fee	41,705	41,705	83,410
Additional charges	8,730	8,730	17,460
<b>Total</b>	<b>50,435</b>	<b>50,435</b>	<b>101,370</b>
Total with VAT (5%)	52,957	52,957	106,439
<b>OPTIONAL FEES (including 5% VAT)</b>			
Accommodation	22,090	25,988	48,078
UAE visa & ID	2,380	2 yr UAE Visa + Emirates ID card	2,380
<b>Total Fees (VAT 5%)</b>	<b>77,427</b>	<b>78,945</b>	<b>156,897</b>
Security Deposit	is refundable and is paid to secure the place in the programme.		3,000

### Understanding the Fees Table:

- The **application fee**, which is non-refundable, is paid upon submission of the application documents.
- **Additional charges** include textbooks/e-books, software and licenses, access to electronic databases, photocopying and printing ((up to AED 600 per semester), orientation, graduation congregation expenses and use of campus facilities: gym, sports court, swimming pool and lounge.
- The **security deposit** is refundable upon completion of the full programme. It is non-refundable should you decide not to start the programme or withdraw from it prior to its completion.
- **Accommodation includes** a single studio apartment with an en-suite bathroom and a fully equipped kitchen is provided. The described amount includes a 10% discount for payments made before the start of the term.
- **Accommodation in Spring** includes 3 weeks of summer course.
- **Meal Plan** is available upon request (includes breakfast and lunch from Monday to Friday).
- **UAE visa and ID** fee is mandatory for students coming from abroad.

Students are required to settle their semester fees four weeks before the start of the semester. All new students are required to settle their first semester fee in full before the start of the semester. Students who fail to settle their fees before the due date will be charged with a late payment fee of AED 400 + 5% VAT.

Personal stationary items and other miscellaneous items are not included in the course fees. The details of the [programme fee structure](#) are available on the website.

Continuing students who wish to request a payment plan need to contact the Finance Department at [eahmfinance@eahm.ae](mailto:eahmfinance@eahm.ae) at least a month prior to the due date of payment.

### Accommodation Expenses

EAHM offers students on-campus accommodation that is modern and spacious. Every studio is 21m<sup>2</sup> (3m x 7m) of living space, which provides single or twin occupancy. Each studio has a kitchen, study area with direct dial telephone and broadband network connection / Wi-Fi, and ensuite bathroom with shower. Air-conditioning, electricity, Internet, TV, bed linen, towels, laundry facilities and gym & pool access are included in the accommodation rent.

**Payment Plans (for full-time students only)**

EAHM offers two flexible payment options for Postgraduate students:

- Pay the Semester mandatory academic fees in two equal instalments during the academic year (upon submission of the required documents and approval of the Dean)
- Pay the mandatory academic fees for the full programme before the start of the first Semester and receive a three percent (3%) discount on Tuition Fees and Sundries.

**Part-time students** must pay their full semester fees before the start of the semester.

**Scholarships and Tuition Fee Reduction**

A limited number of scholarships are available to successful applicants based on the criteria in the Scholarship Policy and awarded at the discretion of the EAHM Scholarship Committee. The Scholarship Policy is reviewed periodically and can be changed at any time without notice.

EAHM provides following scholarships depending on the circumstances of new students:

- Merit Scholarship
- United Arab Emirates National Scholarship
- Emirati ESSAD card holder discounts
- Non-Emirati ESSAD card holder discount
- Alumni Scholarship (for MIHM students only)
- Jumeirah Colleagues and Dependent Scholarship
- Sibling Scholarship
- Industry Scholarship
- GEMS graduate student discount

For returning students, they are eligible to apply for below:

- Financial Aid

A Scholarship or financial aid, if any, will be applied on Tuition Fees only. Should you wish to avail the scholarship, please refer to Policy 06ST30 Scholarship & Financial Aid, and contact the Student Services.

**Refund Policy**

All fees, except for the security deposit, are non-refundable. If a student withdraws before the start of a semester, refunds of tuition fees and additional charges can only be made on a case-by-case basis, with the approval of the Managing Director or Dean. No cash refunds can be given, and refunds can only be made to the person or sponsor who made the initial payment.

If a student is dismissed or withdraws from the programme during a semester (after the first day of classes), fees are non-refundable.

**Security Deposits are refundable only upon successful completion of the programme.** Students who withdraw or had been dismissed without completing the programme will not be entitled to a security deposit refund.

**Insurance**

Health and accident insurance is mandatory for all residents of the UAE. All students require a health insurance certificate or insurance card at Orientation.

Personal and private insurance, to cover things such as damage of theft of personal property, is strongly recommended. For further information about insurance, please contact your Enrolment Advisor.

### **EAHM Obligations**

We will provide you with the programme of study outlined in this Academic Catalogue, allowing for amendments where required. If circumstances change outside our reasonable control, we might need to change or cancel parts of, or entire programme of study or services at any time, even after you have registered. Circumstances could include: industrial action, over or under demand, staff illness, lack of funding, severe weather, fire, civil disorder, political unrest, government restrictions, changes in ministry regulations and concern about serious illness.

### **UAE Visas**

EAHM will assist students to obtain a student visa, allowing students to live and study in the UAE for the duration of their studies. If a student's (where the student visa is sponsored by EAHM) programme of study is terminated for any reason, including intercalation, the student visa will be cancelled. Upon completion of a student's programme of study, the student visa will also be cancelled. The Registrar's Office can provide any assistance related to visa.

### **Changes to Tuition and Other Fees**

Tuition and other fees are reviewed every year and published in advance, at least six months' notice will be given before any change. The fees above are indicative only and EAHM makes the final decision if there are any disputes.

For more information regarding Student Finance, Schedule of Fees and other expenses, please refer to Policy 06ST12 Student Finance.

## **STUDENTS**

### **STUDENT SERVICES OFFICE**

The Student Services Office provides the following services for students:

- Facilitate issuance of academic documents
- Providing general information
- Issuance of academic letters and student identification cards
- Assigning Personal Tutors/Academic Advisors to the students
- Scheduling Academic advising meetings between students and Programme Manager/Dean/Assistant Dean.
- Cashiering for Academic Fees
- Visa & Emirates ID processing for sponsored students
- Managing student residences
- Providing information about health and safety on campus and residences
- Provides IT support to students

Please refer to the Student Handbook for more details of student service.

### **EAHM STUDENT CONTRACT**

The objective of the Emirates Academy of Hospitality Management (EAHM) Student Contract document is to clarify rights and responsibilities of the students, and the academy expectations from them, in order to help students achieve success during their study. It is provided to students upon registration at Student Services. Students should read this document carefully. The Emirates Academy of Hospitality Management (EAHM) Student



Contract must be signed by students to acknowledge receipt and understanding upon reception. In the case of any misunderstanding of EAHM academic systems or rules, please contact the Registrar office.

### **STUDENT GRIEVANCE: APPEALS, COMPLAINTS AND THE PROCESS OF RESOLVING**

The purpose of the student grievance procedure is to ensure that students have recourse to an impartial, consistent review process in the event of a decision or action taken by a member of The Emirates Academy of Hospitality Management (EAHM) Faculty or administration that is perceived to be contrary to EAHM's policy, procedure or conventional practice. This aims to protect the rights of both students and EAHM's Faculty and staff when disagreements arise.

If a student has a complaint or grievance about any aspect of the student life:

- They are advised to consult the Student Counsellor or their Personal Tutor who will explain the process and advise on the student's particular case. A student who has a grievance must first try to resolve it directly with the party or parties involved through informal discussion.
- If informal resolution is not initially successful, or if the student feels unable to confront the person alone, the student may request an arbitrator. The arbitrator (a neutral individual from within EAHM) will mediate at a meeting between the two parties.
- If informal means are not successful in resolving the issue, the student should submit a written grievance to the Dean, including a history of resolution attempts to date.
- The Dean will then determine if the complaint is substantive, and if so, he will convene an ad hoc Student Grievance Committee within two working weeks of receipt of the written complaint.
- The ad hoc Student Grievance Committee will meet and will review all the written records to date.
- The Committee will give its verdict within two working days of the hearing, along with its recommendations for action.

Refer to Policy 06ST25 Student Grievances

### **ACADEMIC INTEGRITY**

The Emirates Academy of Hospitality Management (EAHM) believes that learning and practicing **academic integrity** is an essential part of a university education. If someone acts with *integrity* it means that he or she follows a strict code of moral or ethical behaviour. Students with *academic integrity* display honesty in all their academic pursuits; they take full responsibility for their own learning, rather than relying on the efforts of others; they show respect for other students by not asking them to participate in academic misconduct; they trust their faculty members to value their work fairly and consistently, and they in turn are trusted by their faculty members to submit only the results of their own efforts.

#### **DEFINITIONS:**

##### **Cheating in exams and tests**

This includes but is not limited to:

- Copying from another student's test paper or communicating in any way with another student during a test or exam.
- Using any unauthorised material or equipment during an exam.
- Using technology such as mobile phones to request information from other students during a test or exam.

- Helping another student to copy from your test paper, providing answers, or any other kind of assistance to another student during a test or exam.
- Using books or notes of any type during a test or exam, without permission of the faculty member. Note that it is an offense to have unauthorized notes with you in an exam room, even if you do not use them and even if the notes are irrelevant to the questions on the exam.
- Allowing another person to write an exam under your name or writing an exam yourself under someone else's name.
- Obtaining a test or exam, or information about all or part of a test or exam that has not yet been administered to you. This includes buying, stealing, or simply asking for the information.
- Providing information about a test or exam to another student who has not yet taken it, when told not to; or giving a copy of a test to someone who has not yet taken it, when told not to remove the test paper from the exam room.

### **Plagiarism**

You plagiarise when you use the work of someone else and present it as your own work.

Plagiarism includes but is not limited to:

- Using the exact words from a source (a book, website, DVD, journal or any other information source) without quotation marks and without naming the source. Note that there is no number of words below which using exact words is *not* an offense; using even one or two words is plagiarism if they are distinctive. This point also applies to charts, tables, figures, etc., taken from a source and used in your work.
- Presenting the ideas, opinions, facts, figures, images, charts, tables, or research results from a source, in your own words, without naming the source.
- Presenting the ideas, opinions, facts, figures, images, charts, tables, or research results from a source in your own words and naming the source, but paraphrasing badly, too closely following the original in wording and/or sentence structure.
- Translating directly from a source in a language other than English, or using an electronic translator, and submitting the translation as part or all of an assessment, without citing a source.
- Submitting the same or very similar work as another student for an individual assessment.
- Allowing another student to copy your work. Note that this is considered as serious an offense as copying someone else's work yourself.
- Self-plagiarism: This means submitting the same assessment for more than one course, without permission from the lecturer. Note that this is considered academic dishonesty even though you prepared the original paper completely yourself.
- Submitting work done entirely or in part by someone else and representing it as your own work or the work of your group (for example a paper purchased or downloaded from the web or written by another student or a relative). The penalties for this are severe.

### **Use of Turnitin for similarity detection**

- EAHM makes available to students and faculty the similarity-testing software Turnitin to prevent plagiarism and promote a culture of academic integrity. Faculty members have the right to use it for any or all of their assignments.
- For all written assignments completed for courses delivered via distance learning, use of Turnitin is mandatory.
- For some assignments, research proposals (RES903), and research projects (RES906/RES916) the use of Turnitin is mandatory.

- All essay-style, report style written assignments of greater than 20% weighting and requiring research to complete will be submitted through Turnitin.
- When Turnitin submission is deemed a requirement for a particular assignment, students will submit their work themselves.
- Wherever possible, instructors should consider structuring assignments to allow time for students to receive meaningful formative feedback and make effective revisions to their writing and resubmit through Turnitin.
- New faculty will receive full documentation and training.

### Interpretation of Turnitin Similarity Report

A similarity of 20% or less in the submitted students' work, as detected by Turnitin is excluded from any penalty.

Similarities above 20% percent are classified in to three levels- Level 1, Level 2, and Level 3 as shown below. The mark reductions are as follows:

Levels of Plagiarism and Penalties:

<i>Level</i>	<i>Similarity Percentage</i>	<i>Penalty</i>
<b>1</b>	20 – 30 % %	This level is considered as moderately high level of similarity. For this violation, 25% of the awarded score in the written component will be deducted
<b>2</b>	30 – 50 %	This level means substantial similarity. Based on faculty's assessment about the nature of plagiarism, the faculty can award up to zero marks in the assessment
<b>3</b>	51% and Above	This level signifies a serious compromise with academic integrity. The concerned faculty shall refer such cases to the Disciplinary Committee through the Program Chairperson.

Faculty will assess each final Turnitin report, checking the highlighted sections to ensure that students have properly summarised, paraphrased and referenced the text. Incorrectly referenced or unreferenced matches will incur penalties.

### Falsifying data in academic work

This includes but is not limited to:

- Submitting work that includes false or fabricated data or information. (for example, inventing facts or figures or data, including them in your essay and attributing them to a false source; OR in a Dissertation, falsifying survey data)
- When a graded assessment is returned to you, changing answers or data surreptitiously and then asking for a better grade.

### Lying for academic gain (misrepresentation)

This includes but is not limited to:

- Knowingly giving false information or omitting to provide complete information to the Head of Academic Services and Registry, Dean or Lecturers, for any academic purpose. For example, you are guilty of misrepresentation, if you miss an exam and tell your lecturer that it was because there was a death in your family, when there was not. (Note that proof is required in such a case).
- For Undergraduates, knowingly giving false information to your supervisor or manager during your internship. For example, you misrepresent yourself when you tell your supervisor you missed a day because of illness when in fact you were not

ill at all (a doctor's certificate is required for all absences due to illness, for Undergraduate students).

### **Collusion**

Collusion is working with another student on an assessment, without permission from the lecturer who assigned the work. It includes, but is not limited to:

- Submitting the same or similar work as another student for an *individual* assessment without permission from the lecturer.
- Providing another student with a copy of your assessment, thereby allowing him or her to copy your work, in full or part.
- Submitting work that has been substantially edited or changed by another person.

Note that helping someone else to cheat is as serious an offense as cheating yourself!

Refer to Policy 06ST23 Student Academic Integrity  
03EP20 Academic Misconduct

### **ACADEMIC CREDIT HOURS**

All courses earn three (3) credit hours unless otherwise designated. Some practical, laboratory courses and research focused courses carry a different weighting.

A course/module is a self-contained and significant component of the curriculum. Courses are individually assessed and are normally completed in one Semester.

One academic credit relates to a minimum of forty-five (45) hours of student effort of which one-third (15 hours) will usually be directly supervised by an appropriately qualified member of faculty.

Most courses currently carry three (3) credits and will therefore involve an average student in approximately one hundred and thirty-five (135) hours of effort with a minimum of forty-five (45) hours of structured in-class development.

The remaining ninety (90) hours learning and student effort (outside of classroom contact) may be spent in a variety of ways depending on the level and nature of the course. To complete a 3 credits course/module on the Undergraduate or Postgraduate programme, a student is required to complete a total of 135 learning hours.

For study abroad or transfer students, 3 US credits at EAHM would usually equate to 5.5-6 ECTS for European universities\*. The credit transfer process for outbound mobility is guided by the sending institution academic policies and stipulations.

\*[https://www.sc.edu/about/offices\\_and\\_divisions/registrar/transfer\\_credits/international\\_credit\\_conversion\\_guide.php](https://www.sc.edu/about/offices_and_divisions/registrar/transfer_credits/international_credit_conversion_guide.php)  
<https://www.scholaro.com/db/News/How-much-are-ECTS-CATS-and-SAQA-credits-worth-240>  
[https://support.utrechtsummerschool.nl/hc/en-us/article\\_attachments/213904607/Dutch\\_grading\\_system\\_USS.pdf](https://support.utrechtsummerschool.nl/hc/en-us/article_attachments/213904607/Dutch_grading_system_USS.pdf)

### **GLOSSARY OF ACADEMIC TERMS**

**Core courses:** compulsory courses which the students must complete to earn their degree programme.

**Elective courses:** courses which are not compulsory for students. Electives are chosen from a pre-determined list of options.

**Credit Transfer:** a system where completed credits at the same level and field of study from a previous university approved by MoE can be transferred to EAHM, after evaluation and satisfying the requirements for credit transfer.

**Full-Time students:** students who are registered for 9 to 12 of credits in a given semester.

**Part-Time students:** students who are registered for 6 credits or less in a given semester.

**Semester Abroad/ Exchange:** students from partner universities that joins EAHM for a semester or two (in case of internship) as part of the completion of their degree programme from their home universities.

## PROGRAMME COMPLETION REQUIREMENTS

A student on the Postgraduate – Master of International Hospitality Management programme will be conferred a degree if the five (5) following conditions are fulfilled:

1. Completed the required credits as follows:

<i>Description</i>	<i>Credits</i>
Core courses (3 CR) x 7 courses	21
Elective courses (3 CR) x 2 courses	6
Research Project (6 CR) x 1 course	6
<b>Total Credit Requirement</b>	<b>33</b>

2. Achieved a cumulative grade point average of no less than two points (2.00).
3. Achieved at least a grade of C on the Research Project (either Dissertation or Consultancy Project).
4. The student must be in good financial standing with EAHM.
5. The student must have obtained the "Certificate of Equivalency – CoE" from the Ministry of Education for their bachelor's degree, unless graduated from a CAA accredited institution in the UAE.

### Award Classification

<i>Award</i>	<i>Grade Point Average</i>
<b>High Distinction</b>	≥3.67 - ≤4.00
<b>Distinction</b>	≥3.00 - ≤3.66
<b>Merit</b>	≥2.67 - ≤2.99
<b>Pass</b>	≥2.00 - ≤2.66

Refer to the following policy:

03EP04 Postgraduate Completion Requirements

03EP10 Academic Progress

## SEQUENCING OF POSTGRADUATE PROGRAMME COURSES

September intake

MASTER IN INTERNATIONAL HOSPITALITY MANAGEMENT (MIHM) by Course Name				
YEAR 1			YEAR 2	
SEP - TERM 1	FEB - TERM 2	SUMMER - TERM 3	SEP - TERM 4	
Hospitality & Tourism Data Analytics	Asset Management and Financial Planning	Strategic Decisions (Capstone Project)	Research Project*	
Quality & Standards for Hospitality	Organization and Systems			
Branding & Media Strategies for Hospitality	Applied Research Methodology			
ELECTIVE 1**	ELECTIVE 2**			
12	12	9	6	39

MASTER IN INTERNATIONAL HOSPITALITY MANAGEMENT (MIHM) by Course Code				
YEAR 1			YEAR 2	
SEP - TERM 1	FEB - TERM 2	SUMMER - TERM 3	SEP - TERM 4	
DO7903	FIN903	STR903	RES906 / RES918*	
HO9903	HRM903			
MARK903	RES903			
ELECTIVE 1**	ELECTIVE 2**			
12	12	9	6	39

February Intake

MASTER IN INTERNATIONAL HOSPITALITY MANAGEMENT (MIHM) by Course Name				
YEAR 1			YEAR 2	
FEB - TERM 1	SUMMER - TERM 2	SEP - TERM 3	FEB - TERM 4	
Asset Management and Financial Planning	Strategic Decisions (Capstone Project)	Hospitality & Tourism Data Analytics	Research Project*	
Organization and Systems		Quality & Standards for Hospitality		
Applied Research Methodology		Branding & Media Strategies for Hospitality		
ELECTIVE 2**		ELECTIVE 1**		
12	12	9	6	39

MASTER IN INTERNATIONAL HOSPITALITY MANAGEMENT (MIHM) by Course Code				
YEAR 1			YEAR 2	
FEB - TERM 1	SUMMER - TERM 2	SEP - TERM 3	FEB - TERM 4	
FIN903	STR903	DO7903	RES906 / RES918*	
HRM903		HO9903		
RES903		MARK903		
ELECTIVE 2**		ELECTIVE 1**		
12	12	9	6	39

## CURRICULUM

### 1. Core Courses (21 credits)

Course Code	Course title	Credits	Pre-requisite
DGT903	Hospitality & Tourism Data Analytics	3	
FIN903	Asset Management and Financial Planning	3	
HOS903	Quality & Standards for Hospitality	3	
HRM903	Organisation and Systems	3	
MKG903	Branding & Media Strategies for Hospitality	3	
RES903	Applied Research Methodology	3	
STR903	Strategic Decisions (Capstone Project)	3	

### 2. Research Project (6 credits)

1 Research Project to be chosen during the programme

Course Code	Course Title	Credits	Pre-requisite
RES906*	Research Project - Dissertation	6	
RES916*	Research Project – Consultancy Project	6	RES903

### 3. Electives (6 credits)

2 electives to be chosen during the programme

Course Code	Course Title	Credits
BUS903	Hospitality Entrepreneurship	3
DGT913	Tech Transformation & Innovation	3
HOS913	Advanced Food and Beverage Operations	3
HOS923	Designing Unique Experiences	3
STR913	Sustainable Destination Management	3

Note:

\* Student may choose to do a Dissertation or Consultancy Project

\*\* Elective courses offering subject to confirmation. Courses are offered based on fall/spring semester. The actual courses offered will depend on the availability of staff and number of students registering.

### Programme Learning Outcomes (PLOs)

Upon completion of this **QFE Level 9** qualification (in accordance with the Qualification Framework Emirates - QFE), graduates will be able to:

- PLO 1. Demonstrate advanced knowledge and skills to design and deliver sustainable, ethical, and innovative hospitality services and experiences. (QF Emirates Level 9, Knowledge)
- PLO 2. Conduct research in the hospitality industry, applying relevant investigative/enquiry modes, theories and methods, with a view to reaching reliable, valid and generalizable conclusions
- PLO 3. Apply advanced problem-solving skills to analyze highly complex issues in the hospitality industry, often with incomplete data, and develop innovative solutions and proposals (Level 9, Skill)
- PLO 4. Communicate effectively in oral and written modes as well as via technology to present, explain and/or critique highly complex matters to/with diverse stakeholders (Level 9, skill)
- PLO 5. Apply cognitive, creative, and reflective skills to collect, analyze and synthesize information at the interface between hospitality and different developments (Knowledge and Skill)

- PLO 6. Apply planning skills to develop and execute a major project or comparable activities with appropriate research to reach sound conclusions in an often highly complex environment (Skill, Role in Context)
- PLO 7. Function autonomously as well as in teams and assume leadership in professional hospitality practice or in systems that are highly complex and often unpredictable, requiring new strategic approaches and/or interventions or conceptual solutions (Autonomy and Responsibility)
- PLO 8. Critically reflect on the performance of oneself and others and take responsibility for contributing to professional knowledge and practice in dynamic hospitality settings (Self-development)
- PLO 9. Analyze and sensitively manage highly complex ethical issues leading to informed, fair, and valid decisions (Self-development)

**COURSE DESCRIPTION**

All courses offered at The Emirates Academy of Hospitality Management are listed underneath providing the following information per course:

**Course Code - Course Title** (*Pre/Co-requisite – if existing*)

Each discipline or field of study offered by the EAHM is summarized by a course code (a three-letter prefix, followed by a number indicating the level of the course content, a sequential unit, and the number of credits) followed by the course title. As an example, EAHM offers the course:

**DGT903 – Hospitality & Tourism Data Analytics**

In this example, DGT is the course prefix and 903 is the course number. This course is a postgraduate level course (denoted by the 900-level number). This course has 3 credit hours (denoted by the 3 at the end of the course number).

*Credit Hours and Pre/Co-requisite*  
 The number in parentheses following the title of a course indicates the pre/co-requisite course, if applicable.

Courses are offered at the discretion of EAHM. Students should check with the Registrar’s Office to ensure that specific courses are available.

**CORE COURSES**

**DGT903 – Hospitality & Tourism Data Analytics**

The aim of this course is to provide students with a solid foundation in hospitality and tourism data analytics, equipping them with the skills and knowledge needed to analyze and interpret data relevant to the industry. Students will learn how to extract insights from data and use them to inform strategic decisions within the hospitality and tourism sector. Throughout the course, students will be introduced to a range of data analytics techniques and tools. They will explore data sources specific to the hospitality and tourism industry, including hotel booking data, travel data, and customer feedback data. Through hands-on experience with data analytics software, students will learn how to collect, manipulate, and visualize data to identify patterns and trends, and develop predictive models. The course will be structured around a series of modules that explore different topics related to



hospitality and tourism data analytics. These modules will cover the following areas: Introduction to Data Analytics in Hospitality and Tourism, Data Collection and Cleaning Techniques, Exploratory Data Analysis, Descriptive Analytics, Predictive Analytics, Data Visualization, Reporting and Communication of Insights. Assessment of learning will be conducted through a combination of individual assignments, group projects, and exams. Students will be required to apply the data analytics techniques they have learned to real-world hospitality and tourism datasets, and to present their findings to the class.

### **FIN903 – Asset Management and Financial Planning**

This course is designed to provide students with an in-depth understanding of hotel asset management and financial planning. The course focuses on the various aspects of hotel asset management, including acquisition, operation, and disposal of hotel assets, as well as financial planning strategies used to optimize hotel profitability. The course begins with an introduction to hotel asset management and its role in the hospitality industry. Students will learn about the different types of hotel assets and their life cycle, including the key factors affecting their value. The course will cover the fundamental principles of hotel asset acquisition, such as market analysis, feasibility studies, and valuation techniques. Additionally, students will learn about the legal and regulatory aspects of hotel asset management, including contracts, licenses, and compliance issues. The course will then move on to hotel operations and performance management. They will also study the operational strategies used to enhance hotel profitability, including revenue management, cost optimization, and customer satisfaction. The course will conclude with an overview of hotel asset disposal strategies, including selling, repurposing, or refurbishing hotel assets. Students will also learn about the latest trends and innovations in hotel asset management, such as technology-enabled asset management, sustainable practices, and emerging markets. Throughout the course, students will develop critical thinking and analytical skills necessary to evaluate hotel asset management decisions and financial planning strategies. The course will include case studies, group discussions, and individual assignments to enhance the students' learning experience. Upon completion of the course, students will have a thorough understanding of hotel asset management and financial planning, which will equip them to pursue careers in the hospitality industry, investment firms, or asset management companies.

### **HOS903 – Quality & Standards for Hospitality**

The focus of this course is on Hospitality Quality Management, aiming to equip students with the necessary skills and knowledge to identify and enhance quality in hospitality operations. The course will provide insights into the significance and importance of quality management for delivering excellent service to clients, ensuring guest satisfaction and loyalty, and training and staffing for quality service management. Students will learn about various quality management processes and tools like Benchmarking, TQM, Fishbone, Pareto, Regression analysis, PDCA, as well as the impact of total quality management on hospitality service systems. The course will also cover the development of sustainable strategies through the implementation of quality principles and continuous improvement techniques. By completing this course, students will be able to recognize the value of hospitality operations through different quality management models and concepts. They will also be able to effectively evaluate hospitality operations from a quality perspective, utilizing various theoretical concepts and tools to improve service delivery. The course will be delivered through workshops, using case studies and simulations to demonstrate hospitality quality management concepts and models in practical applications. Students

will further apply these concepts and models in their semester project focused on quality management and service quality in the hospitality industry.

### **HRM903 – Organisation and Systems**

This course is designed to provide an overview of the fundamentals of organizational theory and behaviour, systems theory, and human resource management. Students will gain an understanding of the complex interactions between individuals, groups, and organizations, as well as the processes and systems that facilitate effective human resource management. The course will offer insights regarding Organizational Theory and Behaviour; Systems Theory and Organizational Structure; Human Resource Management: Recruitment and Selection; Human Resource Management: Human Capital Investment; Human Resource Management: Performance Management and Feedback; Legal and Ethical Considerations in Human Resource Management, Diversity and Inclusion in the Workplace; Wellbeing in the workplace and Human resources future trends. Additionally, organizational behaviour as well as human resources challenges will be identified, and use of Human Resources Information Systems and Artificial Intelligence in Human Resources Management practices will be addressed too. Teaching methods for this course may include lectures, case studies, group discussions, individual and group assignments, and guest speakers. Students may be required to participate in group projects such as poster presentations, discussions, and written assignments may also be used to assess student learning.

### **MKG903 – Branding & Media Strategies for Hospitality**

This course addresses the challenges faced by strategic marketing in the rapidly evolving media landscape. Initially, the focus of the course is on marketing at a strategic level, including consumer behaviour theory, and later moves to the functional and operational aspects of marketing. Students will investigate the implications for marketing in today's competitive service-based industry, with a holistic look at the entire marketing mix in light of the strategy of hotels and hospitality/service-oriented corporations. The course covers key features of Digital Marketing, Search Engine Optimization (SEO), Video Marketing, E-mail Marketing, Budgeting and Marketing Planning. It provides an in-depth understanding of the key concepts and strategies in branding and media for the hospitality industry by focuses on branding, food and hotel branding, and social media strategies. Students will be able to evaluate the significance of branding and marketing strategies in shaping the reputation of hospitality businesses. Students will analyze the role of branding in creating a memorable and unique customer experience, with a focus on food and hotel architecture and design, and activities for branding. They will understand the effective use of social media channels to promote and communicate with target audiences. Through a combination of theoretical knowledge and practical exercises, students will develop the skills and expertise required to create and implement successful food and hotel branding, and social media campaigns for hospitality businesses.

### **RES903 – Applied Research Methodology**

The aim of this course is to provide students with a comprehensive understanding of the principles and techniques of applied research methodology. The course will equip students with the necessary knowledge and skills to conduct research in a professional and ethical manner, and to analyze and interpret data effectively. Students will explore a range of research methodologies and techniques, including quantitative and qualitative research methods, data collection and analysis, research design, sampling techniques, and research ethics. They will also examine the role of research in hospitality contexts. Throughout the course, students will be expected to engage in independent research projects, applying

the principles and techniques learned in class to real-world research problems. The course will be delivered through a combination of lectures, interactive discussions, and practical exercises. Students will be encouraged to participate actively in class discussions, and to work collaboratively on group projects. They will also have the opportunity to engage in independent research projects, with guidance and feedback from the instructor. Assessment of learning will be based on a variety of methods, including in-class participation, group projects, independent research projects, and written assignments. Students will be expected to demonstrate their understanding of research methodology and techniques, and their ability to apply them to real-world research problems. The final assessment will be based on a research project that will be presented and defended orally in class.

### **STR903 – Strategic Decisions (Capstone Project)**

This capstone project course offers students an opportunity to gain a comprehensive understanding of the strategic management process in the international hospitality business. The course covers both strategy formulation, implementation and evaluation, equipping students with the skills and knowledge necessary to develop sustainable competitive advantages in the hospitality industry. Throughout the course, students will be introduced to the fundamental principles of strategy development, including how to establish business strategies and monitor performance. Topics such as corporate finance, data analytics and corporate social responsibility in hospitality will also be covered. The course includes an international business field trip that allows students to immerse themselves internationally with business- and academic experts. By the end of the course students will be competent in positioning hospitality businesses for success.

**RESEARCH PROJECT:** either a Dissertation or a Consultancy Project

### **RES906 – Dissertation (RES903)**

Business research knowledge and skills are important criteria for understanding, conducting, interpreting and presenting findings in the hospitality/tourism industry. This course provides students with an opportunity to conduct primary and/or secondary research in an area of interest and apply theoretical knowledge and skills learnt in previous courses in their programme of study. The dissertation requires students to carry out their own research study in terms of: identification of a topic area; research preparation; literature review; question and/or hypothesis development; selection of appropriate research method, including selection of data gathering method(s), and application of appropriate data analysis and modelling techniques; presentation of the research findings, and articulation of the research conclusions in the broader context of the topic area. The dissertation is the final component of the degree programme and present a written work of scholarship that demonstrates the student's ability to research an approved topic and present a well-reasoned argument in support of a clearly stated hypothesis or research question.

### **RES916 – Consultancy Project (RES903)**

The service sector represents the largest segment of most industrial economies. Hospitality and tourism are now the second largest of the service sectors. The aim of this course is for students to investigate and explore a range of topical and current issues of relevance to the hospitality and tourism industry. A problem-based learning approach will be used by the application of pragmatic research methods to contemporary business questions. Many businesses require their employees to work together on collaborative investigations

or group projects. This module is concerned with developing best practice for co-operation and communication in a group activity, whilst at the same time building on the competences and learning developed in the academic program. The module allows students the opportunity to work with a participating company on hospitality / tourism related project that enables them through an action learning experience to apply the skills learnt in previous modules. The students will be required to establish practical and realistic terms of reference for the project and then self-manage the consultancy process through to completion. As a composite element of their consultancy project, they will need to undertake detailed research of the appropriate areas / markets under investigation and analyze the findings in accordance with the project objectives. Tutor supervision will be utilized throughout the process to evaluate and advise where necessary.

## **ELECTIVE COURSES**

### **BUS903 – Hospitality Entrepreneurship**

This course is designed to provide students with a comprehensive understanding of the skills and knowledge required to start and manage their own hospitality business. The course focuses on the process of conceptualizing and planning a new hospitality venture, applying a range of business management disciplines including Idea Generation, Finance, Accounting, Marketing, Strategy, Legal Aspects, and Organizational Studies. The course will explore case studies of successful hospitality entrepreneurs, analyzing best practices, common difficulties, and creative problem-solving techniques. Students will also have the opportunity to develop and present their hospitality business plans, receiving feedback and guidance from the instructor and peers. This course is suitable for those interested in launching a new venture or seeking to gain a deeper understanding of the entrepreneurial mindset within the hospitality industry. Upon completion of this course, students will have a comprehensive understanding of the hospitality entrepreneurial process, the ability to assess and pursue business opportunities in the hospitality industry, and practical tools and strategies for success.

### **DGT913 – Tech Transformation & Innovation**

The Tech Transformation and Innovation course is designed to equip students with the necessary knowledge and skills to manage and implement technology solutions in the hospitality industry. The course covers a range of topics related to the application of information technology in the hospitality field, such as robotics, big data, cloud computing, and virtual reality. Students will gain an understanding of the benefits that technology can bring to the hospitality industry, such as increased efficiency, improved guest experience, lower staff workload, and minimized costs. The course will also cover the myriad of technology solutions available to hospitality businesses, such as AI, providing real-world examples of implementation. Students will learn how to evaluate and select the best technology solutions for their organizations, based on business needs and goals. Students will be prepared for careers in technology management, data analysis, project management, and consulting roles in the hospitality industry.

### **HOS913 – Advanced Food and Beverage Operations**

This course is designed to provide students with advanced knowledge and skills required to effectively manage food and beverage operations in a variety of hospitality settings. Students will explore the latest trends, concepts, and best practices in the food and beverage industry. Topics covered in this course include menu planning and development,

food safety and sanitation, cost control, revenue management, and service quality. Students will also study advanced operational concepts such as sustainable practices, menu engineering, and wine and beverage management. This course will also incorporate practical exercises in managing food and beverage operations, allowing students to develop and implement effective strategies for managing resources, optimizing service quality, and enhancing profitability.

### **HOS923 – Designing Unique Experiences**

This course is designed to provide students with an advanced understanding of hospitality experiences and how to create memorable moments for guests. Students will explore a range of topics, including the principles of customer service, guest satisfaction, and the use of technology to create and enhance experiences. The course will cover the latest trends in the tourism and hospitality industry and how to use them to create unique and personalized experiences for guests. Students will also examine the role of culture and diversity in shaping hospitality experiences and the importance of understanding and meeting the needs of different types of guests. The course will incorporate the different types of service levels from budget to luxury. Practical exercises in designing and implementing hospitality experiences that meet the needs and expectations of guests will be included. Students will also learn how to measure and evaluate the effectiveness of a unique experiences and how to use feedback to continuously improve the experience. The course will feature visits to different hospitality & tourism companies to explore the level of service provision and the wow factors that create memorable and unique experiences.

### **STR913 – Sustainable Destination Management**

This course is designed to examine the concept of sustainable development and its application in the tourism and hospitality industry. The course aims to provide students with an understanding of the importance of sustainable value creation in tourism systems and how it can be achieved through sustainable practices in the management of hospitality. The course will also highlight the role of hospitality and tourism stakeholders in sustainable models of development. Students will analyse tourism systems and the various components that contribute to its success, including destination development, economics, governance, and real estate. Students will explore the various stakeholders involved in the process, including developers, private operators, public agents and local communities. The course will equip students with the skills to critically analyse and evaluate tourism planning and hospitality development from a sustainable perspective. The course will provide case studies and real-life analysis of hospitality value creation from the MENA region.

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New courses and/or any of the following may be updated during the academic year as approved by the Quality Assurance committee and/or Dean:

*Course Descriptions, Title, Course Prefix, Number, Aim of the course, Content Coverage, Pre-requisites, Co-requisites.*

**COURSE INFORMATION**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CREDITS</b>	<b>CLASS HOURS</b>	<b>OTHERS**</b>	<b>TOTAL HOURS</b>
DGT903	Hospitality & Tourism Data Analytics	3	45	90	135
FIN903	Asset Management and Financial Planning	3	45	90	135
HOS903	Quality & Standards for Hospitality	3	45	90	135
HRM903	Organisation and Systems	3	45	90	135
MKG903	Branding & Media Strategies for Hospitality	3	45	90	135
RES903	Applied Research Methodology	3	45	90	135
STR903	Strategic Decisions	3	45	90	135
RES906*	Research Project - Dissertation	6	6	264	270
RES916*	Research Project - Consultancy Project	6	6	264	270
BUS903	Hospitality Entrepreneurship	3	45	90	135
DGT913	Tech Transformation & Innovation	3	45	90	135
HOS913	Advanced Food and Beverage Operations	3	45	90	135
HOS923	Designing Unique Experiences	3	45	90	135
STR913	Sustainable Destination Management	3	45	90	135

Note:

\* Student may choose to do a Dissertation or Consultancy Project

\*\* includes independent learning, information retrieval, research, consultation with supervisors, and exams

**ASSESSMENTS****Assessment of Student Learning**

Assessment is the continuous process of gathering and discussing information from multiple sources about what students know, comprehend, and can do because of their educational experiences, as well as what they value and believe, and then using the results to improve subsequent learning.

**Rationale for Assessment**

The assessment of students involves an evaluation of evidence (provided by the student) that they have achieved the learning outcomes associated with that course and with the programme. This evidence of achieving learning outcomes can take a variety of forms including formal examinations, case studies, independent or group projects, poster presentations, business reports, and the production of a thesis.

The methods of assessment that are used within this programme are balanced so that students encounter a range of assessment methodologies to test their overall level of academic achievement and to ensure that they possess the full set of analytical and cognitive skills that are used by senior managers.

Assessment is also a part of the learning process and EAHM uses mid-course assessments to inform students of their progress towards the achievement of the learning outcomes.

Prior to the delivery of the programme each year a matrix of assessments and assessment submission dates may be developed to ensure that the student workload is balanced.

### **Key Components of Assessment**

In this program, assessment will be:

- Focused and derived from the learning outcomes within each course
- Used to align the curriculum of each course with the overall programme learning outcomes;
- Based on appropriate measures to assess the evidence that learning outcomes are achieved;
- Used to inform students of their progression towards the achievement of course and program learning outcomes;
- Used to inform curriculum and programme review, planning, budgeting and faculty development.

### **Postgraduate Research Project**

In the final Semester, students will need to complete their final Research Project (either Dissertation or Consultancy Project). Full time students will be given three (3) to five (5) months to complete the Thesis (subject to supervisor approval).

The appointment of a supervisor for the Research Project is decided by the Research Committee. In the event a student wishes to change supervisor, the student is required to fill in the form and send the request to the Research Project Coordinator, the Programme Manager and Registrar. The change will be examined by the Research Project Coordinator and Programme Manager. The outcome will be notified to the student only once the original supervisor and the desired supervisor convey their written consent on the form.

Research Projects are graded by the respective supervisor and a second marker (usually nominated by the Research Project Coordinator). Should the difference between the supervisor's and second marker's grade be within 10%, the average will be treated as final, unless by mutual consensus, another value is agreed upon. In the event of the grade difference exceeding 10%, the supervisor and the second marker will hold a consultation to identify a 'common ground'. In the event of a lack of consensus, the concerned dissertation will be referred to a third marker. The third marker can call for the original grading reports of the supervisor and second marker. The final grade will be the average of the supervisor's or second marker's grade and the third marker's grade, whichever is closer to the latter.

### **Late submissions**

Late submission of a course assignment, consultancy project or research project/Dissertation is subject to the following penalties:

1. Up to 24 hours after of the original deadline: maximum grade 60%
2. Later than 24 hours after the original deadline: 0% (F grade)

### **Final Examination and oral defense**

The final examination will take the form of review of the written component and an oral defense of the dissertation. The course coordinator will schedule the Final Examination, in consultation with the programme manager.

The written research project will be submitted by students two weeks before the scheduled oral defense. The document should demonstrate the candidate's familiarity with the literature of the field. If it is a work of scholarly rather than creative nature, it will reflect the student's reasoned selection and careful execution of research methodology. The review and assessment is made by the supervisor and another faculty member nominated by the programme manager.

The defense part of the session must be open to all interested parties, will be publicized on campus by the Academic Services and Registry team, before the end of the semester of graduation, (normally the last week of the semester).

The candidate must have an active registration during the semester in which the final examination is taken.

The Oral Defense Jury will consist at least of the following:

- Another EAHM faculty member (Chair of the Jury)
- Another EAHM faculty member or an external examiner
- Student's supervisor (non-grading)

These members are selected upon the recommendation of the student's supervisor, and approved by the Programme manager and the Dean. Furthermore, all academic examiners must hold a doctorate degree in a discipline related to the student's research.

The oral defense is open to the public, and the jury could also comprise of industry representatives. These members must either have a terminal degree justifying a formal inclusion in the grading academic jury.

Immediately after the presentation, the Jury will convene in a closed meeting to deliberate the student's dissertation and overall performance. It will then prepare and submit a report stating the outcome of the examination, as well as the Jury's recommendation to the instructor coordinating the course. The course coordinator will submit copies of the report to the Programme manager and Dean. Based on the outcome, the Programme manager will also submit the relevant grade to the Registrar.

In case of a research project that requires amendments, the Jury may recommend the following:

- Approve the research project after minor amendment and verification by the research project supervisor. Submission of modified research project to supervisor within 5 working days of being informed of the decision. After making these final changes, the candidate must submit to the library an electronic version along with other digital documents related to the research project. These materials must be received no later than 10 working days before the due date for grades for the semester as set by the Academic Services and Registry.

In case of a research project that fails to meet the passing requirements, a resubmission of the study is required, and adjourned to the following term. The student may file a written appeal to the Dean within 5 working days from the date of being informed of the decision. The following additional re-submission conditions apply:

- The resubmission research project continues from the initial submitted research proposal in place;
- A student who wishes to avail themselves to re-submit must indicate their intention before the start of the next Semester via the Academic Office/Registry;
- When a student re-submits the dissertation, the initial grade will be voided, and the final grade will be the grade recorded for the course;
- An examination fee will be required
- The re-submission will take place in the next term or later.



All other dissertation conditions remain effective; please refer to the dissertation handbook and/or dissertation syllabi.

Refer to Policy 03EP09 Dissertation Supervision and Examination

### ***Re-sit and Repeat cases***

#### *Re-sit*

Students may re-sit exams or resubmit final assessment for courses in which they have received an ongoing assessment mark above 40% **AND** their resulting final course grade is between 50% - 59%.

#### *Grading*

Following completion of the resit final assessment, the student must achieve a final resit assessment mark of over 60 % and their final resulting course grade will be capped at a Grade C band.

The re-sit exam takes place in the first week of the next semester, (week-1), and is taken in accordance with the academy's exam regulations.

Re-sit exam results will replace the original final exam grade, and only the highest grade achieved will be counted towards the course total grade.

Therefore, any cumulative coursed-based percentage work (the combination of coursework, examination and other assessments in a course) which is lower than sixty percent (60%) will be awarded a Fail (F) grade, subject to review during the Examination Board meeting.

Re-sitting a final exam/assessment have financial implications and students are advised to consult with the EAHM's Academic Services before registering for a re-sit.

#### *Repeat*

Students may repeat courses in which they have received an overall failing grade (F). The repeat course must be taken during the next available academic term, in accordance with the course regulations.

Only the grade achieved in the repeat course will be counted towards the final cGPA.

Repeating a course may have financial implications and students are advised to consult with the EAHM's Academic Services before registering for a repeat course.

#### *Time Limits:*

Students are generally allowed to re-sit exams within the same academic term or immediately after.

Students are allowed to repeat courses within a specified time period, usually one academic term after the initial course completion, or when that course is next offered.

When a student fails the course due to mitigating circumstances (bereavement, illness, etc.) which are recognized and approved by the Examination Board, or when they fail their re-sit opportunity, they may repeat the entire course.

When a student fails more than two courses in a semester and has a cGPA of below two (2.0), the student may petition the Faculty/Examination Board to repeat the entire

academic semester; however, a student may repeat a semester only one (1) time during his / her academic program of study. Upon repeating a semester, the entire repeated semester results will replace the original semester results. Repeating a semester may necessitate a temporary deferment of studies.

Under exceptional circumstances, a student may petition the Examination Board to repeat an entire Academic Year provided it fits within the maximum duration allowed for the programme. Upon repeating an Academic Year, the entire repeated academic year results will replace the original academic year results.

**GRADING SYSTEM**

**Grade Report and Transcript**

A grade report will be issued to the students and published on the student information system after the Examination board has confirmed the marks.

The grades are based on the quality of the student’s performance on tests, assignments and practical work as indicated on the course syllabus.

The student’s transcript reflects the academic achievement of a student. It is confidential and will be sent only to the student and the parent or sponsor of the student unless otherwise instructed by the student, parent or sponsor. Any instruction to the contrary must be made in writing to the Registrar by the student, parent or sponsor.

Academic records and transcripts will only be released to students who are in good financial standing with EAHM (not on “Financial Hold”) and to students who have completed the clearance process (for graduating or withdrawing students) and who are not on “Academic Hold”.

At the end of each Semester a Grade Point Average (GPA) will be computed as follows:

$$GPA = \frac{\sum_{i=1}^n \text{Course\_Grade\_Point} \times \text{Course\_Credit\_Value}}{\sum_{i=1}^n \text{Course\_Credit\_Value}}$$

**Dean’s List**

Postgraduate students who have completed twenty-four (24) credits who have achieved a cumulative grade point average (CGPA) of three point seventy-five (3.75) or above will also be placed on the Dean’s List.

This is in recognition of their academic excellence.

## Postgraduate Grading System

Grade			
Letter	Points	Percentage	Description
A	4.00	90 - 100	High Distinction
A-	3.67	85 - 89	Distinction
B+	3.33	80 - 84	Distinction
B	3.00	75 - 79	Merit
B-	2.67	70 - 74	Merit
C+	2.33	65 - 69	Pass
C	2.00	60 - 64	Pass
F	0.00	≤59	Fail
WF	0.00	Nil	Withdrawn Fail

“WF” and “F” are course failure grades affecting the GPA with 0 grade points against the corresponding course credit hours. All other letter grades (C – A) are pass grades.

In addition to the above qualitative letter grades, the following symbol shall be used to designate special enrolment provisions or course statuses and do not affect the student's academic average:

- I** Indicates a course which has not been completed due to mitigating circumstances; students must register for the course in an upcoming term but will not be subject to any additional fees; the new grade in the second term will apply and count towards the term and CGPA calculation.
- IP** Indicates a course which is still ‘in process’ although the term has ended (for example the thesis has been given an extension)
- W** Designates student withdrawal from a course within the allowed add/drop period; there will be no impact on the term or CGPA calculation; any refund of course fees needs to be applied for directly with the Finance Manager and Dean if applicable

### ACADEMIC PROGRESSION

Postgraduate students are required to maintain a CGPA of 2.00 in order to progress from one semester to the next.

Students whose CGPA is below 2.00 are placed on academic probation in the following semester of the programme. The Programme Manager will schedule appointment with the student to plan and monitor the return to a good academic standing i.e., CGPA 2.00 or more by the end of the probation period.

Refer to Policy 03EP10 Academic Progress

### GRADE APPEALS

A student, who would like to appeal the grade or marks that have been awarded and published, must first contact the course tutor before a formal appeal can be submitted. If a group appeals a group assigned grade, all group members must meet with the course tutor together.

Students may appeal if:

- (a) There is miscalculation of a paper, assignment or exam; or
- (b) If the application of grading system has not been consistent with this catalogue; or
- (c) Other mitigating circumstances.

If a mistake has been made has been done by the course faculty member or if the course faculty member and the student/s have agreed on a change of grade, the course faculty must inform the Registrar and Programme Manager of the immediate action.

In cases where the grade appeal is not resolved between the student and course tutor, the student must formalize the appeal following the grade appeal process as stated in *Policy 06ST09 Grade Approval and Change*. If a group decides to appeal a group grade, then the assigned team leader should raise a group appeal grade request. This process can both be submitted either by completing the printed grade appeal form or via the document management system with any supporting evidence. For group grade appeal, a signed consent form signed by all group members should be added in addition to the other required documents.

The appeal must be submitted from within the time that grades were published in the student information system and the first week of the following semester. The Registrar will then forward the formal grade appeal to the Programme Manager who will examine the eligibility of the appeals. Once determined eligible, the Programme Manager will forward the appeal and the student/s' course works/assessments to the assigned reviewer for remarking (2-6 weeks). Students will be notified of the decision within one week after the following Examination Board meeting. The decision of the Examination Board is final and cannot be reapplied.

Grade appeals will not be entertained in the following cases:

- (a) No indication of anomalies in the grading is provided by the student.
- (b) The student directly questions the academic judgment or grading standard of the course tutor.
- (c) If the appeal is submitted after one month from the date of the Exam Board.

To apply for a grade appeal, the student must complete the grade appeal form along with a statement explaining the reasoning behind the grade appeal. The student is also encouraged to submit any supporting evidence / documents / meeting minutes / emails and must meet with their course instructor to present their case prior to the grade appeal submission.

**Students should be advised at the beginning of the appeal process, that their grades can go up OR down and the decision is final.**

Refer to Policy 06ST09 Grade Approval and Change

### **Full-Time Faculty to Student Ratio**

**FTE Faculty: Full Time Faculty Equivalent** of a faculty appointment is based on the number of credit hours (or responsibilities with pre-determined credit hour-equivalents, i.e dissertation supervision, course development) assigned during an academic year. It provides an estimate of the total full-time employment by converting part-time employees to a full-time equivalent.

**FTE Student: Full Time Student Equivalent** It provides an estimate of the total full-time student numbers by converting part-time students to a full-time equivalent.

**FTE Student / Faculty Ratio**, is calculated by dividing the FTE Student /FTE Faculty

### **Overall Student Satisfaction rate and Self-Evaluation**

The overall student satisfaction rate and self-evaluation is reflected in the annual self-evaluation report and Fact book.

### **Research Policy of EAHM**

- a. Research is supported at EAHM by Policy 04RS03 Student Involvement in Research. It is also supported by our Research Strategy Statement which can be found as Appendix A to the policy.
  
- b. Policy 03EP09 Dissertation Supervision and Examination addresses all issues relating to theses and dissertations, including registration, proposal submission and approval, selection of principal supervisor, graduate committees, seminar requirements, external readers, final examinations/defences, revisions, award of degree, intellectual property rights and copyrights.

## FACULTY

FACULTY						
NAME	POSITION	COUNTRY OF CERTIFICATE	YEAR OF AWARD	UNIVERSITY	QUALIFICATION	DISCIPLINE
<b>Frederic Bouchon</b>	Dean / Professor / Acting MD	France	2012	University of Toulouse	Doctorate, Geography and Planning	Tourism and Destination Management, Governance
<b>Steven Burns</b>	Assistant Dean / Associate Professor / MIHM Programme Manager	United Kingdom	2013	Liverpool John Moores University	Doctorate, Tourism Management	Tourism Management, Organisational Behaviour, Quality Assurance
<b>Daniel Kleber</b>	Associate Professor	Germany	2018	RISEBA University of Business Arts and Technology	Doctorate, Business Administration	Organisational Behaviour, Innovation & Process Design
<b>Ana Stranjancevic</b>	Associate Professor	Serbia	2012	University of Novi Sad	Doctorate, Sport & Tourism Management	Tourism Management, Leisure and Culture
<b>Ioanna Karanikola</b>	Assistant Professor	United Kingdom	2015	Manchester Metropolitan University	Doctor of Philosophy	Human Resources, Organisational Behaviour, Research Methods, Spanish Finance, Accounting, Asset Management, ESG, Religious Tourism
<b>Bincy Baburaj Kaluvilla</b>	Assistant Professor / BBA Programme Manager	India	2018	Indian School of Business Management and Administration	Doctorate in Management Studies	Human Resources, Organisational Behaviour, Research Methods, Spanish Finance, Accounting, Asset Management, ESG, Religious Tourism
<b>Francis Saliba</b>	Lecturer	Netherlands	2010	London Metropolitan University	Master of Arts in International Service Management	Customer Service, Luxury Goods, Culture / Training
PROFESSIONAL TRAINING & DEVELOPMENT						
<b>Raluca Dumitrescu</b>	Manager Industry Relations	Romania	2011	Lucian Blaga University, Romania	Bachelors Degree	Leadership; Career development; Hospitality standards
<b>Nicole Van Der Meer</b>	Assistant Manager	The Netherlands	2013	Hotel Management School Maastricht, The Netherlands	Bachelors Degree	Leadership; Career development
<b>Sarah Belanger</b>	Trainer	UK	2019	Wine and Spirits Trust	Certificate, Level 3 Educator	Food and Beverage, Sommelier Leadership, Career Development

## FACULTY AND STAFF DIRECTORY

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### **INFORMATION TECHNOLOGY**

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### **FINANCE**

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### **THE BOARD OF GOVERNORS**

The Board of Governors is a governing body that operates independently from Jumeirah. It provides advice, governance and recommendations concerning all strategic matters related to The Emirates Academy of Hospitality Management.

This Board is made up of a minimum of five (5) members who meet at least two (2) times each year. These members (or Governors) are selected due to their proven records of educational or industrial management both in the Middle East and Internationally.

Specifically, the Board of Governors is responsible for:

- The determination of the educational character and mission of EAHM and for oversight of its activities;
- Reviewing and approving strategic plan;
- The effective use of resources, the solvency of EAHM and corporation and for safeguarding their assets;
- Approving annual estimates of income and expenditure;
- The appointment, assignment, grading, appraisal, suspension and dismissal of the holders of senior posts and setting a framework for the pay and conditions of all other staff.

The Board of Governors is also the ultimate authority to which student appeals relating to disciplinary matters can be referred.

**Members of the BOG**

<b>Craig Thompson</b>	<i>Chairman</i>	CEO, The International Centre of Excellence in Tourism and Hospitality Education
<b>Ellen Dubois du Bellay</b>	<i>Owner representative</i>	Chief Human Resources Officer, Jumeirah Group
<b>Anuradha Harish</b>	<i>Owner representative</i>	Chief Commercial Officer -Strategy and Customer Experience, Dubai Holding Real Estate
<b>Floor Bleeker</b>	<i>Independent member</i>	Chief Information Officer, Mövenpick Holding AG
<b>Rami Moukarzel</b>	<i>Independent member</i>	Head of Hospitality Development and Strategy, Louvre Hotels
<b>Susanne Stolte</b>	<i>Independent member</i>	Former President of Hotel School The Hague
<b>TBC</b>	<i>Ex officio (non-voting)</i>	Managing Director, EAHM
<b>Frederic Bouchon</b>	<i>Ex officio (non-voting)</i>	Dean/Acting MD, EAHM

**LOCATION**

The Emirates Academy of Hospitality Management is in a purpose-built campus close to the world famous Burj Al Arab and the Jumeirah Beach Hotel. Just 25 minutes from Dubai International Airport, EAHM is situated less than a few hundred meters from the beach and the warm Arabian Gulf. From this location, students have easy access to the commercial districts in the city of Dubai, tourist, and leisure developments such as the Dubai Marina, Dubai Mall and Palm Jumeirah, as well as easy access to neighbouring Emirates.

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