

1871

EM

**NORMANDIE
BUSINESS SCHOOL**

**THE
FUTURE
LOOKS
BRIGHT**

**MASTER'S
PROGRAMS**

2024 / 2025

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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. Khaireddine 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 65 of Best Business Schools in the world.

EM Normandie comprises seven campuses: Le Havre, Caen, Paris, Oxford, Dublin, Boston and Dubai, with a plan for a new branch campus in Vietnam by 2025.

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



مؤسسة الاعتماد الأكاديمي
Commission for Academic Accreditation



**TOP
1%**

of Business Schools
Worldwide (QS
World University
Rankings 2023)



**TOP
65**

In the Financial
Times 2023 Best
Business Schools
Worldwide



BUSINESS SCHOOL OF CHOICE

Students studying at EM Normandie can be assured that they will receive the best education from top business experts.

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*.

*Data as per the Graduate Survey carried out for 2018, 2019 and 2020 graduates of the Bachelor's in International Management on behalf of the Conférence des Grandes Écoles (CGE) by EM Normandie and the EM Normandie Alumni Network between February and March 2021.

- ★ **93% Employment rate within 3 months after graduation**
- ★ **The only Master's Program in Port Management in UAE accredited internationally**
- ★ **The only Business School from France in Dubai accredited by the UAE Ministry of Education**



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



23,000+ 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

MASTER'S PROGRAMS

Discover our two exceptional master's programs: International Logistics and Port Management (ILPM) and International Marketing and Business Development (IMBD).

ILPM equips students with practical skills in managing international logistics, transport, and port activities. Combining engineering and management, the course provides knowledge for efficient operations at local and international levels.

IMBD trains students in marketing and business development issues in local and international environments. The program fosters versatility and intercultural competence in the areas of marketing, product management and business development .

At EM Normandie, our degrees focus on international practices and personal development. With integrated work experience, students develop essential business skills in economics, management, accounting, law, finance, leadership, organization, and marketing.

Choose from a range of exciting majors, tailoring your education to your passions and career goals. Join us to thrive in the dynamic world of international business and logistics.



**2 POSSIBLE TRACKS:
FULL-TIME OR
CORPORATE TRACK**



**1 YEAR OF ACADEMIC
STUDIES PLUS 4
MONTHS INTERNSHIP
AND THESIS**



**TAUGHT IN
ENGLISH**

INTERNATIONAL LOGISTICS AND PORT MANAGEMENT

Students gain practical skills in running international logistics, transport, and port management activities. This program combines engineering and management, providing knowledge for efficient logistics, transport, and site management at local and global levels.

The ILPM program focuses on practical competencies through coursework, projects, and industry engagement. Our esteemed faculty of experts and professionals deliver cutting-edge insights, preparing students to tackle global logistics challenges.

Students engage in collaborative projects, case studies, and internships, applying concepts to real-world scenarios and developing critical skills. The program emphasizes the global perspective, addressing cultural, economic, and regulatory influences on logistics and port management.

The ILPM program not only fosters academic rigor but also cultivates essential soft skills such as communication, leadership, and teamwork. Prepare to become a proficient leader in international logistics and port management, unlocking limitless opportunities for professional success.

JOB OPPORTUNITIES FOR ILPM GRADUATES IN UAE

- Supply Chain Manager Logistics
- Operations Manager
- Inventory Services Manager
- Logistics Operations manager
- Procurement Manager
- Warehouse Manager
- SCM Project Manager
- Freight Service Manager or Coordinator

COURSE DESIGN

Electives

- Critical Issues in Management
- Cases in Ethical and Sustainable Development
- Leading in Multicultural Environments
- Business Strategy and Performance
- Change Management and Organizational Transformation
- Digitalization and Corporate Finance
- Digital Disruption and Industry 4.0



APPLY NOW



Unlocking Global Horizons:
Embrace the Art of Seamless Logistics
and International Transport with ILPM

INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT

Discover the Master in International Marketing and Business Development (IMBD), a transformative program meticulously crafted to equip professionals with a comprehensive understanding of global business and marketing strategies. Through a dynamic curriculum, students delve into essential topics such as market research, business planning, negotiation, logistics, and the legal intricacies of international trade.

Structured around skill blocks, the IMBD program nurtures versatility, empowering students to adapt and excel in diverse business environments. The highlight of this immersive experience lies in the exposure to intercultural influences, fostering a nuanced perspective essential for success in the interconnected global marketplace.

With a strong emphasis on practical application, the IMBD program seamlessly bridges theory and practice, providing students with invaluable opportunities to implement their knowledge through real-world projects and industry collaborations. Join us in this enriching journey, as we empower you to become a skilled professional capable of navigating the complexities of international marketing and business management.

JOB OPPORTUNITIES FOR IMBD GRADUATES IN UAE

- Product/Project Manager
- Sales Manager
- Export/Import Manager
- Subsidiary Manager
- International Brand Manager
- Marketing Manager /Consultant
- Business Analyst
- Digital Marketer

COURSE DESIGN

Electives

- Critical Issues in Management
- Cases in Ethical and Sustainable Development
- Leading in Multicultural Environments
- Business Strategy and Performance
- Change Management and Organizational Transformation
- Digitalization and Corporate Finance
- Digital Disruption and Industry 4.0

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Core

- International Marketing Management and International Market Research Techniques
- Multicultural Management and Cases in International Marketing
- International Operations Management and Business Negotiation
- E-commerce, Digital Marketing and Strategy and International Development
- Brand and Services Marketing and Project Management
- Research Methodology and Dissertation Outline
- Business Case Competition 1+ 2

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Internship & Thesis

- Internship of 4 months at the end of year 1
- Final Dissertation

APPLY NOW



Nurturing Visionary Leaders:

**Empowering Success in Marketing
and Business Development with
IMBD**



ADMISSION REQUIREMENTS

FULL ADMISSION

- Bachelor's degree with a minimum cumulative GPA of 3.0 on a scale of 4.0 or equivalent
- English proficiency: IELTS with a minimum score of 6.0 or equivalent
- Passing the interview with the Admission Committee

CONDITIONAL ADMISSION

Conditional admission can be offered for the below mentioned situations:

Conditional admission due to non-fulfillment of CGPA requirements

- IELTS with a minimum score of 6.0 or equivalent and a recognized Bachelor's degree with a minimum CGPA of 2.0 on a scale of 4.0 or equivalent

Conditional admission due to non-fulfillment of English Proficiency requirement

- IELTS with a minimum score of 5.5 or equivalent and a recognized Bachelor's degree with a minimum CGPA of 3.0 on a scale of 4.0 or equivalent

TUITION FEES & SCHOLARSHIPS

TUITION FEE:

- International Marketing and Business Development AED 118,000
- International Logistics & Port Management AED 126,000

SCHOLARSHIPS:

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

Early Bird Scholarships up to 30% on the total tuition fees

Positioned in the heart of the academic haven, 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 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 'Parcours Carrière' program

With our unique 'Parcours Carrière' 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



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I arrived in Dubai in 2013 for a gap year and returned to France to complete my M2. 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

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The subjects and content of the learning programme in Caen 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

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