



BACHELOR'S PROGRAMS 2025 / 2026



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

A WORLDCLASS BUSINESS SCHOOL

Founded in 1871 by traders Jules and Jacques Siegfried, EM Normandie is one of the oldest French business schools and a member of the Conférence des Grandes Écoles (CGE). With 150 years of history and innovation, it now trains over 7,000 students worldwide to become future leaders and changemakers. Ranked among the top 1% of business schools globally and in the Financial Times 2023 Top 65, EM Normandie combines experience and forward-thinking to offer a world-class education.

The school operates across seven campuses—Le Havre, Caen, Paris, Oxford, Dublin, and Dubai. Its mission is to empower generations to think, learn, and create for a sustainable future. Centrally located in Dubai, EM Normandie holds local accreditation from the CAA and international recognition from AACSB, EQUIS, and AMBA.

**NATIONAL
ACCREDITATION**



**INTERNATIONAL
ACCREDITATION**
TOP 1% - TRIPLE CROWN



**TOP 10
FRENCH RANKING***

**LE FIGARO · fr
étudiant**

Le Parisien étudiant

*Bachelor International Management - Rankings
of the best Bachelor's programmes



CHOOSING EXCELLENCE FOR YOUR FUTURE

Strong International Presence

EM Normandie comprises six campuses—Le Havre, Caen, Paris, Oxford, Dublin, and Dubai. It is home to an international community of over 7,000 students and a network of more than 26,000 alumni worldwide.

Recognised for Delivering Highly Employable Graduates

The EM Normandie experience serves as a true passport to employment. Recognised both locally and internationally, the school has built strong relationships with leading global employers, reinforcing the credibility of its degrees. Committed to developing well-rounded professionals, EM Normandie prepares highly employable graduates ready to make a positive impact on both regional and global levels. Ranked among the world's top business schools, EM Normandie boasts an impressive employability rate, with the majority of its students securing jobs within six months of graduation.



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

7000+

students from across the globe

130+

Full Time Faculty

100%

Of Faculty members hold a PhD

5000+

Partner Companies

200+

Partner Universities

26,000+

Members of Alumni network

93%

Employment rate within 3
months after graduation

INNOVATIVE LEARNING EXPERIENCE

EM Normandie is renowned for its exceptional learning experiences, ensuring that its graduates stand out in the job market. The curriculum includes several unique learning features designed to enhance students' skills and real-world expertise.

Business Game

The Business Game is a cloud-based project where students work in teams in a real-life competitive environment to create and manage a company over an eight-year period. Guided by an experienced mentor, this simulation provides hands-on experience in strategic decision-making and business operations.

International Business Challenge

The International Business Challenge is a junior consultancy project conducted in collaboration with international companies and universities. Under the guidance of an expert mentor, students work in teams to solve real business issues presented by partner companies.



UNLOCKING OPPORTUNITIES WITH ALUMNI



EM Normandie Alumni: A Lifelong Network

EM Normandie Alumni is a dynamic space for reflection, exchange, and creation. Attuned to both your needs and the evolving professional

landscape, the association implements innovative initiatives to support you at every stage of your career. These efforts highlight the community's dynamism and commitment to leveraging individual strengths to grow and succeed together.

Join the Alumni Network from Day One

As a student, you have the opportunity to become a lifetime member of the EM Normandie Alumni Association upon entering the school. This membership grants access to a wide range of services via a dedicated collaborative platform, including:

- **An online directory** to connect with alumni worldwide
- **Internship, work-study, and job opportunities**
- **Personalised mentoring** from graduates
- **Professional and social networking events** in France and abroad (Annual Gala Night, Business Drinks, conferences, and more)



26,000+

Members

55%

Lifetime members

28%

Of students

72%

Of graduates

15%

Of graduates as
entrepreneurs since 2014

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

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



BACHELOR IN

INTERNATIONAL MANAGEMENT LOGISTICS

1

Year 1 course

- 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



Internship

- 2 months minimum duration

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 Ecosystem

3

Year 3 course

- Final Dissertation
- 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



Internship

- 4 months minimum duration
- French for Business

BACHELOR IN INTERNATIONAL MANAGEMENT DIGITAL BUSINESS

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



BACHELOR IN

INTERNATIONAL MANAGEMENT DIGITAL BUSINESS

1

Year 1 course

- 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



Internship

- 2 months minimum duration

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 Ecosystem

3

Year 3 course

- Dissertation Research Methods
- Marketing Management
- Banking and International Payments
- IOT and Blockchain
- International Finance
- Geopolitics and Multicultural Management
- Digital Marketing Applications
- Internet Law and Cybersecurity
- E-commerce Operations
- Business Game
- Bachelor Thesis
- International Business Challenge
- Introduction to Arabic
- Internship
- French for Business



Internship

- 4 months minimum duration
- French for Business

BACHELOR IN INTERNATIONAL MANAGEMENT SERVICES 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

BACHELOR IN

INTERNATIONAL MANAGEMENT SERVICE INDUSTRIES

1

Year 1 course

- 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



Internship

- 2 months minimum duration

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 Ecosystem

3

Year 3 course

- Dissertation Research Methods
- Marketing Management
- Banking and International Payments
- IOT and Blockchain
- International Finance
- Geopolitics and Multicultural Management
- Services Marketing
- Tourism and Hospitality Services
- Financial and Gaming Services
- Business Game
- Bachelor Thesis
- Banking and International Payments
- International Business Challenge



Internship

- 4 months minimum duration
- French for Business

INTERNSHIP AND 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).



Dublin Campus

Dublin has been experiencing a strong economic boom for several years. Now among the world's top 10 financial centres, it hosts major tech giants, including the famous GAFAs, as well as numerous start-ups and leading companies in pharmaceuticals, financial services, and information technologies.



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.



DUBAI CAMPUS

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

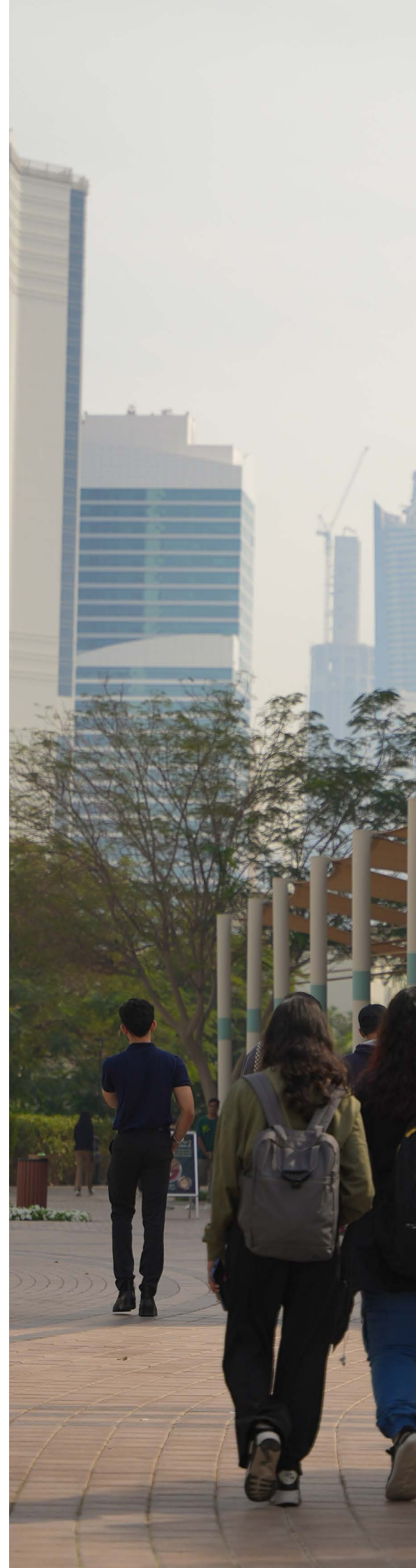
EM Normandie is a thriving hub of cultural diversity, where every event, from traditional celebrations to thought-provoking forums, reflects our global community. Our student activities aim to foster friendships, leadership skills, and broader horizons, making every celebration a multicultural learning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





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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 a 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, master's graduate

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“

The subjects and content of the learning programme in Caen gave me the knowledge and insights to build a strong foundation for various roles in marketing and communication teams across different companies. The double diploma (between Normandy and the UK) encouraged me to explore opportunities abroad, shaping my outlook and personality to seek challenges in new countries and markets, ultimately making me a truly global citizen.

I started my career in Europe, then moved to Asia, and now work in the Middle East with global companies such as Deloitte, WPP, and Omnicom. Today, I lead brand PR for IHG Hotels & Resorts across India, the Middle East & Africa, and South East Asia & Korea.

Anne-Lise, master's graduate

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ADMISSION REQUIREMENTS

UAE, Al-Thanawiyya Al-Aama

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

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

High School Minimum Score	Successfully complete Grade 12/Year 13
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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
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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:

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

High School Minimum Score	10
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Math Minimum Score*	10 in Math or EmSAT Math 600
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India CBSE, ICSE, State Board

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

High School Minimum Score	70%
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Math Minimum Score*	SAT Math 450 or EmSAT Math 600
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GCC countries Al-Thanawiyyah Al Aama and Arab countries

High School Minimum Score	60%
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Math Minimum Score*	60%
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Pakistan Higher Secondary School Certificate

High School Minimum Score	50%
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Math Minimum Score*	50%
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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)
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Math Minimum Score*	A Level Math with minimum E
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Nepal HSEB (Migration) Certificate/ Proficiency Certificate

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

High School Minimum Score	GPA 2.5 out of 5.0
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Math Minimum Score*	C and above
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Attestat (Russia, Kazakhstan, Kyrgyzstan, Turkmenistan, Uzbekistan, Tajikistan, Azerbaijan)

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

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

High School Minimum Score	10
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Math Minimum Score*	10
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Chinese High School

High School Minimum Score	60%
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Math Minimum Score*	60%
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Nigeria WAEC & NECO

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

High School Minimum Score	45%
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Math Minimum Score*	Pass
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*Bachelor International Management - Rankings of the best Bachelor's programmes

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.

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.

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.

TUITION FEES AND SCHOLARSHIP

Fees

Tuition	Admission	Graduation	Registration	Alumni membership
Per Year AED 70,000	AED 1,500	AED 2,000	AED 1,200	AED 2,000
Total 3 years AED 210,000				

Scholarship fee waiver

Foundation : 70% waiver on tuition fees

Excellence : 50% waiver on tuition fees

Excellence : 25% waiver on tuition fees

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



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.



1871

EM
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BUSINESS SCHOOL

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DUBAÏ

CAEN | LE HAVRE | PARIS | BOSTON | DUBAÏ | DUBLIN | OXFORD