



## Executive Summary

### Renewal of Institutional Licensure Emirates Academy of Hospitality Management Dubai

29 May - 1 June 2023

A Renewal of Licensure Review Team (RLRT) of the Commission for Academic Accreditation (CAA) visited the Emirates Academy of Hospitality Management (EAHM) from May 29-June 1, 2023, to review EAHM's Application (*Self-Study*) for Renewal of Institutional Licensure (RIL) submitted in February 2023. The exit interview was held on June 1, 2023.

EAHM was founded in 2001 and has been licensed by the CAA since that time. However, the BBA program in Hospitality Management was assigned probationary status by the CAA from January 2022 to January 2023 and thus was unable to enroll new students. The Academy was developed by the Jumeirah Group, a well-known Dubai-based operator of hotels, resorts, and leisure facilities, with the aim of being a leading provider of hospitality education. From inception, EAHM has maintained a collaboration with Ecole Hôtelière de Lausanne (EHL), a highly regarded hotel school in Switzerland. EAHM has benchmarked itself against top international hospitality programs that are peers with Ecole Hôtelière de Lausanne. EAHM provides business degrees with a hospitality focus at the Bachelor's and Master's levels and also operates Study Abroad programs. EAHM's campus is in the Jumeirah district of Dubai, near several Jumeirah Group properties including the Burj Al Arab and Jumeirah Beach hotels, and within a 20-minute drive of one hundred and fifty 5-star hotels.

The undergraduate degree (BBA in International Hospitality Management) is delivered on a trimester calendar (approved by the CAA 2014), each trimester comprising 12 weeks. This permits a BBA degree requiring 126 credits to be completed in three calendar years. Additionally, EAHM will offer two internships, and two specialties or 12-credit-hour minors within the program during the seventh trimester: one in Luxury Experiences, the other in Revenue Optimization. At the time of the RLRT visit, EAHM proposed the elimination of the current MBA in International Hospitality Management program with, instead, a proposed M.Sc. in Hospitality Management to be offered from September 2023.

EAHM's student enrollment declined significantly since the COVID era when most classes were offered remotely, and because of the probationary status of the BBA program this past year. The Academy's student enrollment and staff capacity is 400, but at the time of the RLRT visit, only 75 students were enrolled. The staff headcount was 44. EAHM employs seven full-time faculty, six of whom hold doctoral degrees, two part-time faculty, and two adjuncts. The Academy's administration has changed remarkably since 2021 with the hiring of new personnel in the roles of managing director/CEO; Dean; assistant Dean; program director; a new head of Academic Services and Registry; a new manager, industry relations and professional training and development; a new director of operations; a new manager of quality assurance; a new HR executive, and a new director of finance. Additionally, changes were introduced to the Board of Governors and to the Industry Advisory Board.



Through its consideration of EAHM's *Self-Study* submitted for Renewal of Institutional Licensure, examination of other documentation, and interaction with faculty, students, and others, the RLRT identified several strengths that can be considered around three themes:

Faculty. The faculty and staff are a strength to the program, and students commented on their approachability and the support they provide.

Students. The students and alumni who the RLRT met were positive about the opportunity provided and were articulate. This creates an encouraging environment for development.

Campus. There is a spacious and modern campus building with modern facilities offering a pleasant and welcoming environment.

Overall, the EAHM is a unique 'boutique' academy which has a special role to play in the educational and commercial landscape of Dubai, the UEA and the region.

Matters which need addressing to bring the EAHM to full compliance with the *Standards* can be grouped into three thematic areas:

Quality Assurance. The quality assurance processes are in transition and the good work already started needs completion and documentation.

Curriculum Delivery. The course content is excellent and well aligned with the vision of the academy; as new faculty are appointed care should be taken that they have expertise in the hospitality discipline and this will strengthen the delivery

Connections. The need to build strong and organic ties with the local, regional, and international community to enhance the brand and reputation of the EAHM.

The RLRT makes its recommendations in a spirit of constructive engagement, with the aim of ensuring that the *Standards* are met, and to aid EAHM in its desired objective to renew the Institutional Licensure.