

## **# School of Hospitality Business & Management**

### **THE SHBM Experience:**

The School of Hospitality Business & Management is located within the Mohammed VI Polytechnic University (UM6P) at the Benguerir Campus. Positioned in the heart of the Mohammed VI Green City, UM6P is developing an entire hospitality ecosystem to encourage innovation, applied research, and entrepreneurship in hospitality.

The School of Hospitality Business & Management is the only Associate Member of the EHL Network of Certified Schools in Morocco. EHL is ranked #1 for “Best Hospitality Leisure Management School” in the world. SHBM bachelor's degree in Hospitality Business & Management is accredited by the Moroccan Ministry of Higher Education

At SHBM, every step of the program and student life is tailored to prepare you for a global career, where you will be free to choose your path within one of the world's fastest growing industries. We offer a world class hospitality education with an international mindset. Every day, you will be surrounded by the highest caliber students, faculty, and industry leaders from Morocco, Africa, and around the world.

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

Africa's economic future is dependent on the success of training best-in-class leaders to meet the continent's most pressing challenges of the 21st century. UM6P has set out a course and curriculum to prepare the next generation of responsible African leaders and entrepreneurs. These future leaders will need to be attentive, empathetic, and entrepreneurial in spirit. Additionally, they will be skilled at creating a professional environment that is conducive to the exchange of new ideas and initiatives.

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

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

### **Ecosystem's partners:**

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

## **# UM6P - SHBM Campus : A MODERN CAMPUS :**

**You will have access to state of the art classrooms and learning labs, all equipped with the latest multimedia technologies. The library offers over than 13,000 books and thousands of online resources. During your preparatory year, you will have the chance to sharpen your skills in professional demo kitchens and at a gastronomic teaching restaurant. In this boutique hotel environment, you will experience the most sophisticated elements of hospitality and fine dining. As well as, to benefit from a collection of general culture books available in our Learning Center (novels, literature, magazines, history, and more).**

### **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 one of the best African higher education institution, nurturing talents, knowledge and innovation in the next generation of hospitality and tourism management leaders.**

## **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.**

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## **# 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 :**

**A degree from SHBM will transform you, and inspire you to set lofty goals for your future career. This strong foundation will give you the professional skills and reputation to pursue excellence in hospitality. In the classroom, you will be guided**

by experienced faculty with a learning by doing approach to foster an independent, lifelong learner. In the end, your degree and specialization will open doors to the most selective and sought after opportunities, where rigor, expertise and experience are demanded.

- **SHBM FACULTY :**

We have qualified and diverse facilitators who exemplify SHBM values to prepare our students to meet the professional challenges ahead. SHBM's training and courses are delivered by experts who are both industry practitioners as well as university professors.

- **BECOME AN ENTREPRENEUR :**

Hospitality is full of entrepreneurs. They have created an app for personalized travel, invented restaurant concepts, designed a line of luxury chocolates, or used artificial intelligence to analyze emotions... so much opportunity for innovation in this field!

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

As you'd expect from a hospitality management school, we take our operations and our commitment to sustainability resources management in a very serious manner. At SHBM, we believe that in order to blossom and thrive, innovation is the way. One of our missions is to support local start-ups by sharing our expertise and know-how in culinary arts and entrepreneurship. It is such projects that will contribute to the development of new inclusive models that address local challenges and ensure 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**
- **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

**€281B Luxury market value in 2020 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, we provide personalized support throughout the admissions process. From the moment you submit your online application until the day you arrive on campus, we'll be with you every step of the way.**

**Our dedicated admissions team will help you prepare your application while our UM6P Enrollment and Admissions Departments will support you with the administrative tasks leading up to your arrival on campus.**

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

**We look for candidates with the intellectual capacity to handle a challenging academic program and who have the interpersonal skills and customer orientation to succeed as future global hospitality managers.**

**You should demonstrate a good mix of the following qualities:**

- Motivation and passion for hospitality**
- Strong academic records**
- Creativity and critical thinking**

**- Cultural openness with an international outlook**

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

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

**Admissions are opened to candidates holding a High School or equivalent diploma with a good knowledge of English and French.**

**When considering online applications and school records, we will focus on selecting students with grades significantly above the admissible minimum and excellent grades in specific subjects that will be required for the student to successfully achieve SHBM's learning objectives.**

**Proficient knowledge of English and French is required since courses are in both languages. The minimum level required in both languages is an upper B1/lower B2 which corresponds to the following:**

**ENGLISH : Upper B1: TOEIC 780 / IELTS 5 - Lower B2: TOEIC 785 / IELTS 5.5**

**FRENCH : B1 / B2: CECRL Niveau utilisateur indépendant**

#### **Our online applications**

- Step 1 : Submit your application with school records and essays.**
- Step 2 : Take our online assessment to confirm your interest and motivation.**
- Step 3 : Take a written test that includes:**
  - Language test (Minimum requirement: level of upper B1 in French and English)**
  - General knowledge**
  - Logic**
- Step 4 : Pass the final admission interview.**

#### **# Contact**

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