



*Discover UM6P – School of Hospitality
Business & Management*

*Someday you'll
look back and
realize:*

*IT ALL
STARTED
HERE*

SH
BM

THE SHBM *Experience*



WELCOME TO SHBM

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.

THE UM6P *Spirit*

RICH DIVERSITY WITHIN A UNITED COMMUNITY

Mohammed VI Polytechnic University is a hub for research, education and entrepreneurship, aspiring to connect Morocco and Africa with the rest of the world.

At UM6P, you won't just meet students from other countries you will also cultivate the SHBM spirit in a family style, multicultural community that embraces diversity and collaboration. The courses will challenge you to work in teams with students who may have different perspectives. Additionally, the extracurricular activities offered on campus will give you the chance to step outside of your comfort zone, where the real growth happens.

Our UM6P staff, faculty and visitors will share their insights gained from many years of experience in the hospitality field in the end, you will emerge with valuable industry connections and international friendships that last a lifetime.



2017
Inauguration

3.458
Students

53%
Ladies

47%
Gentlemen

42
Programs including
21 Master's &
Executive Master's

20
Nationalities
(6,9% Permanent
international
& 3,3%
International
students
exchange)

18.000
External visitors
on campus over a
one-year period

106
Students in
Business &
Management

33Ha
(Till 21-22)
Campus
surface area

60Ha
(By 2025)
Campus
surface area

SH
BM

UM6P *journey*

Visit of His Majesty King Mohammed VI to launch the construction of UM6P

2012

Launch of the Faculty of Governance Economic Sciences & Sociales (**FGSES**), former School of Governance and Economics of Rabat under the auspices of UM6P

2014

Launch of the Africa Business School (**ABS**)

2016

Launch of the Institute of Science, Technology & Innovation (**IST&I**)

2018

Launch of the School of Collective Intelligence (**SCI**)

2019

SHBM Launch of the School of Hospitality Business & Management (**SHBM**)

2020

Launch of the Green Tech Institute (**GTI**)

2009

Launch of the Green City of Benguerir project by His Majesty King Mohammed VI as part of major urban development projects of OCP Group

2013

Launch of the first engineering school at UM6P, School of Industrial Management (**EMINES**)

2015

Launch of School of Agriculture, Fertilizers & Environmental Sciences (**ESAFE**)

2017

Official inauguration of UM6P by His Majesty King Mohammed VI

2019

Launch of the School of Architecture, Planning and Design (**SAP+D**)

2020

Launch of the UM6P Doctoral School

Launch of the School of Computer Science (**SCCS**)

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 Fom 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*



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.



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



A man wearing a white swim cap and black goggles is swimming in a pool. He is looking towards the camera with his mouth open. In the background, a modern building with large windows and a green wall is visible. The pool has lane lines and a blue starting block.

UM6P - SHBM *Campus*

A MODERN CAMPUS

You will have access to state of the art classrooms and learning labs, all equipped with the latest multi media 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.

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.



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?*



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 skills

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 every day 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 or Leadership & Professional Development.

A woman wearing a black hijab and glasses is sitting at a wooden desk in a library, looking at a laptop. There are bookshelves filled with books in the background.

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

BE INSPIRED. EVERY DAY

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...

- 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,...

HOSPITALITY & TOURISM

- Hotels and resorts
- Restaurants and bars
- Tourism management
- Night clubs & casinos
- Cruise ships
- Online travel agencies
- Sharing economy companies

421M
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



SHBM *Family* - Learn from the best



It is both an honor and a duty to inspire Moroccan and African youth to become leading professionals in the world of international hospitality.

At the School of Hospitality Business and Management we select passionate students and train them to be the continent's future leaders. We highlight the art of Moroccan hospitality which is an integral part of our culture, and we promote values of excellence, luxury, refinement, and rigor, which our learners will have the chance to embody on a daily basis. Our "Learning by Doing" based curriculum is designed to facilitate high-end competencies from experts in the hospitality and tourism industry.

Abdelaziz BELKAZIZ
SHBM Food & Beverage Director
& Instructor



Confidence is not something that can be learned like a set of rules, it is a state of mind. At SHBM, we believe in comprehensive student-focused education, which means we take care of our students by supporting their ambition.

We provide them with both excellence in education and leadership environment, while also delivering the best-in-class trainings to become successful leaders: public speaking, career thinking, active listening, resilience, and conflict resolution. Being able to truly demonstrate leadership through critical thinking and confidence allows our students to thrive in the competitive job market. No matter what your background is, our entire team is committed to helping you unlock your potential and live your best life.

Fatine AMRANI
SHBM Career Development Coach



It is a great pleasure to help educate the next generation of Moroccan and African leaders in their international hospitality journey. SHBM students "learn by doing" and are immersed in the fundamental aspects of an open and entrepreneurial perspective. This growth mindset enables them to achieve a much higher level of success.

Students apply entrepreneurial concepts to measure, reflect on, and develop critical 21st century skills so they can identify new opportunities, manage risk, and learn from their experience. As a result, SHBM students are well versed at being outside of their comfort zone, which better prepares them for their academic journey and professional careers.

David HAYES
SHBM Entrepreneurship Professor

SHBM *Family* - Be the best



When I was in primary school and teachers asked us about our dreams all my colleagues answers were being a doctor engineer or a teacher but mine was : Learning Many Languages; to communicate with people from around the world and serving them in order to see their smiles. I believe that SHBM will offer me this opportunity and will make me the person I've wanted to be.

Day after day I make sure that I've made the right decision and I'm proud of being part of the SHBM Family.

Rime

Second-year Bachelor's student



With SHBM, we are learning how to learn, grow, make better decisions, and take effective actions that will help us evolve and become the best version of ourselves.

We are learning how to believe completely in our ideas and take the first step on our path to the life we deeply desire to live.

Day after day I start to see life differently, I started to see hope everywhere, and want to participate and share it more and more.

Hicham

Second-year Bachelor's student



Choosing SHBM to begin my college years is a decision I'm grateful for making. The school has provided me with a greater understanding of the hospitality industry and all of the incredible things that can come with it. SHBM has changed the mindset of many, including myself, and helped me see hospitality and service through a different lens. It only takes one small action to make someone happy and that's why I chose SHBM, so I can continue to make a larger positive impact on people's lives.

Salma

Second-year Bachelor's student

SHBM *Family* - Be the best



Have you ever wondered what makes a particular school awesome? Probably not. But learning about the SHBM program guidelines convinced me that this was the school of my dreams. This university focuses not only on providing a high-quality education, but a welcoming environment where you feel at home away from home, which is what hospitality is all about. In addition to that, SHBM contributes to the development of our continent's youth and trusts students for a prosperous future to shape better communities by exposing to the world, one of the most important values we should all obtain: Exemplarity, Caring & Daring!

Abdessamad

First-year Bachelor's student



Since the day I joined the SHBM community, I've encountered nothing but joyful surprises, new skills, experiences, and memories with loved ones. Truth be told, this school offers everything I want, everything I need to pursue a successful career from scratch, and although it's been only a few months since I got here, it almost feels like I've accumulated enough knowledge to be the best version of myself.

As well, spending three more years here makes me very excited to see what the future may hold, with the values of our school that emphasize Exemplarity above anything else... And this shows how outstanding SHBM can be.

Salwa

First-year Bachelor's student



Becoming part of the SHBM family, it was the best choice I ever made!

I have always been passionate about the business world. Discovering new cultures and interacting with people from all around the world is what I want to do in my daily life, and this is what we learn at SHBM. Every day, I keep discovering the world of hospitality... All I know is that this field is very exciting, especially when we learn from professionals who have worked in some of the most prestigious hotels worldwide.

In addition, the "Learning By Doing" approach challenges us to add our personal touch to the professional side, which I believe is the best way to succeed.

Hatim

First-year Bachelor's student



DEVELOP YOUR LEADERSHIP SKILL & 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

ADMISSION PROCESS

Step by step

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

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:

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
are open**



*Step
1*

Submit your application with
school records and essays

*Step
2*

Take a written test that includes:

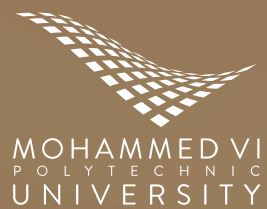
- Language test (Minimum requirement level of upper B1, Lower B2 in French and English)
- General knowledge
- Logic

*Step
3*

Pass the final admission
interview



World of Adventure Awaits You!



Contact

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www.shbm-um6p.ma