



OLD SCHOOL **YOUNG MIND**

BACHELOR'S PROGRAMS

2024 / 2025

TABLE OF CONTENTS

Message from the President	1
About EM Normandie Business School	2
Rankings & Accreditations	3
Business School of Choice	6
Bachelor 's Programs	9
Bachelor in International Management (Logistics)	11
Course Design	13
Bachelor in International Management (Digital Business)	15
Course Design	17
Bachelor in International Management (Service Industries)	19
Course Design	21
Internships & Student Mobility	23
Admission Requirements	27
Tuition Fees & Scholarships	28
Dubai Campus	30
Program Testimonials	32

THE LEADERSHIP



EM Normandie is a leading institution with a global impact. We offer innovative programs and unique learning experiences. Our mission is to prepare students to become future leaders. Through immersive and interactive teaching methods, we develop their skills and support their personal and professional growth. We have strong ties with the business world and provide cutting-edge programs. Our focus is on student associations and helping students define their career paths. Join EM Normandie and start shaping your future with us.

Prof. Khairiddine Mouakhar

President

EM Normandie Business School in the UAE



ABOUT EM NORMANDIE

EM Normandie is one of the oldest French Business Schools and a member of the Conférence des Grandes Ecoles (CGE). Founded in 1871 by local traders and ship-owners, Jules Siegfried and his brother Jacques, EM Normandie represents 150 years of history and innovation. Starting with only 26 students in Le Havre, EM Normandie now has more than 7,000 students from across the globe, continuing to fulfill its primary purpose to train managers to become global change makers.

EM Normandie draws on its experience and vision of the future to offer its students the best learning experience. It ranks among the Top 1% of Business Schools worldwide and features in the Financial Times 2023 Top 90 of Best Business Schools in the world.

EM Normandie comprises six campuses: Le Havre, Caen, Paris, Oxford, Dublin and Dubai, with a plan for new branch campuses in Boston and Vietnam by 2026.

The School aims to inspire and train the generations of yesterday, today and tomorrow to become actors in a sustainable world: **free to think, learn, and create.**

Centrally located in the heart of Dubai, EM Normandie is locally accredited by the Ministry of Education through the CAA, and internationally accredited by the AACSB, EQUIS, and AMBA.

RANKINGS & ACCREDITATIONS

Accreditations, labels and rankings: guarantees of quality

Accreditations, labels and national and international rankings testify to the excellence of a Business Schools and its programmes. In all three areas, EM Normandie wins all the accolades thanks to its exemplary performance in key areas: strategy, pedagogy, faculty, research, international relations, corporate relations and the future of graduates.

National Accreditations



مفوضية الاعتماد الأكاديمي

Commission for Academic Accreditation

Ministry of Education UAE

RANKINGS & ACCREDITATIONS

International Accreditations



**ONLY
1%**

of Business Schools
Worldwide holds
The Triple Crown
Accreditation



**TOP
84**

In the Financial
Times 2023 Best
Business Schools
Worldwide



BACHELOR IN INTERNATIONAL MANAGEMENT

RANKINGS OF THE BEST BACHELOR'S PROGRAM

Built around criteria specific to each publication, these rankings assess the quality of teaching, international openness, the quality of research and teaching staff, accreditations and labels, as well as the professional integration of graduates and relations with the business world.

EM Normandie is listed in the Financial Times Top 90 Best European Business Schools.

Its Bachelor International Management is in the Top 10 nationally.



Bachelors Rankings Top 10 in national rankings

8th rank



JANUARY 2024

4th rank



DECEMBER 2023

7th rank



MARCH 2023

14th rank



JANUARY 2023

5th rank



JULY 2022

BUSINESS SCHOOL OF CHOICE

STRONG INTERNATIONAL PRESENCE

EM Normandie comprises six campuses: Le Havre, Caen, Paris, Oxford, Dublin and Dubai with a plan for new branch campuses in Boston and Vietnam in 2026. It is home to an international community of more than 7,000 students and a network with more than 26,000 alumni worldwide

RECOGNISED FOR DELIVERING HIGHLY EMPLOYABLE GRADUATES

The EM Normandie experience is a real passport to employment. Locally and internationally recognised by its international partners, its relationship with leading employers globally, acknowledges the credibility of EM Normandie degrees. The School is committed to the development of well-rounded, highly employable graduates ready to create a positive impact on a regional and global level. EM Normandie ranks among the top Business Schools in the world, with the majority of students employed within six months after graduating.

BIM placement figures

95%

Net employment rate
Within 6 months

89%

Of graduates in employment
found their job within
4 months

1 out of 2

Have a job with an
international focus



7,000 Students from across the globe



130+ Full Time Faculty Members



100% of Faculty Members hold a PhD



5,000+ Partner Companies



200+ Partner Universities



26,000+ Alumni around the world



Earn a degree that resonates with excellence



Dubai attracts scholars and academics worldwide



Opportunities for practical engagements and internships



Seek thriving career opportunities



Corporate track possibilities

EXCEPTIONAL LEARNING EXPERIENCE

EM Normandie is known for its exceptional learning experiences, ensuring its graduates stand out from the crowd. The following unique learning features are included in the curriculum

BUSINESS GAME

The Business Game is a cloud-based project. Students work in teams in a real-life competitive environment to create a company and manage up to 8 years of activity under the guidance and supervision of a mentor.

INTERNATIONAL BUSINESS CHALLENGE

The International Business Challenge is a junior consultancy project in partnership with international companies and universities. Under the guidance of an expert mentor, students will work in groups to resolve a real business issue submitted by a partner company.

EMN is the only institution in the UAE to offer this experience.

COLLABORATE AND BROADEN YOUR HORIZONS

EM Normandie Alumni is also a space for reflection, exchange and creation. Listening to your needs and the changing realities of the professional world, the Association sets up innovative devices to support you at each stage of your professional development.

These initiatives bear witness to the dynamism of the community and the desire to make the most of the richness of each person's differences to move forward and grow together!

You are a student

As you enter the School, you have the option to join the EM Normandie Alumni Association on a life membership basis. You will then benefit from a range of services via a collaborative website:

An on-line Directory

Internship, work-study and job offers

Personalised support from graduates (mentoring)

Professional and social meetings between students and alumni during events in France and abroad (Annual Gala Night, Business Drinks, conferences,...)

26,000+
MEMBERS

28%
OF STUDENTS

55%
LIFETIME MEMBERS

15%
OF GRADUATES AS
ENTREPRENEURS SINCE 2014

72%
OF GRADUATES

BACHELOR'S PROGRAMS

Discover your path to success through EM Normandie's Bachelor in International Management (BIM) program. This program is uniquely designed to blend practical experience with essential business skills, molding you into a future-ready professional.

Gain expertise in economics, management, marketing, and more, while also selecting a major that aligns with your passion – whether it's Digital Business, Logistics, or Service Industries.

Just like our renowned master's programs in International Logistics and Port Management, and International Marketing and Business Development, this bachelor's program equips you with the tools to thrive in a globalized business world.

Join us to unlock a future of endless opportunities in international business and make your mark on the world. At EM Normandie, we pride ourselves on fostering international perspectives and personal growth. With a curriculum centered around practical application and integrated work experience, you'll develop a comprehensive skill set in economics, management, accounting, law, finance, leadership, organization, and marketing.



LOGISTICS



DIGITAL BUSINESS



SERVICE INDUSTRIES



2 POSSIBLE TRACKS:
FULL-TIME OR
CORPORATE TRACK



3 YEARS AND
6 MONTHS INTERNSHIP



TAUGHT IN ENGLISH



SHENOUBIAH INTERNATIONAL PRIVATE SCHOOL
شعبان بن عبدالمطلب
بنو قيس

15

14





BACHELOR IN INTERNATIONAL MANAGEMENT LOGISTICS

Logistics plays a significant role in facilitating the movement of products and goods between the manufacturer/supplier and the consumer. An effective logistics strategy is key to reducing overall operational costs and improves business efficiency and customer satisfaction by ensuring the availability of products.

EM Normandie's bachelor's degree in Logistics will enable students to become logistics and supply chain leaders. The program is focused on equipping students with the essential knowledge and tools to manage complex logistical operations and processes on a global level.



JOB OPPORTUNITIES FOR LOGISTICS GRADUATES IN UAE

- International Logistics Manager
- Supply Chain Specialist
- Operations Manager
- Fleet Manager
- Port Manager

COURSE DESIGN

1

Year 1 Course

Internship

- 2 months minimum duration

- Business Ethics and Law
- Islamic Studies
- Academic Writing
- UAE Studies
- Accounting
- Introduction to Finance
- Business Maths
- Elementary statistics
- Office application
- Consumer Behaviour
- Principles of management

2

Year 2 Course

- International Marketing
- Project Management
- Business Data and Analytics
- Principles of Business Strategy
- Distribution Channels
- Financial Analysis
- Micro and Macro Economics
- Organizational Behaviour
- Market Research
- MIS and Operations Management
- Management Control
- Strategic Marketing
- Business Negotiation
- Entrepreneurship in a Digital Eco System

3

Year 3 Course

Internship

- 4 months minimum duration
- French for Business

- Dissertation Research Methods
- Marketing Management
- Banking and International Payments
- IOT and Blockchain
- International Finance
- Geopolitics and Multicultural Management
- Multimodal Transportation
- Logistics 4.0
- Port Management
- Business Game
- Bachelor Thesis
- International Business Challenge
- Introduction to Arabic

1871

EM

NORMANDIE
BUSINESS SCHOOL



BACHELOR IN INTERNATIONAL MANAGEMENT DIGITAL BUSINESS



0 1 0 0 1 0 0 1 1 0 1 1
0 1 1 1 0 1 0 1 0 0 1 0

Creating high-performing digital ecosystems is essential to secure the growth of business enterprises globally. Digital business strategies enable businesses to implement innovative ways to drive economic, financial, and customer satisfaction.

Digital business paves the way to create new value-added opportunities, enhance profitability and boost productivity.

Well-known components of digital business include Artificial Intelligence, the Internet of Things (IoT), Blockchain, Data Analytics and Cloud Technology. Amazon and Etsy are great examples of digital businesses.

EM Normandie's bachelor's degree in Digital Business will equip students with the necessary tools and knowledge to develop digital ecosystems and lead business teams to new levels of efficiency and success.



JOB OPPORTUNITIES FOR DIGITAL BUSINESS GRADUATES IN UAE

- Social Media & Marketing Manager
- Digital Strategy and E-Commerce Specialist
- Entrepreneur
- Digital Business Manager
- Data Analyst

COURSE DESIGN





BACHELOR IN INTERNATIONAL MANAGEMENT SERVICE INDUSTRIES

Service industries provide valuable services and non-material goods and contribute significantly to the growth of the global economy and economic development of a country. Service industries range from tourism and hospitality to finance, fitness, well-being, healthcare and many more.

EM Normandie's bachelor's degree in Service Industries focuses on developing specific skills and expertise to start your career journey in the hospitality, tourism, finance and gaming sectors. The degree will equip students with finance, marketing and management fundamentals to become leaders in their respective fields.



JOB OPPORTUNITIES FOR SERVICE INDUSTRIES GRADUATES IN UAE

- Hotel General Manager
- Guest Relations Manager
- Special Events Planner
- Travel Agent
- Business Development Manager
- Financial Adviser
- Retail Distribution Manager

COURSE DESIGN





INTERNSHIPS & STUDENT MOBILITY

INTERNSHIPS

Internships form an integral part of our study plan. The program curriculum includes a mandatory Internship module of 2 months in year one and 4 months in year three that must be completed to graduate with the BIM degree successfully.

INTERNATIONAL RECOGNITION

On completion of the mobility requirement, students will qualify for a bachelor degree recognised by the French Ministry of Higher Education.

STUDENT MOBILITY

All students are required to complete mobility to Le Havre in France or to Dublin in Ireland in Year 2 Fall semester (September to December).

LE HAVRE CAMPUS



Located next to the coast, Le Havre offers an ideal living environment in the heart of a city that encourages cultural, sporting, and social activities. The high-tech campus welcomes students from all over the world in resolutely international-oriented courses.



DUBLIN CAMPUS



Dublin has been experiencing an unprecedented economic boom for several years. It is now one of the world's top 10 financial centres and home to many tech giants, including the famous GAFAs. It is also home to many start-ups and large companies in the pharmaceutical industry, financial services and information technologies.



ADMISSION REQUIREMENTS

REGULAR ADMISSION

- A minimum high school average and Mathematics score as per the table below

UAE, Al-Thanaawiyya Al-Aama

High School Minimum Score	Elite or Advanced Track 60%, General Track 70%
Math Minimum Score*	EmSAT Math 600

American High School Diploma

High School Minimum Score	Overall average grade of C (70% or 2.5 out of 4.0)
Math Minimum Score*	SAT Math 450 or EmSAT Math 600

British (GCE/IGCSE)

High School Minimum Score	Successfully complete Grade 12/Year 13 Successfully complete 5 approved ordinary Level, GCSE or IGCSE subjects with a grade of (A*, A, B, C, D or E) Successfully complete 2 approved Advanced Subsidiary Level subjects or 1 approved Advanced Level subject with a grade of (A*, A, B, C, D or E) (Note: Arabic and Islamic studies are not included)
Math Minimum Score*	AS/A Level Math with minimum E or EmSAT Math 600

International Baccalaureate (IB)

High School Minimum Score	IB Diploma: Successfully complete 6 subjects (minimum 3 HL) without considering the Islamic Studies as a required subject with the minimum score 24 points IB Certificate: <ul style="list-style-type: none">• Student must pass 6 subjects from the International Baccalaureate subjects (IB Subject Certificate) without considering the Islamic Studies as a required subject and according to the following conditions:• Minimum grade required for each subject is 3• Minimum overall grade required is 21• To pass the core subjects (English, Mathematics, and a science subject) within the 6 required subjects in the High Level (HL) or Standard level (SL)• IB Career-Related Programme (exceptionally for graduates of academic years 2022-2023 and 2023-2024)• Successfully complete 5 IGCSE/GCSE subjects with a minimum grade of E or 3 or successfully complete IB Middle Years Programme (MYP)• Complete 2 IB Subjects in either HL or SL with minimum of 3 points in each subject• Successfully complete BTEC Level 3 Diploma with a minimum of 120 credits and no less than PP grade
Math Minimum Score*	Minimum 3 in HL or SL Math or EmSAT Math 600

French Baccalaureate (France, Algeria, Lebanon, Morocco, and Tunisia)

High School Minimum Score	10
Math Minimum Score*	10 in Math or EmSAT Math 600

India CBSE, ICSE, State Board

High School Minimum Score	50%
Math Minimum Score*	50% in Math or EmSAT Math 600

SABIS

High School Minimum Score	70%
Math Minimum Score*	SAT Math 450 or EmSAT Math 600

GCC countries Al-Thawiyah Al Aama and Arab countries

High School Minimum Score	60%
Math Minimum Score*	60%

Pakistan Higher Secondary School Certificate

High School Minimum Score	50%
Math Minimum Score*	50%

Sri Lanka

High School Minimum Score	5 Ordinary Level, GCSE or IGCSE subjects with a grade of (A*, A, B, C, D or E) 1 Advanced Level subject with a grade of (A*, A, B, C, D or E)
Math Minimum Score*	A Level Math with minimum E

Nepal HSEB (Migration) Certificate/Proficiency Certificate

High School Minimum Score	50%
Math Minimum Score*	50%

Bangladesh

High School Minimum Score	GPA 2.5 out of 5.0
Math Minimum Score*	C and above

Attestat (Russia, Kazakhstan, Kyrgyzstan, Turkmenistan, Uzbekistan, Tajikistan, Azerbaijan)

High School Minimum Score	3 out of 5
Math Minimum Score*	3

Ukraine

High School Minimum Score	6 out of 12
Math Minimum Score*	6

Iran

High School Minimum Score	10
Math Minimum Score*	10

Chinese High School

High School Minimum Score	60%
Math Minimum Score*	60%

Nigeria WAEC & NECO

High School Minimum Score	Minimum 7 subjects with C6 and above
Math Minimum Score*	Pass

Kenya

High School Minimum Score	45%
Math Minimum Score*	Pass

*In the absence of a centralized exam score for math, students may be required to take EMN in the UAE assessment exam for math for admission and pass with a minimum score of 50%.

ADMISSION REQUIREMENTS

English proficiency requirements

Students must meet one of the following criteria:

- IELTS (Academic)- Minimum score of 5.0
- TOEFL- Minimum score of 500
- Internet-based TOEFL- Minimum score of 61
- Computer based TOEFL- Minimum score of 173
- EMSAT- English- Minimum score of 1100

Passing a personal interview set by the College

Other International students should contact the Student Recruitment and Admissions department at EMN in the UAE to determine their eligibility.

Conditional Admission | Non-Availability of English Language score

- Students who have not taken the English proficiency exams will be conditionally admitted to the BIM program and the student must obtain the mandatory English proficiency scores in a maximum period of 2 semester; otherwise, they will not be able to enroll for any further semester.
- These students will be allowed to register in up to 12 credits of selected BIM GE courses which are counted towards the undergraduate degree.

Conditional Admission | Low Math score

- Students with low Math score (not meeting the minimum required) will be conditionally admitted and be required to take the preparatory Math course in the first semester and pass with a minimum of 50% ; otherwise, they will not be able to enroll for any further semester.
- These students will be allowed to register in up to 12 credits of selected BIM GE courses which are counted towards the undergraduate degree.



TUITION FEES & SCHOLARSHIPS

TUITION FEES

- Per Year: AED 70,000
- Total 3 Years: AED 210,000

ADMISSION FEES

- AED 1,500

GRADUATION FEES *

- AED 2,000

REGISTRATION FEES

- AED 1,200

ALUMNI MEMBERSHIP FEES *

- AED 2,000

SCHOLARSHIPS:

- Foundation Scholarship | 70% waiver on tuition fees
- Excellence Scholarship | 50% waiver on tuition fees
- Athletic Scholarship | 25 % waiver on tuition fees


* Fees will be payable upon the completion of degree.
Please note that all payments are VAT inclusive



TRVSN

Early Bird Discount up to 20% on the total Tuition Fees

APPLY NOW



EMPOWERING FUTURES:

Your Global Career with EM Normandie's International Management Bachelor's. Gain real-world experience, cultivate essential business acumen, and choose your path in Digital Business, Logistics, or Service Industries.

DUBAI CAMPUS

Positioned in the heart of Dubai Knowledge Park, EM Normandie Business School is more than just an institution. It's a dynamic ecosystem, rubbing shoulders with the region's tech maestros and media magnates.

Within our state-of-the-art campus, the blend of technology with education is profound. Every corner is designed to ignite curiosity, from expansive classrooms that invite knowledge to a virtual reality room that blurs the lines between the real and the imagined.

Our extraordinary facilities include:

- Interactive Classrooms
- Immersive Experience Suite
- Knowledge Hub
- Student Recreational Space
- Collaboration Zones
- Prayer Room
- Integrated Work Zone
- Virtual Learning Center

Experience the Dubai Knowledge Park Campus

- Outdoor lounges
- Multiple coffee establishments
- A bustling food court offering a palette of flavours
- On-campus dental services
- A pharmacy
- A well-equipped supermarket
- A dedicated medical facility

'We cannot solve our problems with the same thinking we used when we created them'.

Albert Einstein



We understand the unique challenges of student life. That's why we offer a suite of services tailored to ensure your journey with us is smooth, enriching, and transformative. This includes:

Cultural Fusion Through Activities & Events

EM Normandie is a thriving hub of cultural diversity, where every event, from traditional celebrations to thought-provoking forums, reflects our global community. Our student activities aim to foster friendships, leadership skills, and broader horizons, making every celebration a multicultural learning experience.

Career Development - the 'Career Path' program

With our unique 'Career Path' program, students are equipped with pivotal job-seeking techniques, ensuring they make a confident and competent entry into the professional realm.

Personalised Counselling

The mental well-being of our students is paramount. Our professional counsellors are available to support students through personal challenges, offering guidance on issues ranging from stress management and coping with a new environment to interpersonal conflicts, all within a safe, confidential space.

PROGRAM TESTIMONIALS



“

I arrived in Dubai in 2013 for a gap year and returned to France to complete my studies. Following my final internship in Paris, I declined two offers to return to Dubai and take my chances in 2016.

I initially joined Chalhoub for few months and later seized an opportunity at Piaget. As a Marketing Coordinator, I joined a motivated team of four with a goal to transform the brand's positioning. My responsibilities covered various marketing tasks, from photoshoots and communication to trade marketing, event coordination, and visual merchandising. This diverse role enabled me to learn extensively across marketing disciplines and helped me discover my passion for visual merchandising.

Subsequently, I progressed to become a VM Executive overseeing all boutiques in the Middle East. Building on over three years of experience within Piaget, I transitioned internally to our sister company, Cartier. In my current role as VM Manager for the Middle East and Africa, I lead a team of two, focusing on visual merchandising strategies.

Alizée Hocdé

”



“

The subjects and content of the learning programme gave me the knowledge and insights and helped me build the foundation to apply to different roles in the marketing and communication teams in various companies. The double diploma (between Normandy and UK) enticed me to open my mind to pursuing opportunities abroad which have shaped my outlook and personality to look for challenges in new countries and markets making me a truly global citizen. I started my career in Europe then moved to Asia and now in the Middle East with global companies such as Deloitte, WPP, Omincom and to settle in my current role leading the brand PR for IHG Hotels & Resorts for India, Middle East & Africa and South East Asia & Korea.

Anne-Lise Berthon

”



Within UAE 800-43210



Outside UAE +971 4 375 1733



WhatsApp 800-43210



admission-dubai@em-normandie.ae



Dubai Knowledge Park, Block 14, 3rd Floor, UAE



EM Normandie, P.O. Box 500693, Dubai, United Arab Emirates



www.em-normandie.ae

