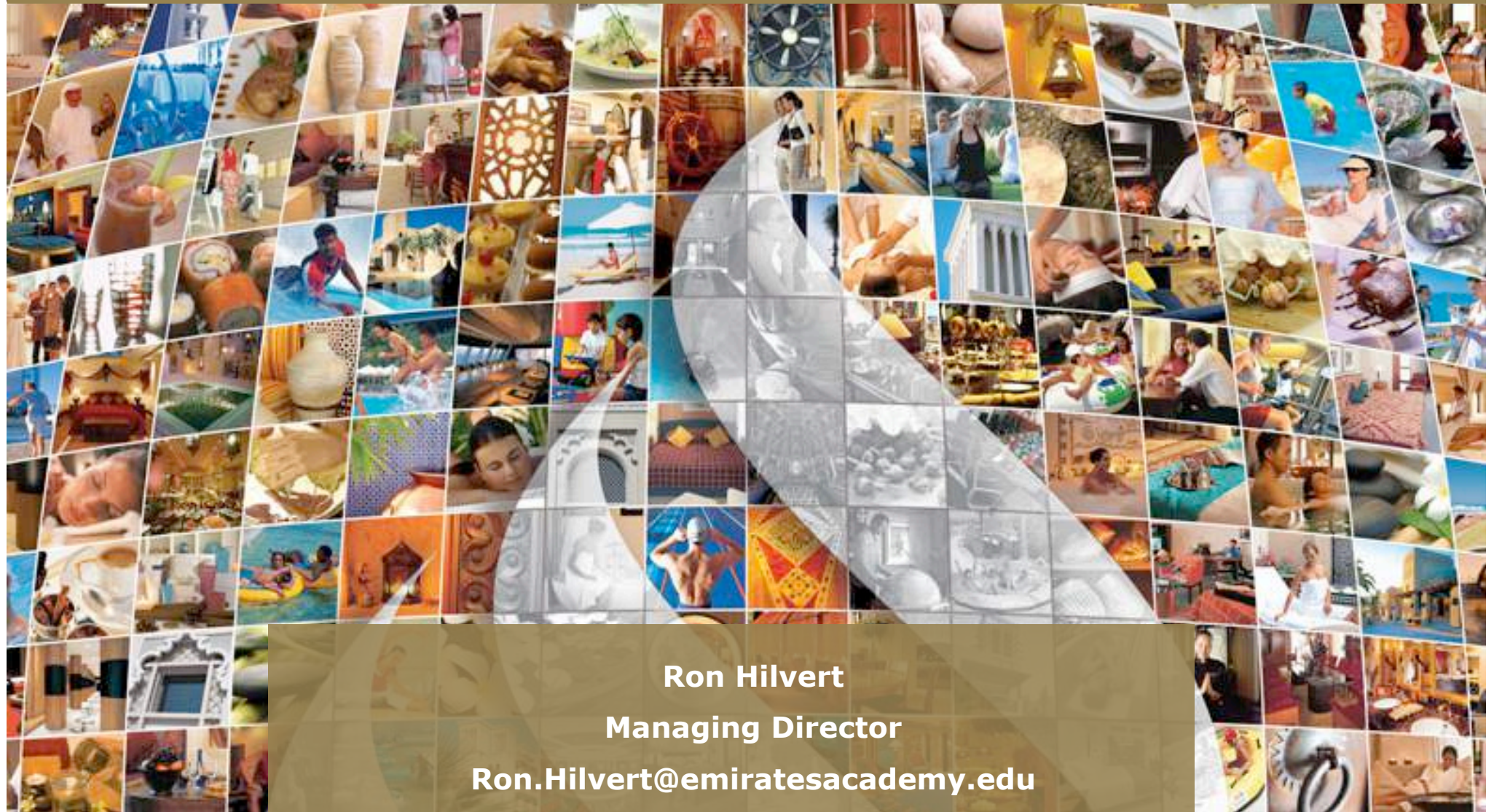# Assessment and Learning Outcomes / Graduate Attributes from an Industry Perspective

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DUBAI:
The City of the Future - NOW...

- The Fastest Growing Tourist Destination in the World – ¾ of the world's population can be reached within 7 hours flight
- Highest density of 5-star hotels in the world
- Serviced daily by more than 70 international airlines
- Emirates Airlines – fastest growing airline in the world
- Dubai airport – witnessed 51 million passenger arrivals in 2011
- 360 days of sunshine
- A natural hub for international travel & trade
- Cultural melting pot – 80% of the population are expatriates

Unique Location

Our Campus

The Emirates Academy of Hospitality Management

- **Integral part of Jumeirah Group**
- **International Hospitality Management Company**
- **Rapid international expansion**
- **Work experience for students**
- **Best practice examples**
- **Excellent career opportunities**

THE EMIRATES ACADEMY
OF HOSPITALITY MANAGEMENT
In academic association with Ecole hôtelière de Lausanne

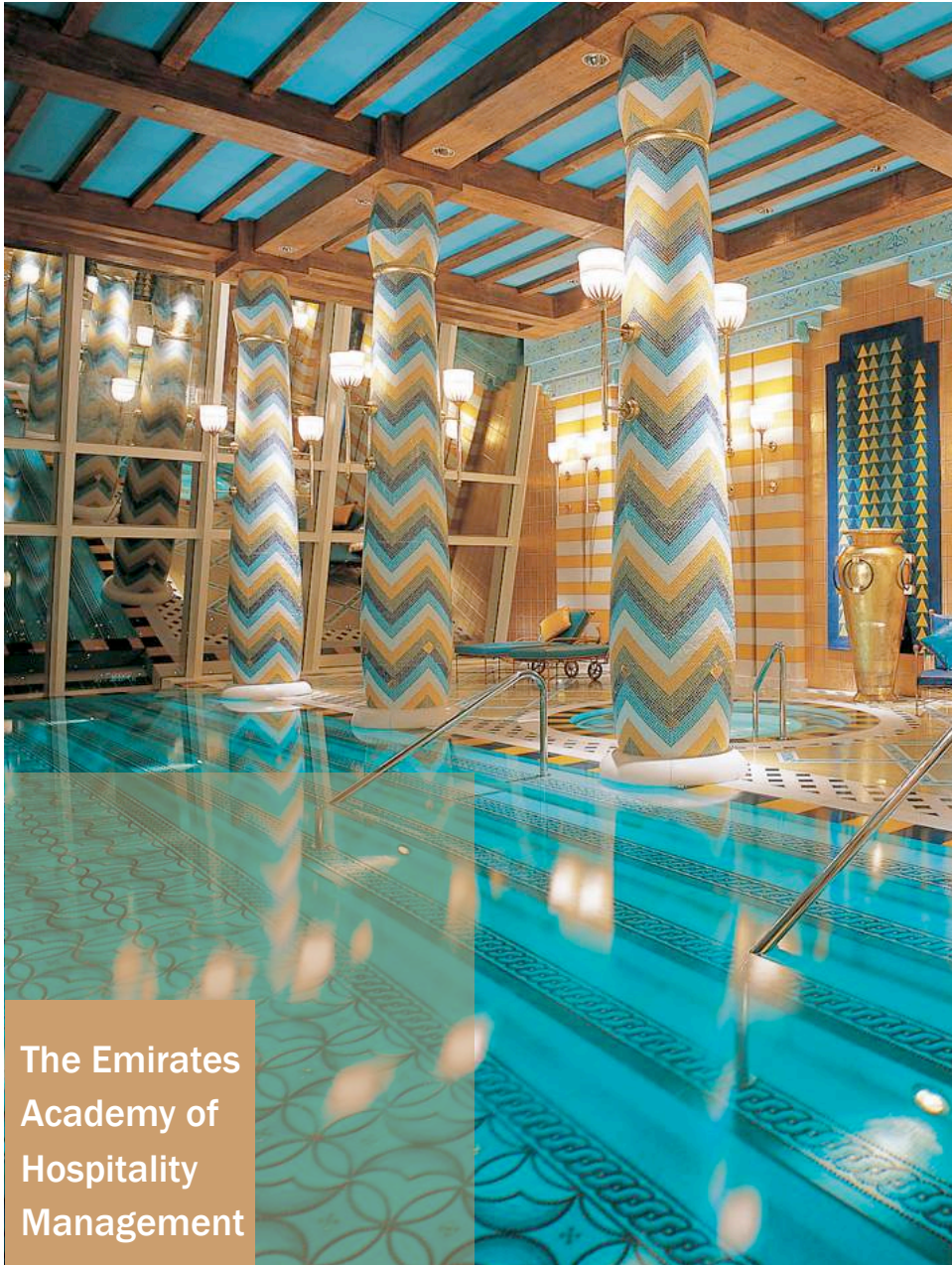The Emirates Academy of Hospitality Management

Jumeirah Group

Changing Landscape of Dubai

- Less reliance on oil and greater reliance on the Hospitality & Tourism industry
- Hotel occupancy rates are at an all time high
- Arab spring has had a positive effect on the economy
- 79% increase in number of GCC visitors in 2011
- The Emirates Academy of Hospitality Management is well placed to train future leaders of the hospitality and tourism industry

Some Quick Facts:

- Established in 2001 – intention was to support the local hospitality industry with skilled personnel
- Accredited in the UAE, UK and Australia
- Associate / Bachelor of Science (Hons.) Programme
- First in the region to offer the Master of Science in International Hospitality Management
- Currently about 300 students and 350 alumni from 90 countries
- Academic association with Ecole hoteliere de Lausanne
- Study Abroad partnership with Cornell University

The Emirates Academy of Hospitality Management

Advantages

- Strong links to Industry
- Internships / Employment
- Brand image & Reputation
- Synergies – students work on real world projects
- Access to database (e.g. WEF project)
- Inculcation of Hallmarks
- Access to business services (e.g. Legal, Finance, Marketing)
- Faculty development – PDPs and Consultancy opportunities
- Access to cutting edge technology (e.g. Innovation villa)

The Emirates Academy of Hospitality Management

Challenges

- Perception that we educate just "Jumeirah" managers
- Perception from industry that we might misuse commercial in confidence information
- Compatibility of policies between SBUs and the school
- Students might have unrealistic expectations of employment
- Education not viewed as a commercially driven endeavour

The Emirates Academy of Hospitality Management

BSc Hons. In International Hospitality Management
Profile Statements Mapped to Course Learning Outcomes

1st Profile Statement
◈ Quickly progress to managerial positions within hotel operations, or the following specific functional areas; Finance, Human Resource Management, Information Technology, Research and Development, Marketing.

2nd Profile Statement
◈ Research and analyse elements within the International Tourism Industry developing and communicating information to senior managers that is used for decision making.

3rd Profile Statement
◈ Critically apply the business disciplines of Marketing, Accounting, Economics, Statistics, Operations Management, Services Marketing, Law, Strategy and Real Estate Finance within a commercial enterprise.

BSc Hons. In International Hospitality Management
Profile Statements Mapped to Course Learning Outcomes

4th Profile Statement

◈ Independently and rigorously research business issues using an appropriate and justified research methodology to develop publications, business plans and reports.

5th Profile Statement

◈ Analyse the performance of a business against specified financial, social, environmental, marketing and operational criteria and make recommendations for improvements.

6th Profile Statement

◈ Manage culturally diverse employees and establish policies, systems and procedures that reflect best practice in the areas of Leadership, Human Resource Management, Marketing, Finance and Ethics.

BSc Hons. In International Hospitality Management
## Profile Statements Mapped to Course Learning Outcomes

7th Profile Statement
- Communicate in at least one additional language to their native tongue.

N.B. All students are required to study and pass six credits in a language or languages for which they are non native speakers and which they have not studied at grades 11 and 12 of secondary school.
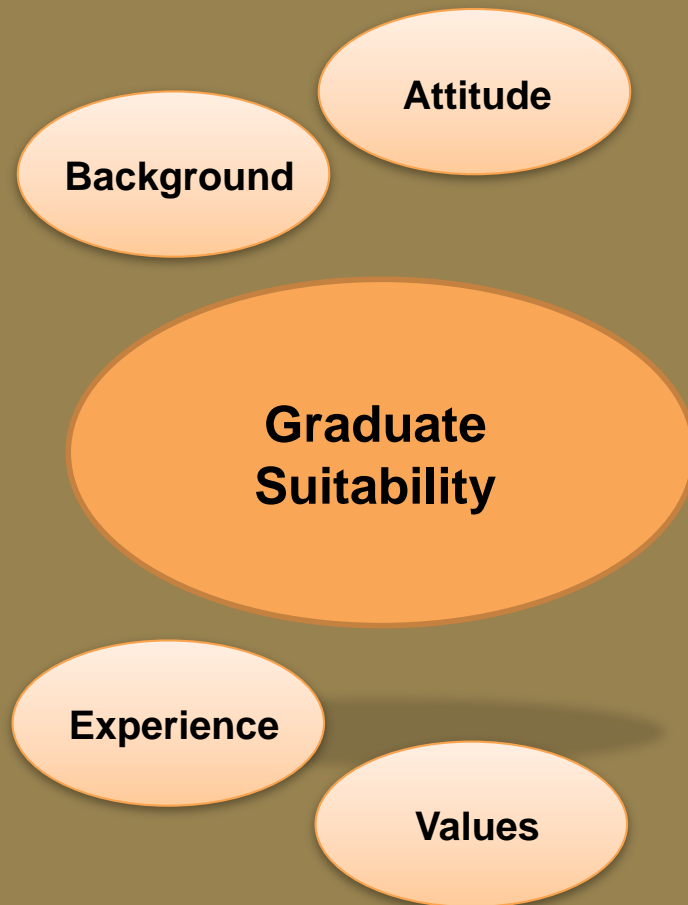
8th Profile Statement
- Function as a well rounded business professional, ready and willing for the world of work with high levels of social competence and ethical and cultural awareness.

9th Profile Statement
- Appreciate and be committed to on-going personal professional development, and the development of those subordinate to them.
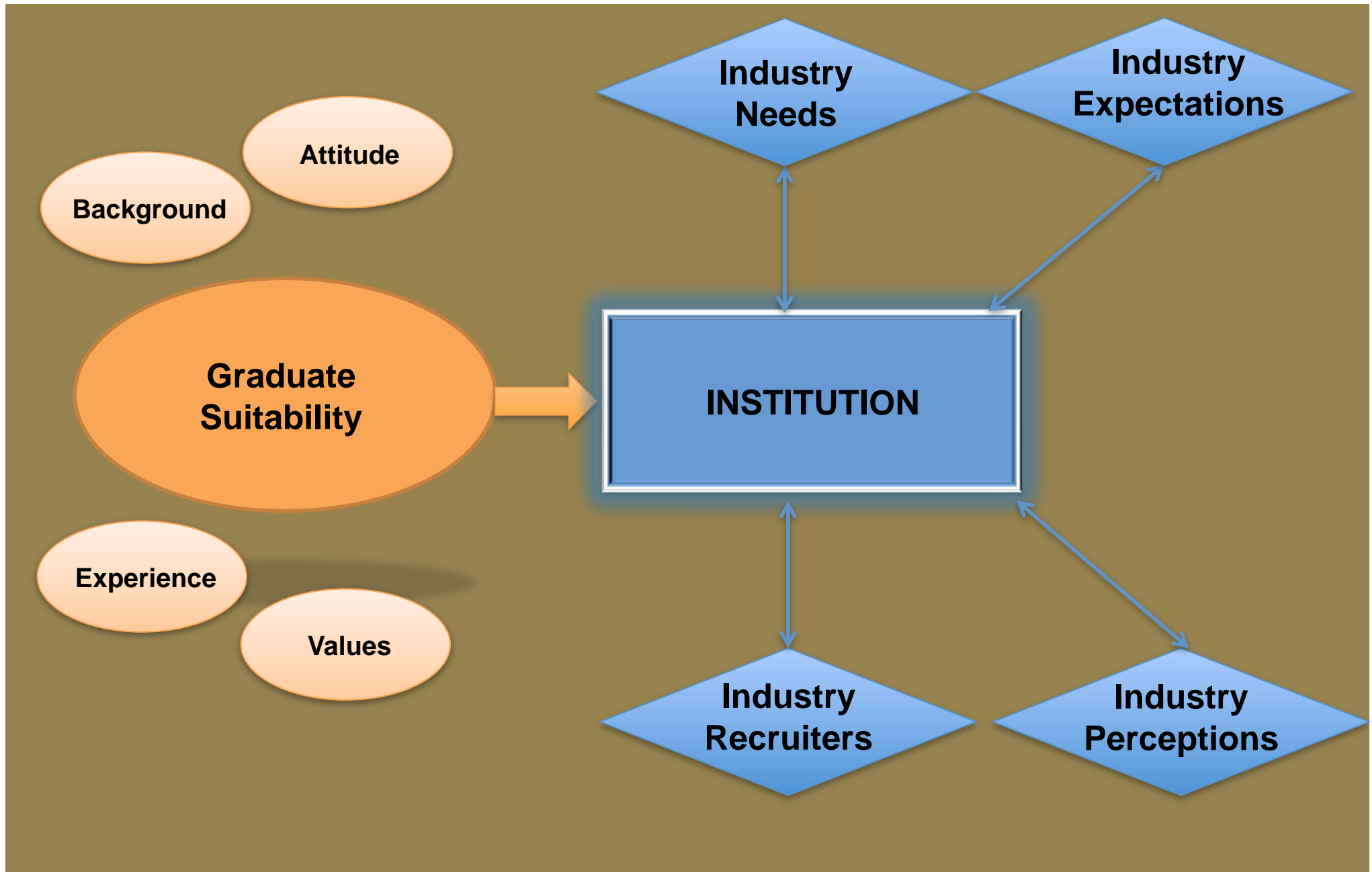
The Challenges

- Finding applicants with the correct "fit" for the Hospitality & Tourism industry
- Managing expectations of graduates (not everyone can work in 5-star hotels)
- Broadening skill-set of graduates so that they can find employment in related industries as well
- Providing meaningful work experience during their studies

The Challenges

- Meeting Industry Needs & Expectations – engaging them in the student recruitment process
- Managing Industry Perceptions of the Institution & the Graduates – an ongoing process!
- Understanding Industry Recruiters and harnessing the potential that it can bring

Industry Needs

Industry Expectations

INSTITUTION

Industry Recruiters

Industry Perceptions

The Emirates Academy of Hospitality Management

Questions / Comments?