



*Someday you'll
look back and
realize:*

*IT ALL
STARTED
HERE*

SH
BM

THE SHBM *Experience*



WELCOME TO SHBM

The School of Hospitality Business and Management (SHBM) 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 and 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, according to the 2020 QS World University ratings.

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. What a wonderful opportunity to learn from the best!

THE UM6P *Spirit*

VAST DIVERSITY IN A CLOSE-KNIT 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.

52%
Ladies

48%
Gentlemen

2.182
Students

20
Nationalities

14
Master's
Programs

160
Doctoral
students

18.000
External visitors
on campus over a
one-year period

7
Executive
Master's
Program

10Ha
(Till 2020)
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 and 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**)

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 and Management **(SHBM)**

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 goggles is swimming in an indoor pool. He is looking towards the camera with his mouth open. In the background, other people are visible in the pool, and the pool area has green walls and large windows.

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 12,000 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.

FACTS AND FACILITIES

- The Learning Center
- The Digital Learning Lab
- Language Lab
- Health Center
- Innovation & Entrepreneurship Labs (STARTGATE, Entrepreneur Academy, P-Curiosity LAB,...)
- Gastronomic Restaurant
- Cafeteria
- Campus Catering...

STAY FIT AND 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.

A photograph of three young professionals in business attire (suits and ties) standing outdoors. They are all wearing black face masks. The woman on the left is seated, the woman in the middle is standing and leaning forward, and the man on the right is standing. They are positioned in front of a red brick wall with some greenery.

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*

A photograph of three men in dark grey suits, light blue shirts, and striped ties, all wearing black face masks. They are standing outdoors on a paved area, engaged in conversation. The man on the left is gesturing with his hands. In the background, there is a modern building with a reddish-brown facade and large windows, and some greenery.

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!

FOOD WITH A PURPOSE

As you'd expect from a hospitality management school, we take our food - and our commitment to food sustainability - very seriously indeed.

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.



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*

Focus on acquiring practical experience and knowledge.

Year 2 *Foundation*

Learn the Foundation of Hospitality Management and Tourism Management.

Year 3 *Determination*

Practice business analysis and applied management, and strengthen your marketing knowledge including communication and culture.

Year 4 *In-depth*

Study integrated business analysis, integrated hospitality & tourism management, advanced management and marketing strategy.

WHERE WILL SHBM *Take you?*



A FIRST-CLASS TICKET TO A GLOBAL 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

- Practical Arts Learning
- Industry Exposure
- Internships
- Career Support

YOUR FUTURE CAREER & Beyond

BE INSPIRED. EVERY DAY

At SHBM, you will earn a traditional business degree, but you will also gain so much more. You will leave here with 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 ? YOU HAVE A CHOICE

- Masters degree from the most prestigious business & Hospitality school.
- Pursue an academic career or PhD
- Be an entrepreneur to open your own concept of restaurant, food truck, boutique-hotel...

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*



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 BELKZIZ

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*



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

SHBM 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

SHBM 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

SHBM student

SHBM *Student's life*

Because we believe that the years we spend at university (particularly the first), shape our personality, we are driven to make them as special as possible. As members of Xenia BDE, we offer diverse extracurricular activities that give SHBM students the chance to grow and flourish. We focus on bringing students together and creating one family. We help each other become better versions of ourselves. That is what makes us unique.

Najlae & Saida

President & Vice president
SHBM BDE



TO LIVE EXPERIENCES RICH IN EMOTIONS, LEARNING AND SHARING

Nothing teaches better than the act of doing. Our students graduate with more than just a degree in hospitality business and management. They leave us with a way of looking at the world that shapes their perspective forever. Our immersive approach to teaching and SHBM Students Clubs create an environment that fosters this philosophy.

What is your passion? Do you enjoy being creative? SHBM Clubs offer the chance to develop the soft skills needed in future business endeavors.

Experience a wealth of emotions, learning opportunities, and shared interests. Join SHBM's first cohort who laid the club's foundations and create lifelong memories!

SHBM *Student's life*

DISCOVER OUR CLUBS



COMMUNICATION & PROMOTION

Practice the art of persuasion, communication and creativity. Build relationships, manage communication campaigns, collaborate with events organizers and be a SHBM ambassador!

ART & CULTURE

Express your artistic side, implement your cultural spirit and unleash your creative talents by engaging in a multitude of activities: acting, drawing, music, singing, dancing, photographing, cooking, debate, reading or writing... and many more await you!



SPORT

Let's move together! Keep your mind and body fit by participating in sports activities suited for students of all levels, while enjoying the university's state of the art facilities.

EVENT & HUMANITY

Organize and participate in different types of events - ranging from cultural, educational, or humanitarian - all ideas are welcome here!



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.



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 *Criteria*

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.

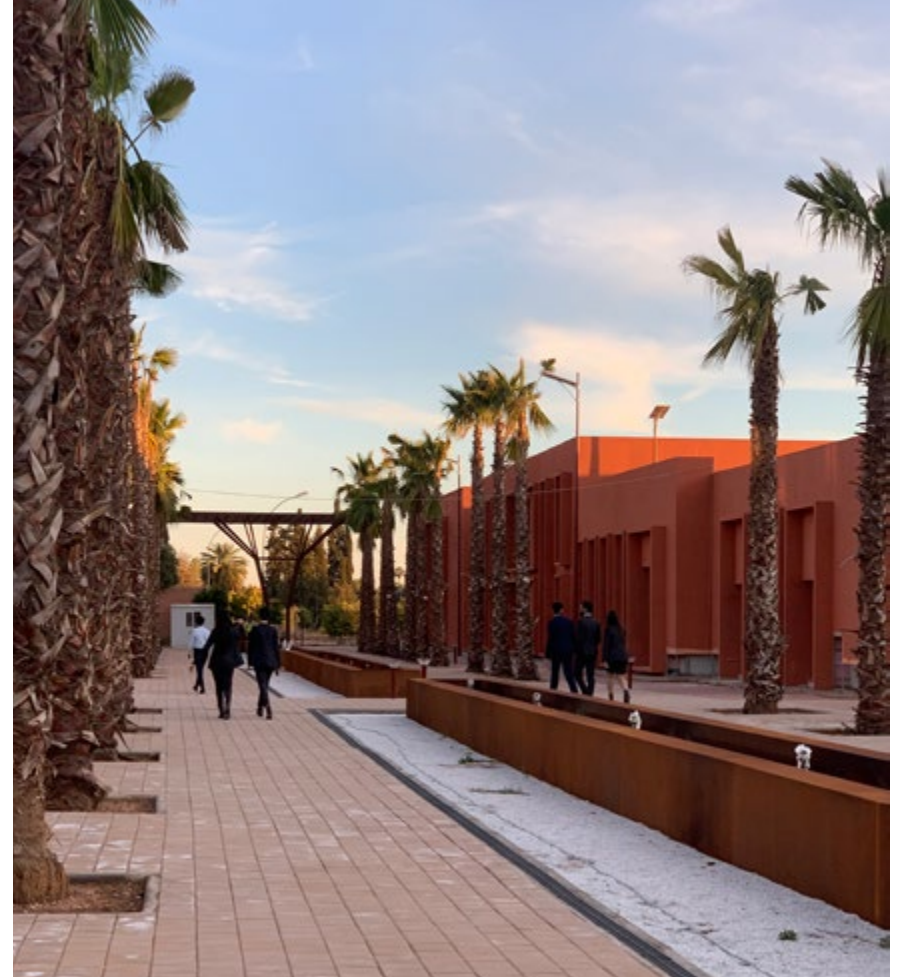
Proficient knowledge of English and French is required since courses are in both languages. The minimum level required in both languages is an upper B1/lower B2 which corresponds to the following:

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

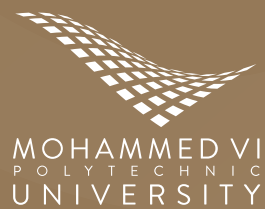
*Step
2*

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



Contact

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admissions.shbm@um6p.ma



www.shbm-um6p.ma