

"Allow your Passion to become your Purpose, and it will one day become your Profession."
-Gabrielle Bernstein

In accordance with N|A|M|E Dubai policy, we do not discriminate against any person on the basis of color, gender identity, religion, age, or disability in admission to, access to, treatment in, or employment in its programs and activities.





NEST ACADEMY OF MANAGEMENT EDUCATION

N|A|M|E is licensed & approved by KHDA and accredited by the awarding body from UK to offer British Qualifications for new age careers like Events Management, Sports Management, Hospitality Management, Business Management, Computing & IT, and Films TV & Media. We specialize in teaching methodology that blends classroom teaching with practical training and internships for making our students employment-ready.

We offer specialized university recognized courses with the right blend of practical knowledge and experience, creating a truly futuristic curriculum aimed at producing highly skilled individuals and a launch pad for entrepreneurs.

ACCREDITATIONS OF NIAIMIE DUBAI



KHDA Licensed and Approved Institution (TVET)



VISION

To mould young individuals with passion, into future leaders and winning professionals ready to make a mark in the Industry. Our vision is to create a generation of Industry Leaders through the magic of Blended Education - Academics blended with Practical Training.



These values are our core competencies and aid us in fostering a collaborative working and learning environment.



HIGH ETHICAL AND MORAL **STANDARDS**



MUTUAL TRUST AND TEAM-WORK



PASSION FOR EXCELLENCE



RESEARCH AND INNOVATION AS A WAY OF LIFE



EFFORTS AND ACHIEVEMENTS



RECOGNITION OF SERVICE & RESPECT **TOWARDS THE COMMUNITY & INDUSTRY**



ACADEMIC

PHILOSOPHY.....

Our courses have been conceptualized in accordance with the following eight core principles:



INNOVATIVE

We provide relevant and upto-date curricula, one that is abreast with the developments of Hospitality and Tourism Industry.



Ma maintain our s

We maintain our students' curiosity and interest levels; our education system is designed with an optimal mix of theoretical and practical concepts.



INDEPENDENT

We aspire to nurture and empower our students into well-groomed, confident and successful professionals in the Hospitality industry.

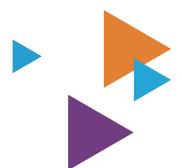


INDUSTRY We lay a high

We lay a high degree of emphasis on building relations within the industry; practical training, internships and workshops help in collaborating with the Hospitality industry.



playing a proactive role in constantly stimulating our students' intellect.





We regularly provide challenging opportunities to motivate our students, and broaden their horizons.

IDEAL

We aim to be recognized as a hub of excellence and strive towards building strong, serviceable and sustainable relationships within the industry.



INDIVIDUALISED

We incorporate meticulous and personalized evaluation with on-going feedback, in order to ensure our courses are robust, and progress driven.

TOP 5 REASONS TO STUDY IN DUBAI

HOSPITALITY CAPITAL OF THE WORLD

UAE's Hospitality industry will be worth Dh 27.6 Bn by 2022. 4th Most visited city on the earth, UAE is located strategically between the west and the east & is accessible to 200 bn people on the earth within a 4 hour flight.

2

INTERNSHIP BACKED WORK-STUDY PROGRAMS

Residence student visa in
Dubai and student work
permit allows you to explore
Dubai as a truly international
destination to work and learn.
You will also have the
opportunity to transfer to
partner universities in the U.K.,
U.S.A., Australia, New Zealand &
Switzerland making it a multi
country exposure.

3

UK QUALIFICATIONS AT MODEST TUITION FEE

Globally recognized, credit bearing UK qualifications at modest tuition fee with blended teaching methodology that includes practical training and internship opportunities. 4

OPPORTUNITY TO SETTLE IN DUBAI

World's 2nd safest country, with 90% of population as foreigners, you will become a resident of UAE as a student. You can look for employment opportunities during your period of study, and after that as well. Wealthy, Tax free, Safe and Expat Friendly Dubai - Your choice for a better life, better lifestyle!

5

MULTI-CULTURAL EXPOSURE

Study in a campus which hosts more than 30,000 international students from 160+ nationalities to make friends & learn from.





- 2nd safest country in the world.
- 4th most visited city on earth.
- In world's Top 10 cities with highest number of hotel rooms and hotel occupancy rate.
- 1st in the world in international overnight tourist spending.
- One of the top 20 best cities for expats globally.
- The UAE was ranked at the 22nd Position as the best country to live & study abroad in.
- World's highest employment rate at 99.5% residents employed in 2019

WHY HOSPITALITY MANAGEMENT?

10 REASONS WHY IT MAKES PERFECT SENSE TO STUDY HOSPITALITY MANAGEMENT



pays and compensation.



CAREER PROSPECTS

RIGHT PLACE, RIGHT TIME



Given the promising future of the industry, early entrants can reap ample rewards leading to a progressive career ahead.

QUICK PROMOTIONS



In hospitality, it is possible to make your way up the ladder very quickly. There are high employment levels and strong growth, and there is always room for promotions

RIGHT PLACE, RIGHT TIME



Besides the regular wages you earn, there are a lot of great perks that come with a job in the hospitality sector. It offers the best tips and bonuses. Some jobs offer free staff meals and uniforms. Others offer discounts on hotel accommodation throughout the world.

VARIED DESIGNATIONS



The Hospitality Management industry has numerous positions to be filled such as:
Hotel Managers, Spa & Recreation Director,
Food & Beverage Manager, Front Office
Manager, Maintenance Manager, Executive
Chef, Chief Engineer Or Maintenance
Manager, Banquet Manager, Concierges,
Front Desk Supervisor, Restaurant
Manager, Room Attendant, Room Service,
Steward, Hostess.



HOSPITALITY INDUSTRY

OVERVIEW

The multibillion dollar hospitality industry has three primary areas. The first area is accommodation, which includes hotels, motels, wellness centres and other lodging businesses. The next area is food and beverage. This area comprises restaurants, fast food and other chains. establishments that provide food and beverages. These providers might be located in hotels or be standalone facilities. The last area of the hospitality industry is travel and tourism, which includes airlines, trains, and cruise ships.



Hospitality Industry has expanded beyond traditional hotels and restaurants

AIRBNB & GUEST HOUSES



AirBnB is the world's biggest hospitality company, that facilitates booking of guest houses and holiday homes, by leveraging technology without owning a single hotel room. Hundreds of AirBnB guest houses have come up in Dubai after the launch of Holiday Home licensing process by Dubai's Tourism Department. All these guest houses and

holiday homes compulsorily need a facility management company, hence opening up new avenues of employment for hospitality professions in hotel facilities management.





A resort is a full service lodging facility, intended primarily for vacationers and usually located in places frequented for relaxation or recreation, such as beaches,

seashores, scenic or historic areas, ski parks, spas. These large facilities need to employ hospitality professionals in a very large number.

GAME LODGES



Game lodges are mainly used by tourists on wildlife safaris, and are typically located in or near national parks or game reserves. Spread across a vast region, these gigantic resorts need professionals

with hospitality and events management skills. Example-The river club, Singita, Jock safari lodge, Pondoro Game Lodge.

SPA AND WELLNESS RESORTS



Given the stressful lives and fitness awareness, there is a new trend of wellness hotels which is a luxury hotel that offers wellness facilities, such as a spa or fitness centre. Example- Six

Senses, Four Seasons, Body Holiday, The Mermaid.

CRUISE SHIPS



Cruise ships are like floating entertainment and luxury hotels. Large cruise ships have the capacity to host a number of guests for weeks together. Touching upon harbours of various

touristic and famous cities, the cruise liners need a dedicated army of specialised hospitality staff to operate the cruise and serve the guests. Example- Princess cruises, Seabourn, Viking, Regent Seven seas.



THEME PARKS



Spanning across vast stretches of land, theme parks are a type of amusement park featuring multiple amusement themes. The new trend is for guests to stay overnight at the theme parks and enjoy the large number of amusement rides over a few days. It's called Staycation. Large hotels are being built around and inside such

theme parks to cater to the Staycation needs of the guests. Example- Disneyland, Universal Studios, Ferrari World.

CASINOS THEMED HOTELS



Also called the money spinners of the industry, Casinos are often built near or combined with hotels, resorts, restaurants, retail shopping, cruise ships, and other tourist attractions. Some casinos are also known for hosting live entertainment, such as stand-up comedy, concerts, and sports. Example-Caesars, Best Western, MGM.

BLEISURE HOSPITALITY FOR MILLENIALS



"Bleisure" is a blend of the words "business" and "leisure". Especially affecting young executives: "bleisure" combines work trips and leisure travelling. Today's millennial professionals combine work with leisure giving a lot of fillip to the hotel industry.

CUISINE BLOGGING AND CULINARY SOCIAL MEDIA INFLUENCERS



Career in hospitality and culinary is not just about cooking and serving, it's now about judging the culinary concoctions of others as well. Love taking pictures and commenting on the various social media platforms, there are many restaurants who want to hire your services. Many hotels

employ the services of freelance travel writers with hospitality professional background to write marketing content as well as cuisine blogs for the hotel. Example- Whipped, Smitten Kitchen, The Naptime Chef.

LUXURY PASSENGER RAIL



Luxury trains are designed to offer a very comfortable ride and evoke an association with history and heritage. Operating in several countries, they are a premium travel option. Although some luxury trains promote tourism in destinations across a continent, others (such as the

Maharajas' Express) take passengers on a long, leisurely ride through a single country.

LODGES AGGREGATORS LIKE OYO ROOMS



OYO partners with hotels to give similar guest experience across cities. OYO Hotels & Homes is a full-fledged hotel chain that leases and franchises assets. Such new age hospitality start up companies are hiring talented hospitality professionals in large numbers to disrupt the space of smaller

hotels and motels.

MOBILE HOTELS, AIRPORT SLEEP PODS



Unlike regular hotel stays of 1 or more nights, the property operates on a pay-by-the-hour concept with specific check-in/out time slots around the clock. From Sleep Pods to Cabins, from Igloos to Tubes, prepare yourself for an

airport experience with a difference through these properties. Airport sleeping pods are designed for passengers who are stranded. In airports across the world, sleeping pods are hollow spaces provided for the comfort of passengers who wait to reach their destination.

ECO FRIENDLY HOTELS



The new trend of eco - friendly hotels needs the hospitality professional of the new age with latest skill-sets. The new age industry ready students will be the choice of these hotels who bank on eco friendly themes like Zero PLastic,

LEED certified with low carbon footprint and are solar powered hotel properties. Restaurants with the latest vegan themes need the generation z trained to understand the changing choices of the millennial customers.



GLAMPING



The new avatar of adventure tourism clubbed with luxurious hospitality is Glamping. Glamorous camping, literally, elevates the humble tent or yurt to a luxurious hideaway with high-end

bathroom facilities, comfortable beds, climate control, and stylish decor. It is adventurous and exciting to work for Glamping hotel properties.

CASTLES AND PALACES AS HOTELS TO CATER TO HERITAGE TOURISM



Across the globe, many fairytale castles have been transformed into hotels. Not everyone can afford to buy a castle, but that doesn't mean you can't rent one (or a small part of one). At least for a night or

two. It's no less than a fairytale job to work as hospitality professionals in such properties.



HOTELS FOR MEDICAL TOURISM



A medical hotel, which is alternatively called Meditel, refers to a lodging firm that integrates the functions of a hospital and a hotel into one property to fulfill patient-travelers' needs and wants.

SERVICED HOTEL APARTMENTS



A serviced apartment (also known as an extended stay apartment) is a fully furnished apartment available for short-term or long-term stay, providing hotel-like amenities such as room service, housekeeping, a fitness center, a laundry room, and a rec room.

CULINARY TOURISM



If you are having culinary knowledge and want to be a globetrotter, then culinary tourism or food tourism (the exploration of food as the purpose of tourism) is an opportunity for you. It is now considered a vital component of the tourism experience. Companies that devise tour and stay packages revolving around gastronomic experiences,

need such hospitality professionals.

WEDDING & EVENTS CATERING



This includes the business of providing hospitality and food services at a remote location such as a hospital, hotel, cruise ship, or events like weddings.

RECREATION AND SPORTS THEMED HOTELS



The sports themed hotels are for lovers of sports, and those looking for a quirky stay. The themed hotel Villa Park, in Mysore, India is quite wonderful of such a kind. These are usually located near the stadiums thus providing a stay and practice facilities to sports persons

and sports fanatics as well.

MEETINGS, EVENTS AND INCENTIVES



Meetings are no longer boring in large corporations and MNC's because they happen away from the office at holiday destinations. This is a motivation and team building for employees along with work. This includes the professional management of meetings,

conferences, incentives and events of all shapes and sizes as well as the enterprise events across the globe. Events Hospitality professionals have already tapped into this market opportunity.

VACATION RENTAL RESORT INDUSTRY



Vacation rental resorts allow you to stay like a local and allow you to typically rent the entire property instead of just a room. The property types of vacation rental are like Condos, Log Cabins, Beach Houses, Tiny Homes, Cottages, Villas and more.. Independently, these vacation rental brands have seen incredible growth

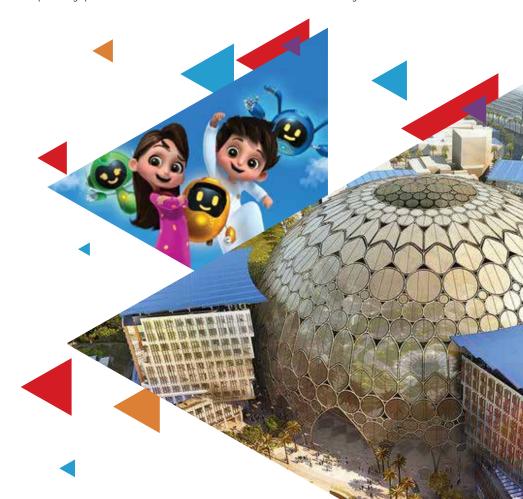
over the past twenty years and collectively, they represent an industry that puts forward lots of job opportunities

EXPO 2020 (NOW 2021)



The much-loved local restaurants will be among the 200-plus food and beverage outlets at Expo 2020, offering more than 50 cuisines to suit every palate and budget. AED 2bn of sales in F&B with 85,000 meals being served every hour, the

hospitality industry will see a boom during Expo 2020 when 25 million visitors and guests come over a span of 6 months of the history's largest exhibition in Dubai. Hotels, Holiday homes, Guest Houses and Restaurants will all run full capacity at this time. It's the best time for a hospitality professional to make a mark in the industry.



GROWTH TRAJECTORY

HOSPITALITY INDUSTRY:

Dubai already is ranked in the World's top 10 cities with highest number of hotel rooms. With more than 60 Million room nights a year, more than 12800 restaurants in Dubai alone, Hospitality is indeed one of the largest employment generators in Dubai.

GLOBAL STATS

With 8.7% of Worldwide employment in Travel and Hospitality, the Industry is expected to grow by 4% per annum from 2013 to 2023 and the world will have 337 million jobs in Hospitality by 2023 that leads to every 1 job in 10 Jobs on this Planet.

2017 international overnight visitors and average spend for major global cities³

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	2017 international overnight visitors (millions)	Growth forecast for 2018	Average length of stay	Average spend per day (USD)
DUBAI	15.8	5.5%	3.5 nights	\$537
PARIS	17.4	2.9%	2.5 nights	\$301
SINGAPORE	13.9	4.0%	4.3 nights	\$286
LONDON	19.8	3.0%	5.8 nights	\$153
NEW YORK	13.1	4.1%	8.3 nights	\$147



LOCAL STATS

- Hospitality and Tourism sector is 11% of the GDP of UAE.
- It has contributed Dh 164.7 Bn to the GDP of the country and will increase to Dh 249.5 Billion by 2029.
- It has created 6,28,600 job opportunities in 2019 in UAE
- The sector's direct contribution to the country's gross domestic product (GDP) has grown by 138% over the last decade.
- The sector's employment demand has growing by 119% over the last decade.
- There are 11,813 restaurants and cafes only in the city of Dubai as of 2019.
- Dubai is expecting 25 million visitors in 2021.



The Expo 2020 Dubai site will feature more than 200 F&B outlets and 30,000 spm of front-of-house space $\,$



AED 2 billion in F&B sales expected onsite during the event, with up to 85,000 meals served per hour at its peak



With a combination of franchises, new experiences and home-grown brands, Expo 2020 Dubai aims to allocate 20% of its F&B outlets to small and medium-sized enterprises



Approximately 25% of F&B outlets at Expo 2020 Dubai will offer sit-down dining experiences (both premium and premium casual), while the remainder will provide faster services (snacks, impulse offerings etc)



Up to 20% of space within country pavilions may be allocated for commercial (retail and F&B) purposes



Per sqm trading volumes for F&B outlets at Expo 2020 Dubai are projected to be substantially higher than other locations in Dubai, due to increased footfall and dwell times



Between 10% and 15% of F&B outlets will remain after the Expo 2020 Dubai as part of District 2020, a mixed use residential and commercial community at the site



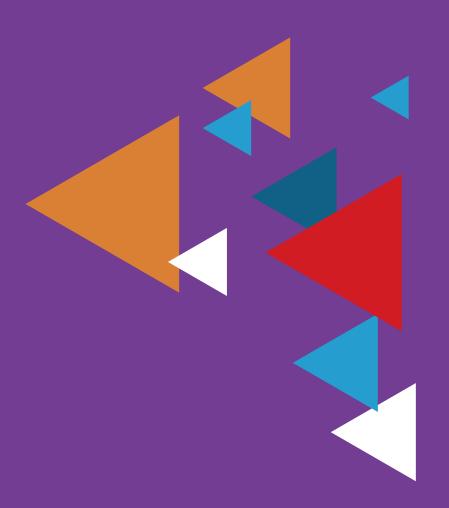


TRAINING METHODOLOGY

At N|A|M|E Dubai we are committed to the holistic development of our students to ensure superior outcomes and strong employability prospects. Teaching methodology comprises of Blended learning including

- Classroom sessions
- Master classes
- Case studies
- Practical training
- Group work and
- Discussions
- On site Practical training at a 5 Star Hotel

The approach is to have the right balance of theory, practice and experience. The "real world relevance" is vital throughout the programme.



CLASSROOM SESSIONS



REGULAR LECTURES

To positively impact the perspective of our students. lectures are delivered bv our experienced core team of faculty, along with visiting faculty from Management Institutes, and professionals from the Hospitality industry.



ASSIGNMENTS AND PROJECTS

Assignments and projects are part of our curricula. These provide our students ample opportunities to meet, interact and build relations with popular and experienced individuals in the Hospitality industry, under the able guidance of our dedicated faculty.



WORKSHOPS

To keep our students updated with the current affairs in the corporate and business world, we frequently organize uniquely designed workshops that focus on industry-oriented themes shortlisted by our team of experts.



ON SITE TRAINING

Swimming cant be taught in a bathtub, it has to be taught in a swimming pool. Similarly, we train our students through not just Simulated Sessions but with real on site training at our partner 5 Star Hotel. The on site training make you industry ready. These sessions also break the monotony of regular lectures and help students develop a wider perspective.







MASTER CLASSES

N|A|M|E's Master Classes intend to keep students aware of the current world of corporate and business. Guest speakers from various areas of management share their knowledge and help students form ideas and insights about the industry.

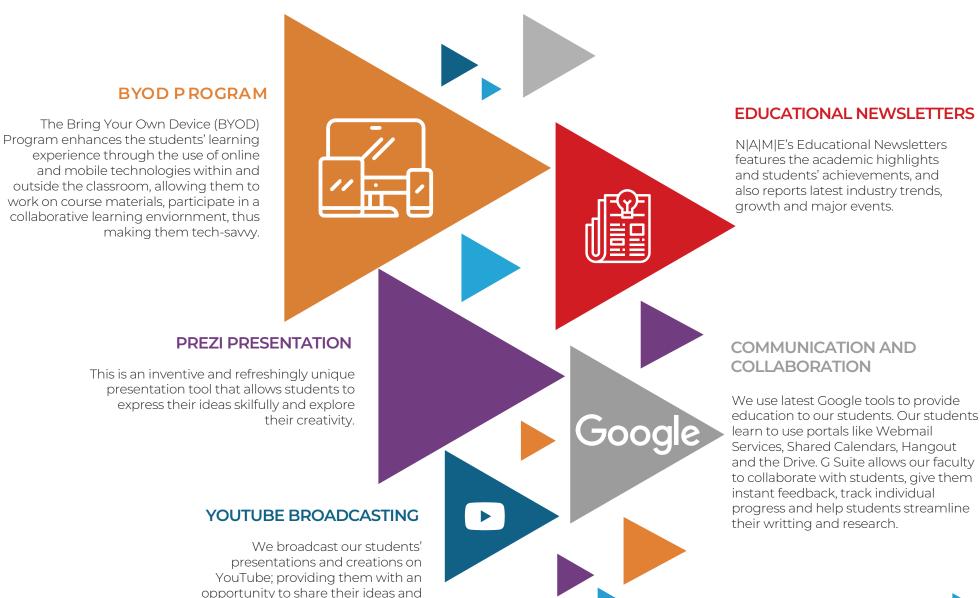


CASE STUDIES

Our curriculum includes the use of case studies in order to highlight various practical and situational issues. The brainstorming and discussions help streamline our students' thought processes and sharpen analytical abilities by exploring, identifying and solving issues.

INNOVATIVE & INTERACTIVE

LEARNING TECHNOLOGY



creations with the world.

OPPORTUNITIES INTERNSHIPS AND PLACEMENTS

N|A|M|E works closely with businesses to understand the skills required within the industry. Our internship and placement process is an integral part of our students' life during and after their course. Our dedicated team of experts has developed a multilevel placement process that sources opportunities at local, national and international levels.

We provide ample opportunities to students to grab lucrative Internships which could convert in a long term employment opportunity. The real work experience not only broadens the worldview of students but also gives them a chance to get acquainted with the industry professionals and build a network that will be beneficial for them in the long run. Employers today prefer candidates who have knowledge and skills beyond academics and Internship experience facilitates students to have a competitive edge. The valuable on-the-job experience enables students to apply classroom theory to actual work situations.



STUDENT DEVELOPMENT

ACTIVITIES

For holistic development of the students, N|A|M|E offers a host of Student Development Activities.



ENGLISH PROFICIENCY TRAINING

Already considered as a global language, English is one of the official languages used widely across the globe. We provide English Profidency Training, helping students gain a strong command over the language, enhance their social mobility and present themselves as confident professionals.



SOFT SKILLS TRAINING AND GROOMING

Soft skills constitute communication skills, personality development and people skills. We help our students develop these skills and etiquette which will enhance their personal productivity and provide them with a competitive advantage in the global marketplace.



CO-CURRICULAR ACTIVITIES

Apart from the focus on academics, we also emphasize on extracurricular activities, by conducting events like Sports Meets, Annual Day, Youth Festivals, etc.







STUDENT ACTIVITY CLUBS

We have student-managed clubs initiated with the objective of creating channels that allow them to explore their creative streak and also promote team spirit.



PLACEMENT CELL

An active placement cell is at work, where students are given placement guidance and career advice.



ALUMNI CELL

Our association with students continues after they complete their course. Through our Alumni Cell, they are able to network with people in the industry. Some of our esteemed students have become successful professionals and entrepreneurs and now visit us to deliver Master Classes and share their experiences.

INFRASTRUCTURE

AND FACILITIES



CLASSROOMS

Our globally acclaimed institution offers state-of-the-art infrastructure and hi-tech facilities. Our classrooms on all campuses are air-conditioned and integrated with laptops and LED projectors.



WI-FI CAMPUS

Our campuses are equipped with a Virtual Private Network and high-speed broadband, as technology is the mainframe of business today.



LIBRARY

Our libraries across our campuses offer complete access to extensive electronic information resources and are also well-stocked with books, periodicals and journals.



ACCOMMODATION

We have tied-up with housing providers offering good amenities, located in close proximity to our campuses across all centres. This enables our students to minimize their commute time, and explore the cities during their leisure.



ADVANTAGES OF KHDA APPROVED

CREDIT-BEARING BRITISH QUALIFICATIONS ...



SYMBOLIZES HIGH QUALITY EDUCATION

Credit-bearing
UK programmes are
symbolic of high quality
education and preferred
by recruiters; adding a
stamp of credibility.



PRE-REQUISITE FOR JOB PROMOTIONS

Some certificate courses may help one acquire a job. However, a UK credit-bearing and recognized programme opens doors to higher positions and career advancements



ENSURES 360-DEGREE LEARNING

A well structured UK accredited Programme ensures the candidate's abilities in both theoretical as well as practical management, providing comprehensive education.



POWER OF INDUSTRY ENGAGEMENT

KHDA recognized programmes provide immense value to one's profile as it incorporates practical learning and experience, helping candidates acquire substantial job opportunities.



MATCHES INDUSTRY REQUIREMENTS

A programme recognised by the UK awarding and regulatory bodies warrants an education that is of industry standards.











AWARD WINNING

JOURNEY

OF NEST ACADEMY Group



NAEMD ranked in "TOP 10 B-Schools for MBA in **Event Management & PR"**

by Times B-School. Only College Ranked for BBA in Event Management & PR.



NAEMD ranked in

"TOP 75 B-Schools for BBA in Event Management & PR"

by Times B-School.



Awarded "BEST

INSTITUTE FOR EVENT MANAGEMENT" at "World

Education Summit" 2018, "Asia Education Summit" 2015 to 2017 & at "India Education Excellence Awards" 2013 to 2014 by Times Research.







International Association / Memberships of

ISES, IAEE, IFEA, EEMA.



"ASIA'S FIRST & BEST **INSTITUTE"** to offer

University recognized Degree & Diploma courses in Event Management & PR by LIMCA Book of Records.



Awarded for

"Excellence in Event Management Education" by Mid Day.

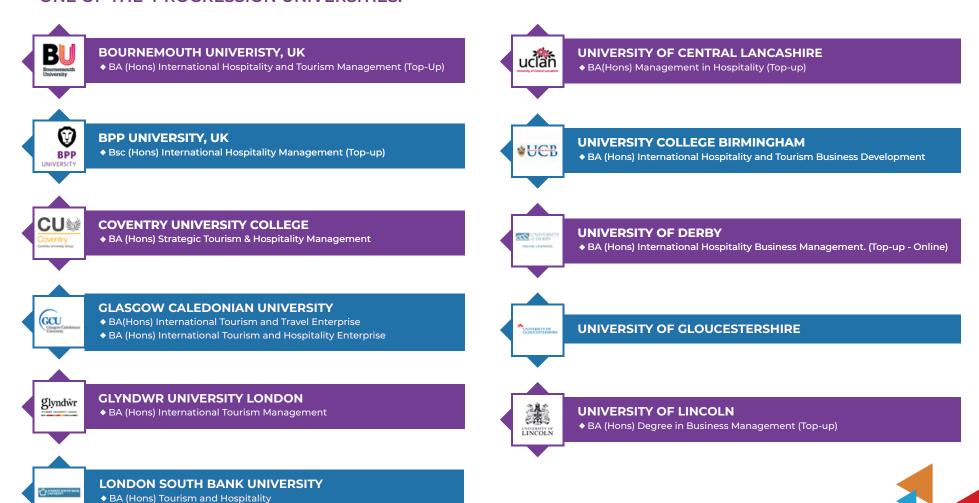






PROGRESSION ARRANGEMENTS

- START YOUR QUALIFICATION IN DUBAI,
- EARN YOUR DEGREE IN UK, USA, AUSTRALIA, NEW ZEALAND, SWITZERLAND, RUSSIA WITH ONE OF THE PROGRESSION UNIVERSITIES:





PROGRESSION ARRANGEMENTS





UNIVERSITY OF PLYMOUTH

◆ BA (Hons) Hospitality, Tourism and Events Management (Top-up)



UNIVERSITY OF WOLVERHAMPTON

- ◆ BA (Hons) Event and Venue Management
- BA (Hons) International Hospitality Management



EDITH COWAN UNIVERSITY, AUSTRALIA

♦ Bachelor of Hospitality and Tourism Management



HOTEL SCHOOL SYDNEY, AUSTRALIA

◆ Bachelor of Business in Hotel Management



GRIFFITH UNIVERSITY, AUSTRALIA

◆ Bachelor of Business (International Tourism and Hospitality Management)



MELBOURNE POLYTECHNIC, AUSTRALIA

◆ NMIT's Tourism and Hospitality Management



AUCKLAND INSTITUTE OF STUDIES, NEWS ZEALAND

♦ Bachelor of Hospitality Management



THE INSTITUTE OF ECONOMICS, MANAGEMENT AND LAW - KAZAN CITY, RUSSIA



INTERNATIONAL MANAGEMENT INSTITUTE, SWITZERLAND

- ◆ BA (hons) in Hotel Management
- ◆ BA (Hons) Hotel and Tourism Management



GLION SWISS HOSPITALITY MANAGEMENT SCHOOLS



LES ROCHES SWISS SCHOOL OF HOTEL MANAGEMENT



THE INSTITUTE OF ECONOMICS, MANAGEMENT AND LAW - KAZAN CITY, RUSSIA



SUSTAINABILITY MANAGEMENT SCHOOL, SWITZERLAND

- ◆ BBA in Sustainability Management
- ♦ BBA in Sustainable Hospitality Management
- ♦ BBA in Sustainable Fashion Management
- ◆ BBA in Finance and Responsible Investment

GET IN TOUCH WITH US IN I I I I II II II II N|A|M|E Dubai Campus 3rd Floor, Block 10 **Dubai International Academic City** UAE PO Box 345060 DUBAI +971 5858 7 6263 +971 4243 1119 info@namedubai.ac.ae namedubai.ac.ae

