



BACHELOR IN MANAGEMENT 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 2025 Top 85, EM Normandie combines experience and forward-thinking to offer a world-class education.

The school operates across six 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.

**UAE NATIONAL
ACCREDITATION**



**FRENCH
ACCREDITATION**

CGE

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



**TOP 10
FRENCH RANKING***

**LE FIGARO · fr
étudiant**

Le Parisien étudiant

* Bachelor in 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 28,000 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.



90%

Net employment rate



96%

Of graduates in employment found their job within 3 months



1 out of 5

Have a job with international focus

7000+

students from across the globe

135

Full Time Faculty

100%

Of Faculty members hold a PhD

5000+

Partner Companies

200+

Partner Universities

28,000+

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.

Business Contest 1 & Business Contest 2

The Business Contest 1 & Business Contest 2 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)



28,000+

Members

55%

Lifetime members

28%

Of students

72%

Of graduates

15%

Of graduates as
entrepreneurs since 2014

BACHELOR'S PROGRAM

Discover your path to success through **EM Normandie's Bachelor in Management (BM)**. 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. 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.



**2 possible tracks:
full-time or
corporate track**



**3 years and
6 months internship**



Taught in English

BACHELOR IN MANAGEMENT

Enrol in the Bachelor in Management programme at EM Normandie Dubai. Develop the key skills needed to assume managerial roles in the fields of finance, human resources, marketing, logistics and many more.

You will learn fundamental management concepts and as you progress further, you will master advanced disciplines and techniques that will allow you to optimise overall corporate performance and make informed strategic decisions.

Expand your knowledge of digital tools (social media, data analysis tools, project management software, etc.). Go even further: discover how artificial intelligence is transforming these tools and boosting productivity. Your expertise will differentiate you in the job market and attract recruiters for future roles.

Job opportunities for Bachelor in Management graduates

- Trade and Business Development
- Logistics and Supply Chain
- Audit and Consulting
- Finance and Accounting
- General Management
- Human Resources
- Marketing and Communication

BACHELOR IN MANAGEMENT

1 Year 1 course

Semester 1

- UAE studies
- Office Tools & IA
- Introduction to quantitative management techniques
- Introduction to entrepreneurship
- ElevatED Workshops in Management

Semester 2

- Business English
- Business Ethics
- Economic Principles
- Annual Financial Statements
- Fundamentals of Marketing
- Critical thinking and team building

Semester 3

- Business and Sustainable Development Goals
- Principles of Management and HR (Decision-Making Processes)

2 Year 2 course

Semester 1

- Sales techniques
- Network building and effective learning skills
- Project Management
- Digital tools and data management
- Principles of corporate strategy
- Information Systems

Semester 2

- Financial analysis
- Operations management
- Introduction to research methodology and market studies
- Corporate Finance
- Working in Multicultural, Diverse, and Inclusive Teams
- Leadership theory and practice and a reflective mindset

Semester 3

- Business Contest 1
- Business Contest 2

3 Year 3 course

Semester 1

- Digital marketing and e-commerce techniques
- Entrepreneurial support - Business Project
- Introduction to Supply Chain Management
- Markets & Geopolitics
- Research Methodology Advanced

Semester 2

- Organizational Theories
- Disruptive innovation and design thinking
- Business Law
- Business intelligence
- Leadership today

Semester 3

- Management control
- Business Game

Internship (minimum 6 months)

Bachelor thesis

Career preparation

Career Path



Monthly Conferences



Career Connect



INTERNSHIP AND STUDENT MOBILITY

Compulsory Internships

Internships form an integral part of our study plan. The program curriculum includes an internship module of 6 months after completion of 3 years into the program that must be completed to graduate with the BM degree successfully.

International recognition

All students will qualify for a bachelor degree recognised by the French Ministry of Higher Education.

Optional student mobility

All students are eligible to complete mobility to France, Ireland or England in Year 2 Fall/Spring semester.

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.

Oxford Campus

Located near the famous University of Oxford, which offers an unparalleled opportunity for anyone who wants to acquire an international cultural orientation.



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

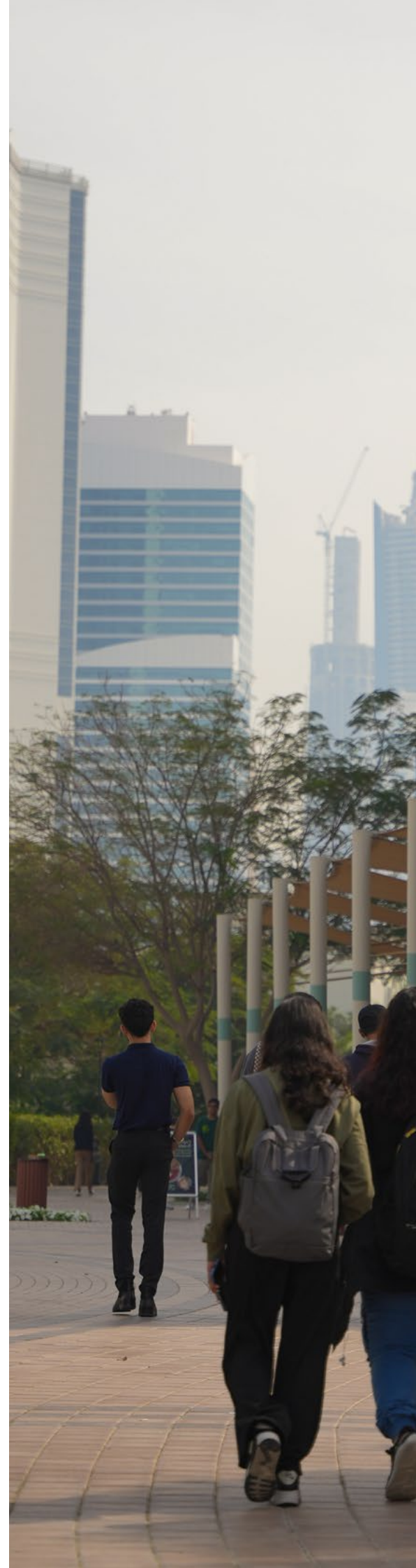
EM Normandie is a thriving hub of cultural diversity, where every event, from traditional celebrations to thought-provoking forums, reflects our global community. Our student activities aim to foster friendships, leadership skills, and broader horizons, making every celebration a multicultural learning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

High School Minimum Score	Elite or Advanced Track 60%, General Track 70%
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Math Minimum Score*	Not applicable
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English Proficiency Requirements	80% in English or IELTS 5.0 or equivalent
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American High School Diploma

High School Minimum Score	Grade C (70% or 2.5 out of 4.0)
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Math Minimum Score*	Not applicable
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English Proficiency Requirements	IELTS 5.0 or equivalent
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International Baccalaureate (IB)

High School Minimum Score	Diploma: 6 subjects (3 HL), 24 points
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Math Minimum Score*	Not applicable
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English Proficiency Requirements	80% in English or IELTS 5.0 or equivalent or Securing 80% in an internal placement test or passing an English remedial course (subject to securing a minimum of 50% in an internal placement test)
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French Baccalaureate

High School Minimum Score	10
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Math Minimum Score*	Not applicable
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English Proficiency Requirements	80% in English or IELTS 5.0 or equivalent
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British (GCE/IGCSE)

High School Minimum Score	Advanced Level or Advanced Subsidiary Level certificate Complete one approved Advanced Level subject or two approved Advanced Subsidiary Level subjects - with a minimum grade of E or better GCSE/IGCSE certificate · Complete five approved GCSE or IGCSE subjects with a minimum grade of E or better · Arabic and Islamic Studies are not included in the approved subjects Successfully completed 6 O level subjects with BTEC level 3 Diploma or Successfully completed 6 O level subjects with Certificate 3 accredited by National Qualification Authority (NQA)
Math Minimum Score*	Not applicable
English Proficiency Requirements	80% in English or IELTS 5.0 or equivalent or Securing 80% in an internal placement test or passing an English remedial course (subject to securing a minimum of 50% in an internal placement test)

India CBSE, ICSE, State Board

High School Minimum Score	50%
Math Minimum Score*	Not applicable
English Proficiency Requirements	80% in English or IELTS 5.0 or equivalent or Securing 80% in an internal placement test or passing an English remedial course (subject to securing a minimum of 50% in an internal placement test)

SABIS SABIS®

High School Minimum Score	70%
Math Minimum Score*	Not applicable
English Proficiency Requirements	80% in English or IELTS 5.0 or equivalent or Securing 80% in an internal placement test or passing an English remedial course (subject to securing a minimum of 50% in an internal placement test)

Pakistan Higher Secondary Certificate

High School Minimum Score	50%
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Math Minimum Score*	Not applicable
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English Proficiency Requirements	80% in English or IELTS 5.0 or equivalent or Securing 80% in an internal placement test or passing an English remedial course (subject to securing a minimum of 50% in an internal placement test)
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Bangladesh Higher Secondary School Certificate

High School Minimum Score	GPA 2.5 out of 5.0
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Math Minimum Score*	Not applicable
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English Proficiency Requirements	80% in English or IELTS 5.0 or equivalent or Securing 80% in an internal placement test or passing an English remedial course (subject to securing a minimum of 50% in an internal placement test)
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Chinese Senior High School

High School Minimum Score	60%
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Math Minimum Score*	Not applicable
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English Proficiency Requirements	80% in English or IELTS 5.0 or equivalent
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Nigeria WAEC & NECO

High School Minimum Score	7 subjects: C6+
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Math Minimum Score*	Not applicable
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English Proficiency Requirements	80% in English or IELTS 5.0 or equivalent or Securing 80% in an internal placement test or passing an English remedial course (subject to securing a minimum of 50% in an internal placement test)
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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*	Not applicable
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English Proficiency Requirements	80% in English or IELTS 5.0 or equivalent
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Kenya Certificate of
Secondary Education 🇰🇪

High School Minimum Score	45%
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Math Minimum Score*	Not applicable
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English Proficiency Requirements	80% in English or IELTS 5.0 or equivalent or Securing 80% in an internal placement test or passing an English remedial course (subject to securing a minimum of 50% in an internal placement test)
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Conditional Admission

Non-Availability of English Language score

- Students who don't have English proficiency requirements met at the start of the semester will be conditionally admitted for one semester and will be required to take the English preparatory course recommended based on the placement test.
- The students will be allowed to take maximum 2 General Education courses during the period of conditional admission. The conditional admission period may be extended by one semester based on the President's approval.

Passing a personal interview
set by the Academic Board

English Proficiency Requirements

Students must meet one of the following criteria:

- IELTS (Academic): Minimum score of 5.0
- TOEFL (Paper-based): Minimum score of 500
- TOEFL (Internet-based): Minimum score of 61
- TOEFL (Computer-based): Minimum score of 173
- TOEIC: Minimum score of 750
- Cambridge English: Advanced - Minimum overall score
- PTE Academic: Minimum score of 41
- CEFR: B1
- Duolingo English Test: Minimum score of 90

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

TUITION FEES AND SCHOLARSHIPS

Fees

Tuition	Admission	Graduation*	Registration	Alumni membership*
Per Year AED 55,000	AED 1,500	AED 2,000	AED 1,200	AED 2,000
3 Years Payment Plan AED 165,000				

Scholarships

Foundation: 70% waiver on tuition fees

Excellence: 50% waiver on tuition fees

Athletic: 25% waiver on tuition fees

* Fees will be payable upon the completion of degree. Please note that VAT is not included for the above-mentioned fees.



Early bird discount up to 10% on the total tuition fees

Empowering futures

Your Global Career with EM Normandie's Bachelor in Management. Gain real-world experience, cultivate essential business acumen and build your future.

APPLY NOW



1871

EM
NORMANDIE
BUSINESS SCHOOL

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DUBAI

CAEN | LE HAVRE | PARIS | DUBAI | DUBLIN | OXFORD