

## # School of Hospitality Business & Management: THE SHBM Experience:

The School of Hospitality Business & Management (SHBM), a proud part of University Mohammed VI Polytechnic (UM6P), is located at the vibrant Benguerir Campus. Nestled in the heart of the Mohammed VI Green City, UM6P is cultivating a dynamic hospitality ecosystem designed to foster innovation, applied research, and entrepreneurship in the hospitality sector.

SHBM stands as the first Certified Member of the prestigious EHL Network of Certified Schools in Morocco and the only one in Africa. Recognized globally, EHL is ranked #1 as the “Best Hospitality & Leisure Management School” in the world.

Additionally, the SHBM Bachelor’s Degree in Hospitality Business & Management is accredited by the Moroccan Ministry of Higher Education, affirming its academic excellence.

At SHBM, every aspect of our program and student life is thoughtfully curated to prepare you for a successful global career. With our comprehensive approach, you will have the freedom to chart your unique path within one of the world’s fastest-growing industries.

We deliver a world-class hospitality education with an international outlook, ensuring our students are equipped to excel on a global stage. As part of our community, you will learn and grow alongside exceptional peers, distinguished faculty, and leading industry experts from Morocco, Africa, and beyond.

## #THE UM6P Spirit at SHMB : RICH DIVERSITY WITHIN A UNITED COMMUNITY:

**UM6P** is a vibrant hub for research, education, and entrepreneurship, dedicated to connecting Morocco and Africa with the wider world. At UM6P, diversity is more than a concept—it is a way of life. As a student, you will immerse yourself in a multicultural, family-style community that celebrates collaboration and inclusivity. Here, the **SHBM spirit** thrives, fostering unity and mutual respect among students from a variety of countries and backgrounds.

Our programs are designed to challenge you to think beyond borders. Through team projects, you’ll collaborate with peers who bring unique perspectives, sharpening your problem-solving and leadership skills. Beyond the classroom, **UM6P’s rich array of extracurricular activities** will encourage you to step out of your comfort zone, where meaningful personal and professional growth begins.

The **UM6P experience** is further enriched by our accomplished faculty, dedicated staff, and distinguished visitors, all of whom bring years of expertise. By the time you graduate, you will have built a network of invaluable industry connections and formed international friendships that will last a lifetime.

Some UM6P Stats:

- **Inauguration** : 2017
- **Students** : 4.562
- **Ladies** : 53%
- **Gentlemen** : 47%
- **Programs** : 30
- **Nationalities** : 26
- **External visitors on campus over a one-year period** : 18.000
- **Students in Business & Management** : 106
- **Campus surface area (Till 21-22)** : 33Ha
- **Campus surface area (By 2025)** : 60Ha

#### **# UM6P sites**

- **BENGUERIR**: Benguerir campus hosts SHBM, the School of Hospitality Business & Management, where UM6P is building an entire hospitality ecosystem that will encourage innovation, applied research and entrepreneurship in hospitality.
- **RABAT**: Rabat hosts the FGSES, Faculty of Governance, Economics and Social Sciences, to be as close as possible to the center of public policy.
- **CASABLANCA**: To ensure proximity to the business world, Africa Business School of UM6P will soon settle in Casablanca on a new campus.
- **LAÂYOUNE**: In Laâyoune, in Fout el Oued technopole, ASARI "African Sustainable Agriculture Research Institute" dedicated to the agricultural challenges of Morocco and Africa.
- **MAZAGAN**: A new urban and university hub to host a research center in the fields of chemistry, and a start-up incubation platform.
- **KHOURIBGA**: In Khouribga, 1337, the coding school, opened its doors in October 2018. Based on the American concept of "Peer-learning", 734 students are now enrolled within the program.

#### **# A VAST ECOSYSTEM OF Business & Management**

**The future of Africa's economy hinges on cultivating exceptional leaders equipped to address the continent's most pressing challenges in the 21st century.**

**At UM6P, we are committed to shaping the next generation of responsible African leaders and entrepreneurs. Through a carefully designed curriculum, UM6P nurtures future leaders who embody attentiveness, empathy, and an entrepreneurial mindset. These individuals will not only excel in their fields but will also foster professional environments that encourage the exchange of ideas and innovation, driving progress across industries and making meaningful contributions both locally and globally.**

- Africa Business School (ABS)
- School of Collective Intelligence (SCI)
- School of Hospitality Business & Management (SHBM) (Associate Member of the EHL Network of Certified Schools)

These schools, in partnership with prestigious institutions, will train this young talent to be successful leaders : Ecosystem's partners:

- MIT (Massachusetts Institute of Technology)
- GBSN (Global Business School Network)
- AACSB (Association to advance collegiate schools of business)
- EFMD (European Foundation for Management Development)
- EHL Hospitality Business School

**# UM6P - SHBM Campus :**

**A MODERN CAMPUS :**

You will benefit from a cutting-edge campus designed to inspire and support your learning journey. Our state-of-the-art classrooms and advanced learning labs are fully equipped with the latest multimedia technologies to enhance your educational experience.

The library boasts a collection of over 13,000 books and thousands of online resources, offering a wealth of knowledge at your fingertips.

During your preparatory year at SHBM, you will refine your skills in professional demonstration kitchens and a gastronomic teaching restaurant, providing hands-on experience in the art of fine dining and hospitality. This environment will immerse you in the most sophisticated aspects of the industry, preparing you for excellence in the global hospitality sector.

**FACTS & FACILITIES :**

- The Learning Center
- The Digital Learning Lab
- Language Lab
- Health Center
- Innovation & Entrepreneurship Labs (STARTGATE)
- Gastronomic Restaurant
- Cafeteria
- Campus Catering...

## **STAY FIT & ACTIVE :**

- **Activities:** Swimming, Tennis, Running, Ping Pong, Yoga, Zumba, Dance, A weight room, A combat room.
- **Teams:** Football, Basketball, Handball, and Volleyball.

**As a student at SHBM, you will have full access to the indoor and outdoor sports and leisure facilities of UM6P.**

## **# VISION & MISSION**

### **VISION:**

**To be a leading African higher education institution, nurturing talents, knowledge and innovation for a sustainable impact in hospitality and tourism management.**

### **MISSION:**

**Our mission is to level up the knowledge and competencies in the African Hospitality and Tourism industry by:**

- **Training ethically and socially responsible leaders with an entrepreneurial and resilient mindset;**
- **Creating a growth mindset that supports the sustainable growth of the industry;**
- **Being a driving force for innovation by fostering collaboration among stakeholders.**

## **# SHBM Values**

- **Exemplarity :**

**SHBM wants to be a model within its community for how to develop a sustainable hospitality/ tourism industry in Africa. Together, we will embody excellence in our practices and inspire tomorrow's quality standards. This rigorous spirit must be present at all times, thus shaping tomorrow's conscientious and proactive managers.**

- **Daring :**

**SHBM wants to shape its community by fostering a growth mindset and a creative spirit. Our goal is to turn our students into agents of change, entrepreneurs or intrapreneurs, with a strong sense of purpose and resilience.**

- **Caring :**

Our students, managers and leaders of tomorrow, must embody caring. In an industry marked by service quality, paying attention to their teams and environment. Beyond that, through their attitudes and actions, they will contribute to a respectful and sustainable world.

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## **# PROGRAM Highlights**

### **MORE THAN A DEGREE, A CAREER - GAME CHANGER :**

Earning a degree from SHBM is more than an academic milestone—it is a transformative journey that inspires you to aim high and achieve your career aspirations.

At SHBM, you will build a solid foundation of professional skills, industry knowledge, and a reputation for excellence in hospitality. Guided by experienced faculty, our learning-by-doing approach encourages you to become an independent, lifelong learner, capable of thriving in a dynamic and competitive global industry.

Your degree and specialization from SHBM will be your gateway to elite opportunities, where rigor, expertise, and experience are highly valued. It will equip you to stand out in the most selective and prestigious environments, shaping you into a true leader in the field of hospitality.

#### **- SHBM FACULTY :**

At SHBM, our faculty reflects the values we aim to instill in our students. This diverse team of highly qualified professionals is committed to equipping you with the skills needed to excel in the global hospitality industry.

Our programs are taught by a unique blend of renowned professors and industry practitioners, ensuring you receive a comprehensive education that combines academic rigor with real-world insights. This approach ensures you receive a well-rounded, cutting-edge education that bridges theory and real-world application.

#### **- BECOME AN ENTREPRENEUR :**

The world of hospitality thrives on entrepreneurship and innovation. From developing apps for personalized travel experiences to inventing groundbreaking restaurant concepts or leveraging artificial intelligence to analyze emotions—the possibilities in this dynamic industry are limitless.

At SHBM, we nurture your entrepreneurial spirit and equip you with the tools and mindset needed to seize opportunities, think creatively.

#### **- SUSTAINABILITY IS AT THE HEART OF OUR STRATEGY :**

**At SHBM, sustainability drives everything we do. We are committed to responsible resource management and believe innovation is key to growth.**

**By supporting local start-ups with expertise in culinary arts and entrepreneurship, we help develop inclusive models that address local challenges and promote sustainable growth.**

#### **# WHAT MAKES A great career at SHBM?**

- **Practice makes perfect :**

**The art of hospitality – a warm welcome, exceptional service, timing and presentation – cannot be learned in books. You will master this art by practicing fine dining service, culinary arts, front office and housekeeping...**

- **Real-world :**

**During your SHBM Bachelor's degree, you will have the chance to see the inner workings of hospitality through two six-month internships in top hospitality companies. The first will enhance your understanding of the everyday operations of this business, while the second will give you the opportunity to reflect on managerial competencies in the workplace.**

- **Apply your business knowledge :**

**In the Bachelor Integrated Project in Hospitality, tourism or applied business project, you will have the opportunity to review real-life business challenges by collaborating with a company under the guidance of a faculty supervisor. - Become a specialist**

**In today's competitive job market, being a specialist will make your resume stand out from the crowd. In the final year of the Bachelor's degree, you will have the choice to specialize in:**

- **Trends in Hospitality Franchising**
- **Design and Financing new Touristic Products**
- **Advanced International Travel Management**
- **Trends and Innovation in Hospitality**
- **Leadership & Professional Development**

#### **# BACHELOR'S Degree**

**DURATION: 4 YEARS (8 SEMESTERS) :**

**Gain the knowledge, skills, and qualifications you need to launch your hospitality management career or build a foundation for graduate studies. The degree combines the**

strength of hands on learning, professional skills, real work experience (internships), travel souvenirs, cultural awareness, language skills, Industry recognition, and business contacts.

- **Year 1 (Preparation) :**

Semesters 1 & 2 focus on providing students with practical experience and knowledge. They include Kitchen, Food & Beverage, Rooms Division, Business Basics, Language and Terminology modules as well as specific topics such as Hygiene and Safety, followed by an operational internship in the hospitality industry.

- **Year 2 (Foundation) :**

Semesters 3 & 4 are composed of modules laying out the Foundation of Hospitality Management and Tourism Management, modules providing business tools such as Accounting, Microeconomics and Computer Applications, an Introduction to Marketing and again specific topics such as Legal and Ethics, Performance in the Workplace, along with the complementary language modules.

- **Year 3 (Determination):**

Semester 5 is geared towards applied management, business analysis and the strengthening of marketing knowledge supplemented by communication and culture modules and the choice of one elective amongst the following: Developing Entrepreneurial projects, Event Management and Managing the Travel Business. It is followed by an administrative internship within the hospitality industry which makes up for the 6th semester.

- **Year 4 (In-depth) :**

Semesters 7 & 8 aim to deepen the students' knowledge through integrated business analysis, integrated hospitality and tourism management, advanced management and marketing strategy. Two specializations will be chosen among the following: Trends in Hospitality, Franchising, Design and Financing, New touristic products, Advanced International travel Management, Trends and innovation in Hospitality, Leadership & Professional Development. Complementary modules include Project Management, Cross Cultural Management. An Integrated Project in Hospitality / Tourism concludes the fourth year.

**# WHERE WILL SHBM Take you?**

**A FIRST-CLASS TICKET TO AN INTERNATIONAL CAREER :** A degree from SHBM will open doors to the fastest-growing businesses in hospitality. You will be free to choose from a

wide range of career paths, ranging from hospitality business, events, entertainment, finance, to consumer services, and luxury brands. You will be ready to jump right into your career with the skills and connections to land your dream job. With the UM6P's SHBM name on your resume, your options will be limitless!

#### **THE KEYS TO SUCCESS AT SHBM :**

- Strong faculty with international background & experiences
- Practical Arts Learning
- Professional Internships
- Valuable Industry Connections
- Soft skills & Excellence
- Career Services & Support

#### **# YOUR FUTURE CAREER & Beyond**

With a SHBM Bachelor's degree, you will earn solid professional experience and management skills that you can apply to the hospitality industry.

The inspiration extends far beyond the classroom each semester; we will be welcoming leading figures from hospitality and related sectors to share their insights directly with you!

#### **PROFESSIONAL OR ACADEMIC CAREER? THE CHOICE IS YOURS...**

##### **ACADEMIC CAREER :**

- Masters' degree from the most prestigious Business Hospitality schools
- Pursue an academic career or PhD
- Integrate a MIT (Management in Training) program within an international Hotel chain
- Become an entrepreneur and open your own concept of restaurant, food truck, boutique hotel, and others...

##### **PROFESSIONAL CAREER :**

- **HOSPITALITY & TOURISM**
  - Hotels and resorts
  - Restaurants and bars



- Tourism management
- Night clubs & casinos
- Cruise ships
- Online travel agencies
- Sharing economy companies

**42TM Jobs 12% of global employment by 2029 -**

#### **EVENTS & ENTERTAINMENT**

- International sports events
- Music festivals
- Exhibitions
- Corporate events
- Fashion shows
- Entertainment venues
- Private events
- Virtual and streaming events

**8% annual growth rate of the global MICE® industry between 2018 – 2025 -**

#### **FINANCE, SERVICES & REAL ESTATE**

- Financial investment
- Private banking
- Real estate management
- Hotel development
- Insurance
- Brokerage
- Consultancy

**+30% by 2024 for Operations Research Analyst & Personal Financial Advisor -**

#### **LUXURY INDUSTRIES**

- Luxury hotels and resorts

- Fine dining and spirits
- Jewelry and watches
- Consumer goods
- Private jets and yachts
- Luxury travel and tourism
- VIP and lifestyle services

€284B Luxury market value in 2023 5% Luxury hospitality growth during 2018 to 2023

#### # DEVELOP YOUR LEADERSHIP SKILL at SHBM

- Join UM6P SOLE

**WHAT IS UM6P SOLE? STUDENTS ORGANIZATIONS, LEADERSHIP & ENGAGEMENT** SOLE's core purpose is to empower students' success and independence by providing innovative and collaborative learning opportunities, which will enable them to overcome personal and academic challenges, explore their interests, and achieve their goals.

SOLE also is dedicated to engage all UM6P students in different, high-impact activities and services in order to help them create a powerful, innovative, collaborative and student-centered university.

- BECOME AN AMBASSADOR FOR SHBM PROGRAM

The SHBM Ambassador program develops and enhances students' leadership skills, which improves their future employability. Selected each fall by UM6P Student Affairs, this program is open to all SHBM students seeking to uplift student life through volunteer activities and events on campus, while representing the school at open days or VIP tours.

This SOLE office also works closely with students from all UM6P programs, as well as with all stakeholders (Services, Administrations...) to make student life better and foster pride as part of the university's ecosystem.

#### # ADMISSION & Enrollment

##### AN ONLINE APPLICATION WITH A PERSONAL TOUCH

At SHBM, our admissions process is designed to identify and select candidates who demonstrate both the academic aptitude and the mindset required for success in the

global hospitality industry. We look for individuals who are motivated, resilient, and culturally open, with a passion for hospitality and a commitment to excellence.

Our admissions process combines online and in-person steps, offering flexibility while maintaining the rigor required to select the best candidates for our program. From your initial application to enrollment, our dedicated admissions team is here to support you, ensuring a seamless process every step of the way.

### **WHO WE LOOK FOR ?**

We seek candidates who exhibit a strong combination of the following qualities:

- Motivation and passion for hospitality
- Strong academic records
- Creativity and critical thinking
- Cultural openness and an international outlook

Successful applicants will show the intellectual capacity to navigate a rigorous academic program and the interpersonal skills to thrive as future leaders in hospitality.

For more information, Check out our website: [www.shbm-um6p.ma](http://www.shbm-um6p.ma)

### **# ADMISSION PROCESS Step by step**

Our admissions process is designed to identify talented candidates who meet SHBM's rigorous academic and professional standards. It includes online and in-person components to ensure flexibility and accessibility.

#### **Eligibility criteria**

- For high school seniors: You may apply conditionally, provided you obtain your final diploma. As part of the application process, you will be required to submit your academic documents. Transcripts must include all courses taken and grades achieved. Once you graduate, you will need to provide us with your results and a copy of your diploma as soon as you receive them.
- For high school graduates: Only diplomas earned within the past two years are accepted. For example, for 2025 admission, only diplomas from 2025, 2024, or 2023 will be considered.

**Program language:** Courses are primarily delivered in English, with some content taught in French. A minimum proficiency level in English is therefore required.

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### **KEY DATES**

- **Online application period: December 15, 2024, to April 21, 2025.**
- **Written and Oral Tests: Conducted online and on UM6P campus for candidates who pass the initial screening**

#### **Our online applications**

- **Step 1 : Application period: January 15, 2024 – April 21, 2025**  
Provide and upload your academic transcripts, national ID card number (or passport), high school transcripts, proof of graduation, and other supporting documents through the online platform.  
**Online application deadline: April 21, 2025**
- **Step 2 : If your application is shortlisted, you will be invited to take online tests evaluating:**  
  
**Logical reasoning**  
  
**General knowledge**  
  
**Language proficiency (French and English)**  
  
**Online tests deadline: April 26, 2025**
- **Step 3 : Selected candidates will be invited to SHBM for a face-to-face oral exam with a panel of academia, hospitality, and business management professionals. This is your opportunity to demonstrate your motivation, communication skills, and alignment with SHBM's values.**  
  
**Interview dates: May 10, 11, 17, and 18, 2025**

#### **# SHBM Tuition & Fees**

**Annual tuition fees for the academic year: 80.000 MAD**

**One-time non-refundable registration fee: 5.000 MAD**

**Accommodation on campus: 1.000 MAD to be paid monthly (includes cleaning fee) Food & Beverage: 60 MAD per day.**

#### **# Financial Aid at SHBM**

**A scholarship system allows, mainly through the OCP Foundation, to support talented students who do not have the necessary financial resources. These grants can cover part or all of the cost of accommodation and meals, as well as tuition fees.**

**\*Academic scholarships are based on academic excellence and awarded based on your results at the entrance exams. They are intended to cover all or part of your tuition fees for the duration of your studies. Good to know: Scholarships and financial aid can be combined. Obtaining a scholarship involves attending classes. Except in special cases, scholarships are suspended if you repeat a term.**

**\*Financial aid is granted annually by the Scholarship Committee on the basis of social criteria, depending on the family's income and expenses. They are intended to cover all or part of the cost of accommodation and meals, as well as tuition fees not covered by a scholarship. To find out if you are eligible, submit an application with supporting documents to the Scholarships Committee. Good to know: Scholarships and financial aid can be combined and Obtaining a grant requires attendance at classes. Except in special cases, grants are suspended in case of repeating a term.**

**\*work outside studies: Our Bachelor program is a full time program and therefore allows little flexibility for a side job. However, there are various part-time student job opportunities on- and off-campus. Contact our admissions team to get more information.**

**\*Paid internships: Today, paid internships are more common than unpaid ones. The vast majority of interns working in for-profit organizations must be paid at least the applicable minimum wage and overtime. By choosing your internship carefully, whether in Morocco or internationally, you will have the opportunity to gain valuable work experience while earning a living.**

**# What are the application deadlines for SHBM**

**September 2025 intake**

**The deadline for applications is April 21st, 2025.**

**Tip: Apply as early as possible, before the maximum number of students is reached.**

**For international candidates: We will provide you with proof of your registration at UM6P and we will support your visa application to the authorities with an official letter. Please note that the visa procedure can take several months.**

**#Diploma and certification at SHBM**

**What degree will I receive upon completion?**

**Upon completion, you will be delivered a bachelor's degree in hospitality business & management. This degree combines hospitality expertise with essential business management skills.**

**Is the SHBM degree accredited?**

SHBM is the *only school in Morocco certified by the EHL (Ecole Hôtelière de Lausanne)*, the world's leading hospitality management school. The Moroccan Ministry of Higher Education *officially accredited the bachelor's program* and recognized it internationally.

Can I complete a Master's or Doctorate at a public institution?

UM6P is recognized by the Moroccan state, all university degrees is considered as recognized by the state. In other words, the diploma will allow you to post for public diplomas. In addition, thanks to its wide choice of programs and diplomas, and its particular research interest, UM6P offers masters and doctorates as well as scholarships for excellence and merit.

# Academic environment at SHBM

How many credits does the program include?

The program cumulates 5448 hours (incl. contact hours, outside classroom work & internships) which would be equivalent to 181,6 ECTS credits and 544,8 Moroccan CNPN credits.

What is the language of instruction?

Courses are primarily taught in *English* to prepare you for a global career. Some courses also include elements in French. *A third foreign language* is available (choose from *Spanish, Chinese, or Russian*. etc ) This allows students to select a language that aligns with their personal and professional goals.

Is there a dress code?

To create an atmosphere that reflects your future work environment, a dress code has been implemented within the School of Hospitality Business and Management.

This dress code is also an opportunity to learn the rules of "Savoir-Faire and good manners" which imply both mutual respect and self-respect.

On school premises, students, staff, and teachers are therefore required to wear formal attire, except for practical lessons for which they will receive the following uniforms:

- Kitchen uniforms for all practical cooking lessons
- Formal service attire for all service and event practices
- Casual service attire for service outdoors or in informal environments (food trucks, sporting events, etc.)

The dress code will be applicable on working days, between 7 a.m. and 7 p.m., including during meals and breaks, and for students visiting during an internship, sick leave, or day off.

[Download the Dress Code :](https://www.shbm-um6p.ma/hubfs/Downloadable%20Files/SHBM%20DRESS%20CODE.pdf)

[https://www.shbm-](https://www.shbm-um6p.ma/hubfs/Downloadable%20Files/SHBM%20DRESS%20CODE.pdf)

[um6p.ma/hubfs/Downloadable%20Files/SHBM%20DRESS%20CODE.pdf](https://www.shbm-um6p.ma/hubfs/Downloadable%20Files/SHBM%20DRESS%20CODE.pdf)

Are the outfits insured by the school? For how much?

Uniforms and materials for practical lessons will be provided by the school and their cost is included in the registration fees.

Dress for the theoretical courses will be the responsibility of the students.

**#Internship and Career at SHBM**

What kind of professional experience is included in the program?

The bachelor's program allows you to gain hands-on experience through:

- A *6-month operational internship* in the hospitality industry during the preparatory year.
- A *6-month administrative internship* in the third year.
- A final-year *integrated consultancy mission (student-led project)* that combines all the knowledge gained over four years to solve a real-world problem for an external client, either in Morocco or internationally.

Can we do internships abroad?

We encourage our students to have an internationally recognized training.

An internship abroad can only be beneficial in terms of skills development, personal and professional fulfillment, discovery of foreign cultures, and new horizons that will allow the student to put their knowledge of the hospitality business into practice. Whether in Morocco or abroad, it will be a real added value on a CV.

Do we help you through your internship process?

The UM6P's *career services team* and SHBM's SIR office help connect you with internships and jobs through:

- *Campus recruitment days* featuring leading companies.
- Partnerships with Morocco's most prestigious hotels and companies.

SHBM equips you to work globally in *hospitality management*, tourism, luxury industries, finance, and more.

The curriculum includes *practical experiences* and industry-standard training to enhance employability.

SHBM provides opportunities for networking with industry events (Annual Internship & Networking Forum, Meet & Greet with leaders from the corporate and hospitality worlds, etc.).

Can I continue my studies after graduation?

The Bachelor's degree allows you to pursue a *master's* afterward at UM6P or internationally.

Graduates can apply for EHL's *Master of Science in Global Hospitality Business*, offering unique opportunities across three continents.

Does SHBM support entrepreneurship?

SHBM fosters entrepreneurial skills by teaching *managerial, financial, and networking expertise* essential for launching your own business.

# Contact

+212 (0) 6 62 10 47 63

admissions.shbm@um6p.ma [www.shbm-](http://www.shbm-um6p.ma)

[um6p.ma](http://um6p.ma)