

U M 6 P

SH  
BM School of  
Hospitality Business  
& Management

EHL  
NETWORK OF  
CERTIFIED SCHOOLS  
*Certified Member*

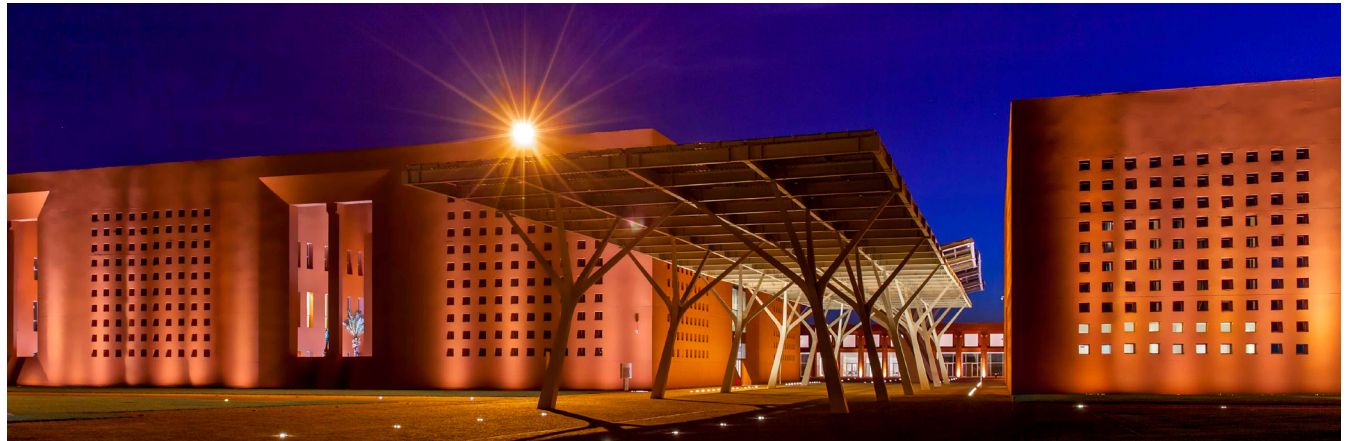


*Someday you'll  
look back and  
realize:*

*IT ALL  
STARTED  
HERE*

SH  
BM

## THE SHBM *Experience*



### WELCOME TO SHBM

The **School of Hospitality Business & Management (SHBM)**, a proud part of University Mohammed VI Polytechnic (UM6P), is located at the vibrant Benguerir Campus. Nestled in the heart of the Mohammed VI Green City, UM6P is cultivating a dynamic hospitality ecosystem designed to foster innovation, applied research, and entrepreneurship in the hospitality sector.

SHBM stands as the first **Certified Member** of the prestigious **EHL Network of Certified Schools** in Morocco and the only one in Africa. Recognized globally, EHL is ranked #1 as the “Best Hospitality & Leisure Management School” in the world.

Additionally, the SHBM Bachelor’s Degree in Hospitality Business & Management is accredited

by the Moroccan Ministry of Higher Education, affirming its academic excellence.

At SHBM, every aspect of our program and student life is thoughtfully curated to prepare you for a successful **global career**. With our comprehensive approach, you will have the freedom to chart your unique path within one of the world’s fastest-growing industries.

We deliver a world-class hospitality education with an **international outlook**, ensuring our students are equipped to excel on a global stage. As part of our community, you will learn and grow alongside exceptional peers, distinguished faculty, and leading industry experts from Morocco, Africa, and beyond.

# THE UM6P *Spirit*

## RICH DIVERSITY WITHIN A UNITED COMMUNITY

UM6P is a vibrant **hub for research, education, and entrepreneurship**, dedicated to connecting Morocco and Africa with the wider world. At UM6P, diversity is more than a concept—it is a way of life. As a student, you will immerse yourself in a **multicultural, family-style community** that celebrates collaboration and inclusivity. Here, the SHBM spirit thrives, fostering unity and mutual respect among students from a variety of countries and backgrounds.

Our programs are designed to challenge you to **think beyond borders**. Through team projects, you'll collaborate with peers who bring unique perspectives, sharpening your problem-solving and leadership skills. Beyond the classroom, UM6P's rich array of extracurricular activities will encourage you to **step out of your comfort zone**, where meaningful personal and professional growth begins.

The UM6P experience is further enriched by our accomplished faculty, dedicated staff, and distinguished visitors, all of whom bring **years of expertise**. By the time you graduate, you will have built a network of invaluable industry connections and formed international friendships that will last a lifetime.

**2017**  
Inauguration

**4.562**  
Students

**53%**  
Ladies

**47%**  
Gentlemen

**30**  
Programs

**26**  
Nationalities

**18.000**  
External visitors  
on campus over a  
one-year period

**106**  
Students in  
Business &  
Management

**33Ha**  
(Till 21-22)  
Campus  
surface area

**60Ha**  
(By 2025)  
Campus  
surface area



SH  
BM

# UM6P sites



## BENGUERIR

Benguerir campus hosts SHBM, the School of Hospitality Business & Management, where UM6P is building an entire hospitality ecosystem that will encourage innovation, applied research and entrepreneurship in hospitality.



## RABAT

Rabat hosts the FGSES, Faculty of Governance, Economics and Social Sciences, to be as close as possible to the center of public policy.



## CASABLANCA

To ensure proximity to the business world, Africa Business School of UM6P will soon settle in Casablanca on a new campus



## LAÂYOUNE

In Laâyoune, in Fom el Oued technopole, ASARI "African Sustainable Agriculture Research Institute" dedicated to the agricultural challenges of Morocco and Africa.



## MAZAGAN

A new urban and university hub to host a research center in the fields of chemistry, and a start-up incubation platform.



## KHOURIBGA

In Khouribga, 1337, the coding school, opened its doors in October 2018. Based on the American concept of "Peer-learning", 734 students are now enrolled within the program.



# A VAST ECOSYSTEM OF *Business & Management*



The future of Africa's economy hinges on cultivating exceptional leaders equipped to address the continent's most pressing challenges in the 21st century.

At UM6P, we are committed to shaping the next generation of **responsible African leaders and entrepreneurs**. Through a carefully designed curriculum, UM6P nurtures future leaders who embody attentiveness, empathy, and an entrepreneurial mindset. These individuals will not only excel in their fields but will also foster **professional environments that encourage the exchange of ideas and innovation**, driving progress across industries and making meaningful contributions both locally and globally.



Africa Business School (**ABS**)



School of Collective Intelligence (**SCI**)



School of Hospitality Business & Management (**SHBM**)

*Certified Member of the EHL Network of Certified Schools*

These schools, in partnership with prestigious institutions, will train this young talent to be successful leaders.

Ecosystem's  
partners



# UM6P - SHBM *Campus*

## A MODERN CAMPUS

You will benefit from a cutting-edge campus designed to inspire and support your learning journey. Our state-of-the-art classrooms and advanced learning labs are fully equipped with the latest multimedia technologies to enhance your educational experience.

The library boasts a collection of over 13,000 books and thousands of online resources, offering a wealth of knowledge at your fingertips.

During your preparatory year at SHBM, you will refine your skills in professional demonstration kitchens and a gastronomic teaching restaurant, providing hands-on experience in the art of fine dining and hospitality. This environment will immerse you in the most sophisticated aspects of the industry, preparing you for excellence in the global hospitality sector.

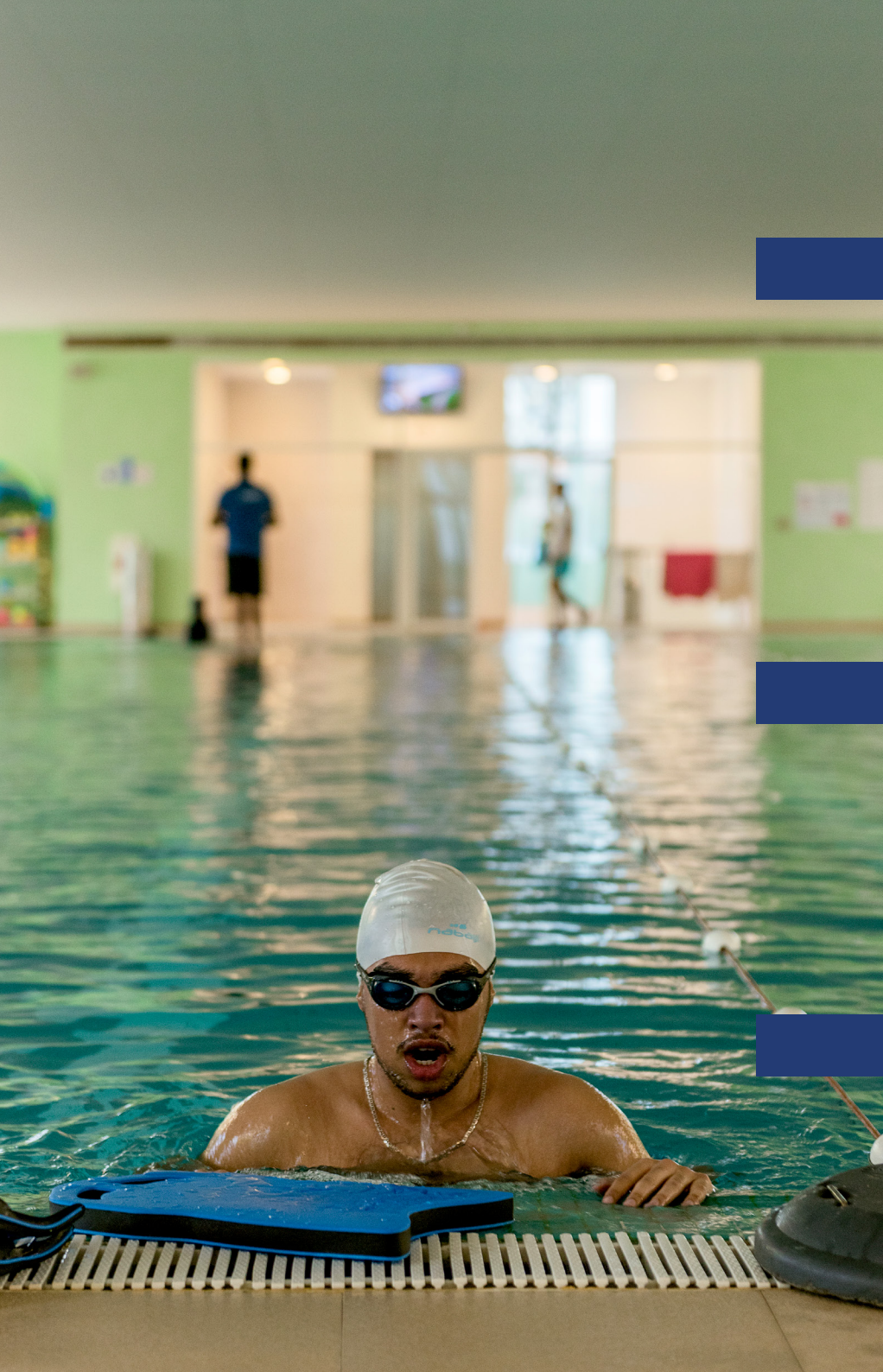
## FACTS & FACILITIES

- The Learning Center
- The Digital Learning Lab
- Language Lab
- Health Center
- Innovation & Entrepreneurship Labs
- Gastronomic Restaurant
- Cafeteria
- Campus Catering...

## STAY FIT & ACTIVE

- **Activities:** Swimming, Tennis, Running, Ping Pong, Yoga, Zumba, Dance, A weight room, A combat room.
- **Teams:** Football, Basketball, Handball, and Volleyball.

SHBM students have full access to the indoor and outdoor sports and leisure facilities of UM6P.





# SHBM's *VISION* & *MISSION*

## VISION

To be a leading African higher education institution, nurturing talents, knowledge and innovation for a sustainable impact in hospitality and tourism management.

## MISSION

Our mission is to level up the knowledge and competencies in the African Hospitality and Tourism industry by:

- Training ethically and socially responsible leaders with an entrepreneurial and resilient mindset;
- Creating a growth mindset that supports the sustainable growth of the industry;
- Being a driving force for innovation by fostering collaboration among stakeholders.

# SHBM *Values*

A hotel employee in a black uniform and cap is setting a table in a restaurant. She is wearing black gloves and is focused on her work. The background shows a modern restaurant interior with large windows and other staff members.

## *Exemplarity*

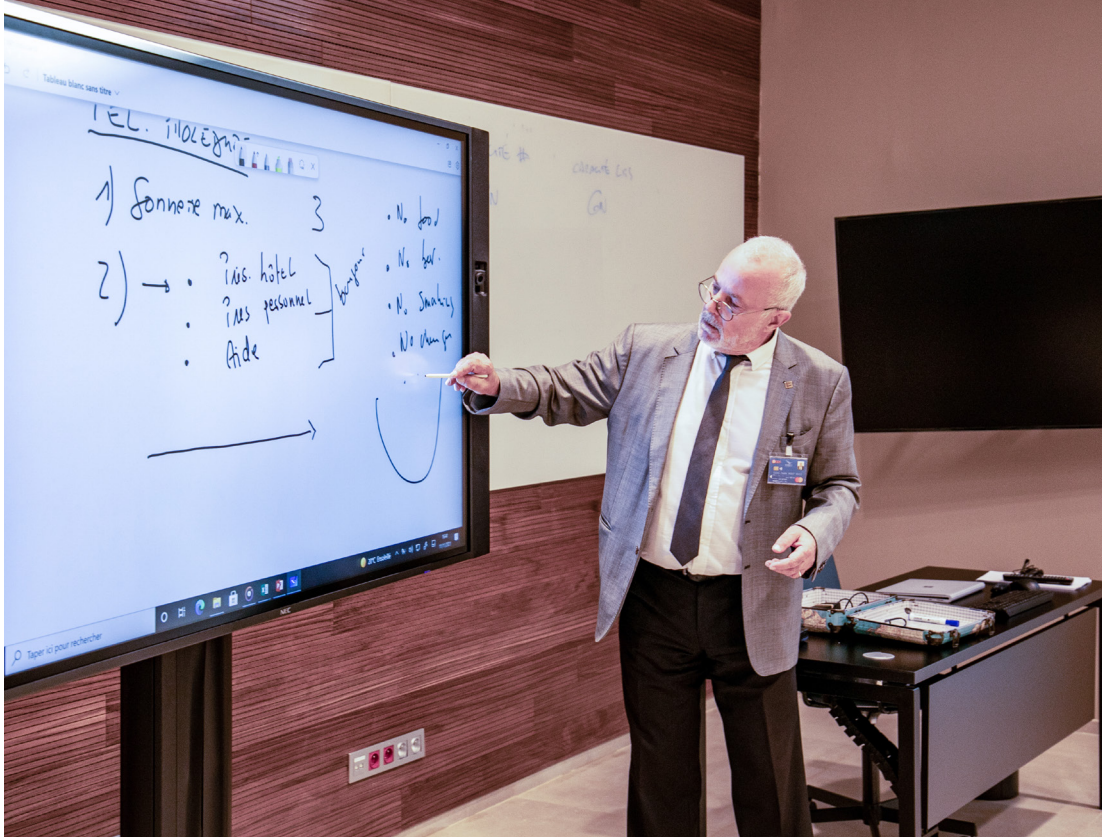
SHBM wants to be a model within its community for how to develop a sustainable hospitality/ tourism industry in Africa. Together, we will embody excellence in our practices and inspire tomorrow's quality standards. This rigorous spirit must be present at all times, thus shaping tomorrow's conscientious and proactive managers.

## *Daring*

SHBM wants to shape its community by fostering a growth mindset and a creative spirit. Our goal is to turn our students into agents of change, entrepreneurs or intrapreneurs, with a strong sense of purpose and resilience.

## *Caring*

Our students, managers and leaders of tomorrow, must embody caring. In an industry marked by service quality, paying attention to their teams and environment. Beyond that, through their attitudes and actions, they will contribute to a respectful and sustainable world.



# PROGRAM *Highlights*

## MORE THAN A DEGREE, A CAREER - GAME CHANGER

Earning a degree from SHBM is more than an academic milestone—it is a transformative journey that inspires you to aim high and achieve your career aspirations.

At SHBM, you will build a solid foundation of professional skills, industry knowledge, and a reputation for excellence in hospitality. Guided by experienced faculty, our learning-by-doing approach encourages you to become an independent, lifelong learner, capable of thriving in a dynamic and competitive global industry.

Your degree and specialization from SHBM will be your gateway to elite opportunities, where rigor, expertise, and experience are highly valued. It will equip you to stand out in the most selective and prestigious environments, shaping you into a true leader in the field of hospitality.

### SHBM FACULTY

At SHBM, our faculty reflects the values we aim to instill in our students. This diverse team of highly qualified professionals is committed to equipping you with the skills needed to excel in the global hospitality industry.

Our programs are taught by a unique blend of renowned professors and industry practitioners, ensuring you receive a comprehensive education that combines academic rigor with real-world insights. This approach ensures you receive a well-rounded, cutting-edge education that bridges theory and real-world application.

### BECOME AN ENTREPRENEUR

The world of hospitality thrives on entrepreneurship and innovation. From developing apps for personalized travel experiences to inventing groundbreaking restaurant concepts or leveraging artificial intelligence to analyze emotions—the possibilities in this dynamic industry are limitless.

At SHBM, we nurture your entrepreneurial spirit and equip you with the tools and mindset needed to seize opportunities, think creatively.

### SUSTAINABILITY IS AT THE HEART OF OUR STRATEGY

At SHBM, sustainability drives everything we do. We are committed to responsible resource management and believe innovation is key to growth.

By supporting local start-ups with expertise in culinary arts and entrepreneurship, we help develop inclusive models that address local challenges and promote sustainable growth.

# YOUR FUTURE CAREER & Beyond

## BE INSPIRED. EVERY DAY

With a SHBM Bachelor's degree, you will earn solid professional experience and management skills that you can apply to the hospitality industry.

The inspiration extends far beyond the classroom; each semester, we will be welcoming leading figures from hospitality and related sectors to share their insights directly with you!

## PROFESSIONAL OR ACADEMIC CAREER ? THE CHOICE IS YOURS...

- Masters' degree from the most prestigious Business & Hospitality schools
- Pursue an academic career or PhD
- Integrate a MIT (Management in Training) program within an international Hotel chain
- Become an entrepreneur and open your own concept of restaurant, food truck, boutique-hotel and others,...

### HOSPITALITY & TOURISM

- Hotels and resorts
- Restaurants and bars
- Tourism management
- Night clubs & casinos
- Cruise ships
- Online travel agencies
- Sharing economy companies

**421M**  
Jobs

**12%** of global  
employment  
by 2029



### EVENTS & ENTERTAINMENT

- International sports events
- Music festivals
- Exhibitions
- Corporate events
- Fashion shows
- Entertainment venues
- Private events
- Virtual and streaming events

**8%** annual growth rate of the  
global MICE\* industry between  
2018 - 2025



### FINANCE, SERVICES & REAL ESTATE

- Financial investment
- Private banking
- Real estate management
- Hotel development
- Insurance
- Brokerage
- Consultancy

**+30%** by 2024 for  
Operations Research Analyst  
& Personal Financial Advisor



### LUXURY INDUSTRIES

- Luxury hotels and resorts
- Fine dining and spirits
- Jewelry and watches
- Consumer goods
- Private jets and yachts
- Luxury travel and tourism
- VIP and lifestyle services

**€284B** **5%** Luxury  
Luxury market value in 2023  
hospitality growth during  
2018 to 2023





# ADMISSION & *Enrollment*

## A ROBUST AND SELECTIVE PROCESS

At SHBM, our admissions process is designed to identify and select candidates who demonstrate both the academic aptitude and the mindset required for success in the global hospitality industry. We look for individuals who are motivated, resilient, and culturally open, with a passion for hospitality and a commitment to excellence.

Our admissions process combines online and in-person steps, offering flexibility while maintaining the rigor required to select the best candidates for our program. From your initial application to enrollment, our dedicated admissions team is here to support you, ensuring a seamless process every step of the way.



## WHO WE ARE LOOINGK FOR

We seek candidates who exhibit a strong combination of the following qualities:

- Motivation and passion for hospitality
- Strong academic records
- Creativity and critical thinking
- Cultural openness and an international outlook

Successful applicants will show the intellectual capacity to navigate a rigorous academic program and the interpersonal skills to thrive as future leaders in hospitality.

For more information, Check out our website:  
[www.shbm-um6p.ma](http://www.shbm-um6p.ma)

# ADMISSION PROCESS

## *Step by step*

Our admissions process is designed to identify talented candidates who meet SHBM's rigorous academic and professional standards. It includes online and in-person components to ensure flexibility and accessibility.

### Eligibility criteria

- **For high school seniors:** You may apply conditionally, provided you obtain your final diploma. As part of the application process, you will be required to submit your academic documents. Transcripts must include all courses taken and grades achieved. Once you graduate, you will need to provide us with your results and a copy of your diploma as soon as you receive them.
- **For high school graduates:** Only diplomas earned within the past two years are accepted. For example, for 2026 admission, only diplomas from 2026, 2025, or 2024 will be considered.

**Program language:** Courses are primarily delivered in English, with some content taught in French. A minimum proficiency level in English is therefore required.

### KEY DATES

- Online application period: **January to April 2026**
- Written and Oral Tests: Conducted online and on UM6P campus for candidates who pass the initial screening



*Step 1*

Submit your online application

*Step 2*

Participate to online and on-campus written and oral tests

*Step 3*

Pass the final admission stage



**SH  
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**Contact**  
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Find all our content here