



# MASTER'S PROGRAMS 2025 / 2026



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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**

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# 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 3  
FRENCH RANKING\***

**LE FIGARO · fr  
étudiant**

**Le Parisien · étudiant**

**l'Étudiant**

\*Master in Management - Rankings of best  
Post Baccalaureate Business Schools




# CHOOSING EXCELLENCE FOR YOUR FUTURE

At EM Normandie, students receive a world-class education guided by top business experts, ensuring they graduate with the knowledge, skills, and experience needed to thrive in today's competitive job market.

Recognized both locally and internationally, the school has established strong partnerships with leading global employers, reinforcing the credibility of its degrees and providing students with valuable career opportunities. Through a dynamic curriculum that blends academic excellence with real-world application, EM Normandie nurtures well-rounded professionals equipped with critical thinking, leadership, and problem-solving abilities.

Ranked among the top business schools worldwide, EM Normandie has a proven track record of employability, with the majority of its graduates securing positions within six months of completing their studies. Its commitment to student success is reflected in its industry-driven programs, immersive learning experiences, and extensive alumni network, all designed to empower future leaders who can make an immediate and lasting impact in their fields.



EM Normandie is the only French business school in Dubai accredited by the UAE Ministry of Education and offers the only internationally accredited Master's program in Port Management in the UAE.

**7000+**

students from accross the globe

**130+**

Full Time Faculty

**100%**

Of Faculty membres hold a PhD

**5000+**

Partner Companies

**200+**

Partner Universities

**26,000+**

Members of Alumni network

**93%**

Employment rate within 3 months after graduation

# 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, while IMBD trains students in marketing and business development across global markets. The program fosters versatility and intercultural competence in marketing, product management, and business development.

At EM Normandie, our degrees emphasize international practices and personal development. Through integrated work experience, students gain essential business skills in economics, management, accounting, law, finance, leadership, organization, and marketing. With a diverse range of majors, you can tailor your education to your passions and career aspirations. Join us and thrive in the dynamic world of international business and logistics.



**2 possible Tracks:**  
Full-Time of  
Corporate Track



**1 Year of academic  
studies plus 4  
months internship  
and thesis**



**Taught in  
english**

# MASTER

MASTER

# INTERNATIONAL LOGISTICS AND PORT MANAGEMENT

Students gain practical skills in managing international logistics, transport, and port operations through a program that combines engineering and management. By focusing on efficient logistics, transport, and site management at both local and global levels, the ILPM program equips students with the expertise needed to navigate the complexities of the industry.

Coursework, projects, and industry engagement provide hands-on experience, while our esteemed faculty of experts and professionals deliver cutting-edge insights to prepare students for global logistics challenges.

Through collaborative projects, case studies, and internships, students apply theoretical knowledge to real-world scenarios, developing critical skills essential for success. The program emphasizes a global perspective, addressing cultural, economic, and regulatory factors in logistics and port management. Beyond academic rigor, ILPM fosters essential soft skills such as communication, leadership, and teamwork, empowering students to become proficient leaders in international logistics and port management, with limitless career opportunities ahead.

## 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





MASTER

# INTERNATIONAL LOGISTICS AND PORT MANAGEMENT

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## Core Modules

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

2

## 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

3

## Internship & Thesis

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

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



MASTER

# INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT

**Discover the Master in International Marketing and Business Development (IMBD), a transformative program designed to equip professionals with a comprehensive understanding of global business and marketing strategies.**

Through a dynamic curriculum, students explore key topics such as market research, business planning, negotiation, logistics, and the legal intricacies of international trade. Structured around skill blocks, the IMBD program fosters versatility, enabling students to adapt and thrive in diverse business environments while gaining valuable intercultural insights essential for success in the global marketplace.

With a strong emphasis on practical application, the program seamlessly bridges theory and real-world practice, offering students hands-on experience through projects and industry collaborations. By engaging with professionals and working on real business challenges, students develop critical skills to navigate the complexities of international marketing and business management. Join us in this enriching journey and take the next step toward a thriving global career.

## **Job opportunities for IMDB graduates in UAE**

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





MASTER

# INTERNATIONAL MARKETING AND BUSINESS DEVELOPMENT

**Nurturing Visionary  
Leaders:** Empowering  
Success in Marketing  
and Business  
Development with  
IMBD

1

## Core Modules

- 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

2

## 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

3

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# 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**

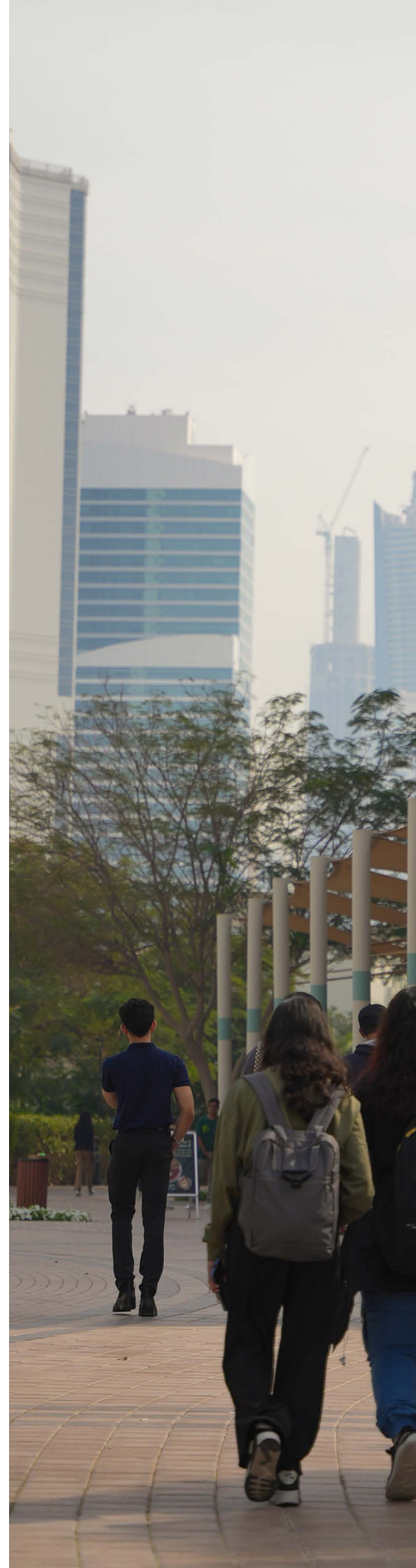
EM Normandie is a thriving hub of cultural diversity, where every event, from traditional celebrations to thought-provoking forums, reflects our global community. Our student activities aim to foster friendships, leadership skills, and broader horizons, making every celebration a multicultural learning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

## Admission requirements

### Full Admission

To be eligible for full admission, candidates must meet the following criteria:

- Hold a Bachelor's degree with a minimum cumulative GPA of 3.0 on a 4.0 scale (or equivalent).
- Demonstrate English proficiency with an IELTS score of at least 6.0 (or equivalent).
- Successfully pass an interview with the Admission Committee.

### Conditional Admission

Conditional admission may be granted under the following circumstances:

- **Due to CGPA requirements**  
Applicants with an IELTS score of at least 6.0 (or equivalent) but a Bachelor's degree with a minimum CGPA of 2.0 on a 4.0 scale (or equivalent) may qualify.

- **Due to English proficiency requirements**  
Applicants with an IELTS score of at least 5.5 (or equivalent) and a Bachelor's degree with a minimum CGPA of 3.0 on a 4.0 scale (or equivalent) may qualify.

## Tuition Fees & Scholarships

### Tuition Fees

- 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% waiver on total tuition fees.



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# EM

**NORMANDIE**  
BUSINESS SCHOOL

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Mobile and WhatsApp: **+971 800 43210**

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Email: [admission-dubai@em-normandie.ae](mailto:admission-dubai@em-normandie.ae)



**DUBAÏ**

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