



# I V E T

Initial Vocational Education and Training

**U M 6 P**

**SHBM.** School of Hospitality  
Business & Management

## *About the University*

### Mohammed VI Polytechnique

Driven by applied research and innovation, Mohammed VI Polytechnic University (UM6P) is recognized as a key player and an international reference. With prestigious partnerships and strong integration in academic networks, the university brings together diverse expertise to address today's challenges and anticipate those of tomorrow.

Supported by a distinguished faculty, UM6P fosters the economic and social development of Morocco and Africa by training talents equipped to tackle the continent's challenges. A true think tank, it provides students and researchers with innovative tools to bring their ambitions to life and make an international impact.



## State-of-the-Art campuses



With several campuses in Morocco and abroad, UM6P values the potential of African youth. It offers students and researchers an innovative environment to develop their projects and thrive internationally.

The School of Hospitality Business and Management (SHBM), located in Rabat and Benguerir, provides a unique learning environment that blends innovation with full immersion in the hospitality world.



Rooted in authenticity and diversity, SHBM aims for excellence in hospitality by nurturing continuous improvement, attention to detail, and self-awareness to shape talents who will lead the future of the sector.

OUR MISSION

# SHBM

## School of Hospitality Business & Management

The School of Hospitality Business & Management (SHBM), part of Mohammed VI Polytechnic University (UM6P), is a business school specialized in hospitality and management.

Its mission is to train future professionals by placing hands-on learning and a people-centered approach at the core of its educational philosophy.

### Our core values: Caring, Daring, Exemplarity

At SHBM, our values—Caring, Daring, and Exemplarity—guide everything we do. Caring means putting people first, Daring encourages innovation and bold ideas, and Exemplarity inspires us to lead with integrity and aim for the highest standards.

## A Bachelor's program of excellence, certified by EHL

In 2024, SHBM's Bachelor's in Hospitality Business & Management became Morocco's first and Africa's only EHL-Certified School, recognized by the École Hôtelière de Lausanne (EHL), the world's leading hospitality school.

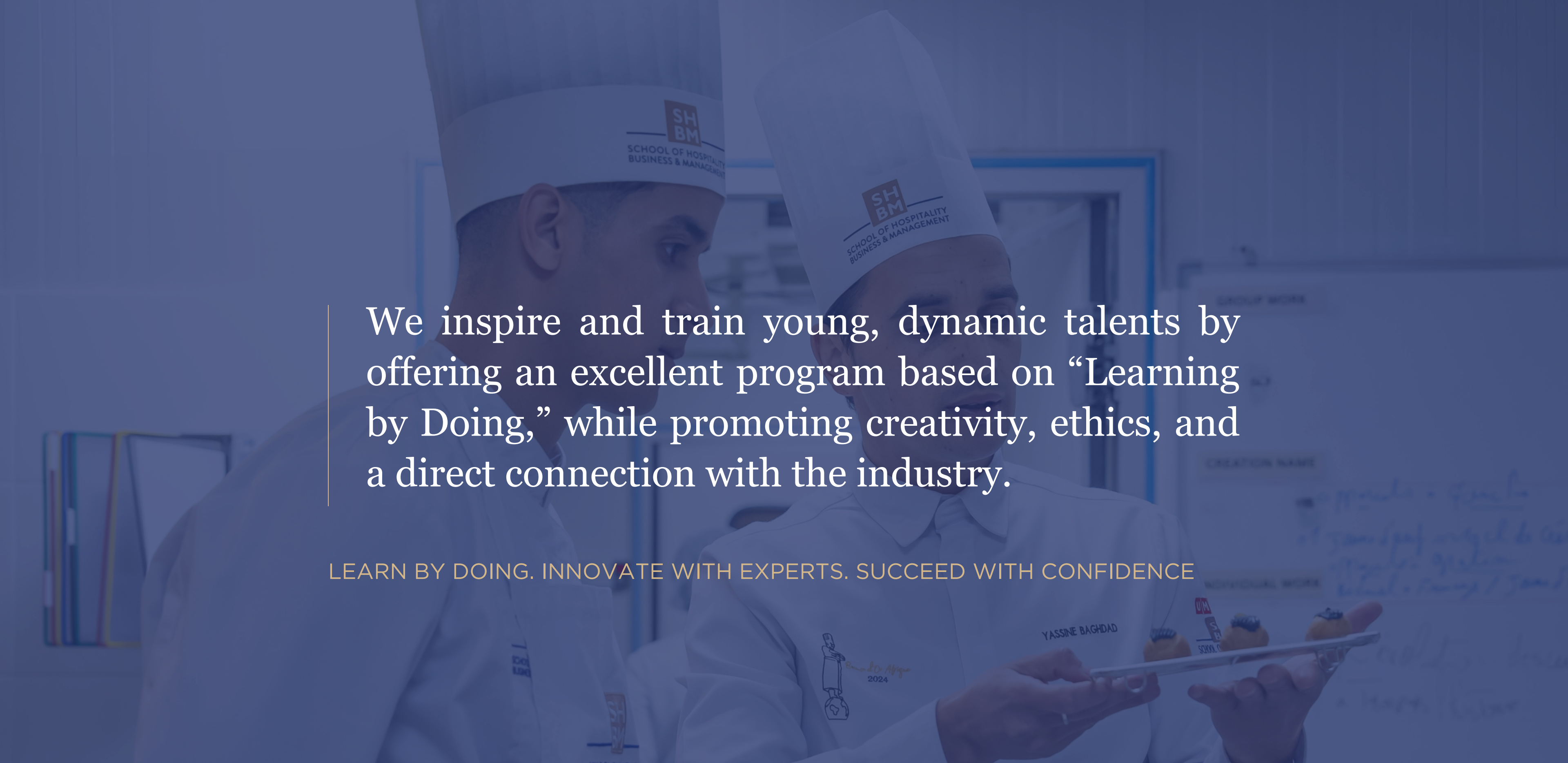
This certification affirms the program's academic excellence and boosts the global credibility of its graduates.



The program prepares future managers for international careers in a variety of sectors, such as:

- Tourism & Hospitality
- Events Management
- Marketing
- Culinary Arts & Gastronomy
- Spa & Wellness Management
- Entertainment & Leisure
- Hospitality & Tourism Consulting
- Hospitality Real Estate Development & Management





We inspire and train young, dynamic talents by offering an excellent program based on “Learning by Doing,” while promoting creativity, ethics, and a direct connection with the industry.

LEARN BY DOING. INNOVATE WITH EXPERTS. SUCCEED WITH CONFIDENCE



## IVET

### *Initial Vocational Education and Training*

#### A pathway to a career of excellence

IVET is an immersive experience designed to uncover talent and shape the next generation of hospitality professionals. With an innovative, hands-on learning approach, this unique program prepares every learner to thrive in a fast-paced and demanding sector.

#### Key highlights

- Full immersion into the world of hospitality, service, and culinary arts
- Excellence-driven teaching combining technical skills and creativity
- A professional 11-month journey alternating between intensive training and company internships
- Certification aligned with international standards, opening global career opportunities

IVET places excellence, innovation, and ethics at the core of its approach. Our mission is to equip learners with the skills and values needed to thrive in hospitality and service combining technical competence with creativity, adaptability, and a strong sense of responsibility.



## A unique learning environment

IVET offers a practical, experience-driven training model designed to reflect the real demands of the industry. Learners benefit from direct mentorship by seasoned professionals, immersive training in state-of-the-art facilities, and a curriculum that prioritizes real-world application over theory. It's a dynamic space where passion meets precision.

## A Springboard to the Future

By the end of the program, IVET graduates emerge with more than just technical skills—they gain confidence, a global perspective, and a strong professional network. Whether in hospitality, culinary arts, events, or related sectors, they are well-prepared to seize new opportunities and build impactful, meaningful careers.

### Duration

5 months of training + 6-month internship

### Hands-On learning

600 hours of immersive training

### Languages of instruction

French, with intensive English modules

### State-of-the-art facilities

Advanced culinary labs, training restaurants, simulated environments

### Expert faculty

Chefs, industry leaders, F&B, Academics and housekeeping supervisors, instructors and supervisors and hospitality consultants.

# Culinary Arts

Blending tradition and Innovation



Our Culinary Arts training blends tradition with innovation, helping learners master essential techniques and build the creativity and adaptability to thrive in a dynamic gastronomic environment.

## Mastery of culinary techniques and methods

- Mastery of basic techniques and cooking methods
- Application of preparation and plating skills
- Advancement in specialized methods such as sous-vide cooking

## Gastronomic creation and innovation

- Development of innovative recipes and enhancement of ingredients
- Adaptation to diverse cuisines and culinary trends
- Analysis of recipes and culinary choices

## Culinary management and evaluation

- Optimization of time management and kitchen communication
- Evaluation of taste and visual presentation quality



# *Pastry*

## Techniques, creativity & excellence



The Pastry training immerses learners in the art of creating exceptional desserts, combining classic techniques with modern innovations. It enables them to master the fundamentals while unleashing their creativity to meet guest expectations and current market trends.

### Mastery of fundamental techniques

- Techniques, ingredients, and baking methods for high-quality creations
- Application of appropriate techniques to craft elegant and flavorful desserts

### Management and expertise

- Decoration and creation of artistic and tiered showpieces
- Efficient planning and management of pastry production

### Culinary innovation and creativity

- Development of taste experiences aligned with current trends
- Analysis of recipes and textures to optimize ingredient and flavor selection

# Bakery

## Heritage & modern techniques

Our bakery training places a strong emphasis on learning both traditional Moroccan and international techniques, while integrating modern production methods. This balance between heritage and innovation allows learners to develop a unique expertise, essential for excelling in both artisanal and industrial baking sectors.



Participants benefit from a dynamic learning environment equipped with state-of-the-art laboratories and guided by experienced instructors. The program combines theory and hands-on practice, strengthening technical skills and deepening understanding of key processes such as fermentation, breadmaking, and viennoiserie.

## *Art of service*

### Detail, precision & hospitality

Discover the Art of Service, where every detail, from meticulous table setup to warm, genuine hospitality, is combined with international service techniques. Each gesture is designed to deliver an unforgettable guest experience, right up to the final farewell.



### Mastery of service fundamentals

- Understanding of service and customer satisfaction
- Creation of sensory dining experiences

### Specialized techniques

- Acquisition of solid foundations in service and table setting
- Mastery of best practices in dining room service within an excellence-driven environment

### Product expertise and quality analysis

- Introduction to mixology, cocktail artistry, and the barista profession
- Practice of room service standards
- Exploration of the role and responsibilities of a butler

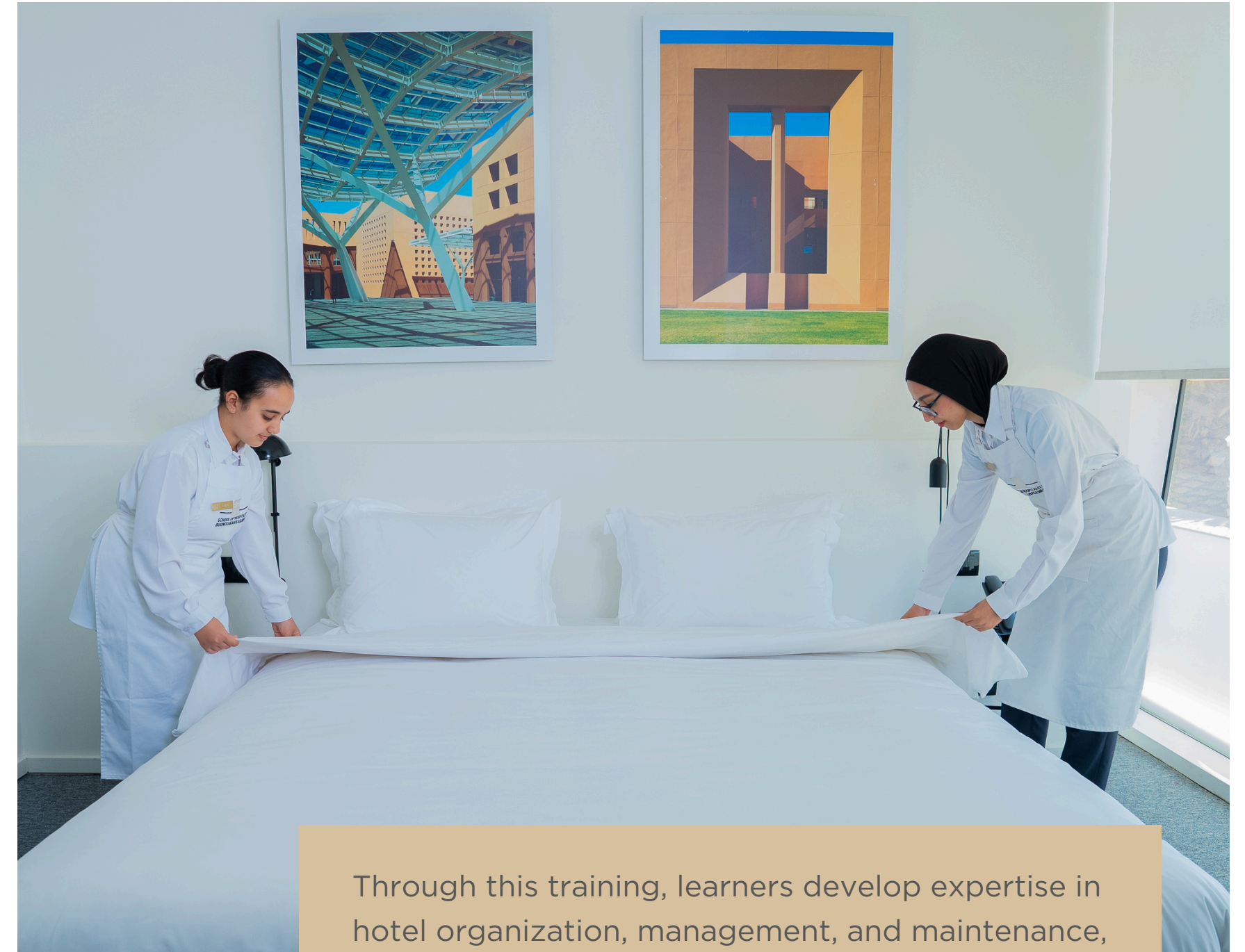
### Customer satisfaction and guest experience

- Development of strong product knowledge
- Evaluation of service quality in a restaurant or bar setting

# Housekeeping

## Organization, service & quality

- Understanding of the various housekeeping roles and tasks, including room attendants, public areas, and laundry operations
- Knowledge of different cleaning products and equipment
- Safe and efficient use of cleaning supplies and tools
- Application of procedures and standards for cleaning hotel/restaurant areas (rooms, suites, public spaces)
- Inspection and evaluation of cleaning quality across all hotel/restaurant areas
- Embracing the concept of service and guest satisfaction within housekeeping
- Effective management of different types of linen
- Inventory control of linens, cleaning products, and equipment



Through this training, learners develop expertise in hotel organization, management, and maintenance, enabling them to uphold high standards of excellence and ensure optimal guest satisfaction.



## Foundational training modules

### Technical and regulatory skills

- Proficiency in English and French within a professional hospitality and food service environment
- Use of basic IT tools applied to hospitality operations
- Strict application of hygiene and safety regulations
- Understanding of labor laws and professional ethics in the hospitality industry

### Interpersonal relations and professional conduct

- Adopting a professional attitude by mastering industry standards and a strong service mindset
- Developing autonomy and teamwork skills to manage responsibilities and collaborate effectively
- Benefiting from personalized coaching with guidance and support for successful integration

## Integration week

- Hospitality & Program Exploration
- Guided tour of SHBM and its campus
- Immersion in SHBM's values and learning culture
- Workshop on Service Excellence and Hospitality Culture
- Workshop on Etiquette and Professional Protocol
- Training in First Aid, Hygiene, and Safety Standards

# Program details

## Admission requirements



### SHBM Rabat, UM6P

**Application deadline:** June 15, 2026.  
**Interview period:** June 22 to 26, 2026  
**Upcoming intake:** August 31, 2026

### SHBM-sponsored program

11 months of hands-on training, housing, uniforms, and practical tools at **15,000 DHS.**

- 500 MAD registration fee
- One-time payment

# Eligibility criteria

## Educational background

A minimum high school level is required, ensuring that candidates have the essential academic foundation to engage with the program's content.

## Qualifications & experiences

Practical experience is appreciated but not mandatory. Examples include:

- A 6-month internship
- Short-term training in hospitality, culinary arts, or any related field

These experiences can support a smoother transition into the program; however, strong motivation, passion for the field, and a willingness to learn remain the most important factors.

## Candidate profile

The program is open to:

- Candidates aged 19 to 25 years old
- Newcomers or career changers in Hospitality

# Contact us

SHBM Ben Guerir - Um6p  
Lot 660, Hay Moulay Rachid,  
Ben Guerir – 43150

SHBM Rabat - Um6p  
Rocade, Rabat Salé – 11103

[More about the program](#)

Reach out to our team  
[practicalarts.shbm@um6p.ma](mailto:practicalarts.shbm@um6p.ma)

Follow us on Instagram  
[@shbm\\_practicalarts](#)

APPLY NOW!

