

THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT

In academic association with Ecole hôtelière de Lausanne



Issue Ten, July 2011



STUDENT COUNCIL 2010/2011



THE ACADEMY

A note from the Dean, Dr. Stuart Jauncey

Many years ago when I worked in London, I had a General Manager whose favorite saying was "the proof of the pudding is in the eating", meaning that our work would only be measured by its outcomes. He actually also took this expression quite literally and used to pride himself on eating his way through the menu on a regular basis. As a result he was a very large man indeed! Whilst I did not stay with that company or GM for very long, this expression has always remained in my thoughts, and when I read through the articles relating to the leadership achievements of our Student Council, the effective work that students do in the marketing department, the internship and exchange opportunities that our students have generated, and our up-coming graduates that have already gained high-potential employment; I cannot help but feel that this Academy is en-route to achieving its Mission and Vision, to become a globally recognized leading hotel school. And it's our students and graduates who are achieving this.

In addition to the impressive range of student-led trips, events, and activities, some of our Faculty have also been having adventures such as visits to Switzerland and Tandrang, and one faculty member has even started a new career as a film star!

This six month period of time since the last Newsletter, has seen the faculty and students settling further into the new Trimester Academic Structure and the continued delivery of courses to our very first cohort of Master's students. There has been increasing international recognition in the form of links and agreements with other colleges, and formal accreditation by the Institute of Hospitality (a licensed accreditation agency of the UK Higher Education Authority). We have also now successfully completed our full accreditation by the Ministry of Higher Education and Scientific Research in the UAE.

This Academy has been a truly busy, dynamic and exciting university for the last six months, and I would like to thank everyone who has been involved in all of these varied activities.

Finally, on behalf of all of the faculty and staff may I wish our graduating students well for their futures, our internship students a wonderful experience in industry, and a happy summer holiday to all of you.

Dr. Stuart Jauncey



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"The Academy"
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Anna Mellstam, Bernd Knaier, Helen Morris,
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Florian Kriechbaumer, Najjaa Ghadban, Nick England,
and others, with special thanks to Shruti Sethia
for very skillfully filling in the gaps,
with not a word of complaint

Cover photo (Top):
Student Council 2010/2011
Front row: Annelie Bea, Shruti Sethia, Anna Mellstam,
Genene Barraclough; Back row: Sam Moulton, Marcus
Gronvall, Sorav Malhotra, Mathias Varga, Manuel
Schneider, Kirby Daughdrill, Christopher Pieri,
Richard Newell

Cover photo (Bottom):
Student Marketing Coordinators peering from the
Sales & Marketing Department window
(see the story on page 6).

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Student Restaurateurs

The second year student restaurant course is an Academy institution that graduates from years ago remember fondly. When the students are experiencing it, however, it is very much like running a real restaurant: hard work. The class is divided into groups, and each group is tasked with designing and implementing a restaurant concept, from decorations to menus to budgets to staffing... everything a restaurateur would have to consider. Students and staff of the Academy, along with relatives and friends, enjoy the fruits of the students' labours on the three nights each restaurant goes live.

Every year the students come up with entirely different concepts. This year they presented us with The Paddy Hat (Southeast Asian cuisine) and Cariba (Caribbean cuisine). The Paddy Hat crew excelled themselves at marketing their concept, even creating a clever YouTube video. Their restaurant's subtle decorations and quiet ambiance soothed and relaxed the guests. Cariba's infectious reggae music had the diners jumping in their seats, and everyone cheered when the waitstaff and chefs did the limbo. Both groups outdid themselves when it came to food, capturing the essence of each cuisine with carefully selected herbs and spices, clearly demonstrating their culinary skills.

The Cariba group had an extra challenge: they had to prepare a meal for a group of 30 members of the Cornell Hotel Society (the alumni association for the School of Hotel Administration), including some very senior hotel executives, such as Mr Ed Fuller, President and Managing Director of Marriott International Lodging, Jumeirah's Executive Chairman, Gerald Lawless, joined the group, as did our Managing Director, Ron Hilvert, and Dean, Stuart Jauncey. Mr Lawless was even brave enough to demonstrate his limbo skills! To the students' relief, the guests— who know hospitality inside-out, and probably still remember their own student restaurant days— were impressed with the evening. In fact, Paul Leimbacher, President of the Society's Arabian Gulf Chapter, sent an appreciative email to Mr Lawless, saying, in part "The performance and hard work put in by all of your students was truly outstanding ... The tremendous professionalism, maturity and creativity they showed during that event, proved their unquestionable potential to become very successful hoteliers as they grow in this amazing industry".

Behind every successful student there is an effective teacher, or in this case, a team of teachers: Director of Culinary Arts, Michael Kitts, Executive Chef/Lecturer, Helen Morris, and Food & Beverage Lecturer, Haresh Mohinani. Jonathan Harris, who works for a concept development & design company called Tribe, gave a guest lecture, as did our own Dr Sanjay Nadkarni, who delivered a session on Microsoft Project to help the students plan their tasks and activities. As the project is undertaken for academic credit, there is a competitive element to it. The concepts and their implementation were assessed by a panel of judges. The verdict? The Paddy Hat won by 1.98%!



The Paddy Hat

Front row: Hanna Falko, Farrah Ferris, Joelle Janz, Igor Rybakov; Back row: Semyon Khanovych, Veedyashil Mareeachalee (Yash), Najib Safi, Richard Newell, Omkar Kulkarni, Sorav Malhotra



Cariba

From left to right: Soumaya Aibi, Mohamed Essawy, Amaury Hachez, Elsy Azzam, Mariam Karim, Vladislava Fomina, Callam Bird, Niranjana Whabi, Aidana Saimassayeva, Kirsty Bird

Announcing: The winning group for the Trimester 3 Gastronomy course



Left to right: Mohamed Essawy, Alexander Edwards, Sharihan Mashary, Sabrina Swoboda

Comedy 101 at the Academy



In the taxi

Front seat: Mashaal Al Fardan, Sam Moulton; Back seat: Daniel Radianu, Anna Mellstam, Sorav Malhotra.

If you hear laughter emanating from the auditorium on a Tuesday night, chances are it's a meeting of the Academy's first ever extra-curricular club, the Drama Club. The club is the brainchild of first year student Sam Moulton, who brings to the Academy a passion for acting and a thespian history that includes a role as the Sheriff of Nottingham, among others. "When I joined the Student Council, I wanted to improve student life at the Academy by introducing social activities. Why not start with my own hobby: acting?"

The club meets twice a month and offers a varied programme of improvisational exercises. Activities to date have included "60 second fairy tale" (the actors have to act out a fairy tale in 60 seconds); and "genre switching" (the actors are given a scenario, like an airport check-in line, and have to enact a scene according to an assigned movie genre: horror, western, etc.), as well as others that Sam picked up from the television programme "Whose line is it anyway" and other sources.

At first the new Drama Club participants were shy, but because it's a small group they quickly relaxed, and meetings have usually ended up with everyone laughing. Sam would love to see more than the usual four to ten participants, but he is happy that students from all years have turned up. "It's good preparation for the hospitality industry" he avers, "where you need the confidence to speak publicly and to display an outgoing, welcoming personality for guests".

If you're interested in learning more, meetings are alternate Tuesday evenings. Contact Sam on sam.moulton@emiratesacademy.edu

Read about another new venture, the Debate Club, in the next issue of "The Academy".

Shake & Bake: another Student Council success

by Katharina Ebert



Kirby Daughdrill and Annelie Bea award third prize to ping-pong champ Najlaa Chadban (middle).



Making waves

At the beginning of Trimester 3, Student Council welcomed new students and old with their poolside Shake & Bake event. The event involved a range of activities (the "shake"): a table-tennis tournament, watersport activities in the pool, such as water volleyball and tubes from Wild Wadi waterpark; and lots of music. There was also a food stand that sold homemade lemonade and fruit salad, cakes and pastry and shawarma (the "bake").

In the table tennis tournament, Abdul Rahman Rashwan came first, Emad Nouri second and Najlaa Ghaban made third place. They each received a dinner voucher for different outlets in the Habtoor Grand Resort & Spa. As the winner, Abdul Rahman also won an exclusive table tennis racket, which was hand-made by Kit Belen, the Academy's E-Marcom Assistant Manager.

The participants enjoyed the relaxed atmosphere and the sunny day after a rare week of clouds and rain. "It is very relaxing to be at school on a weekend, but enjoying the sun, the pool and the music." (Paul de Lanouvelle, Exchange student from École hôtelière de Lausanne). "I think this should happen every weekend," was the verdict of Jaryd Fisher, a third year student.

The Student Council was very happy with the participation and the reactions of the students. Annelie Bea, one of the organizers, said: "It was an absolute success. The next Shake & Bake is already in planning."

The trip to Tandrang: A never ending journey

by Anna Mellstam

For some time Student Council has been looking for a charity the Academy's student body can support. Their investigations led them to Children of the Mountain, an organisation that aids schools in Nepal. Unfortunately, Children of the Mountain is not a registered charity in Dubai so the students were unable to formalize their plans. However they had become so interested in the project that they decided to send a delegation to visit one of its schools. Genene Barraclough and Anna Mellstam were accompanied by Graham Challender, the Academy's Director for Industry Liaison, on an unforgettable adventure. Anna wrote the following account:

Together with Graham and Genene, the Children of the Mountain journey started when we traveled from Dubai to Kathmandu, the capital of Nepal. The traffic was loud with small cars and mopeds driving and honking everywhere on the narrow streets. The pollution and dust covered your face and you had to watch your steps carefully not to fall over garbage in the gutter.

From Kathmandu we had a bumpy six-hour car ride up Mount Everest until we finally reached our destination - Tandrang and the Shree Sanskrit High Secondary School, one of the schools built by the charity organisation. When we arrived, the grades for the semester were about to be announced, so there was a big gathering of children waiting in anticipation. We joined a three day educational training for the teachers in the neighborhood. Children of the Mountain are implementing "new" teaching methodologies: teaching without beating and teaching as guidance and helping the students to learn rather than dictating and preaching. The focus was on new creative educational tools for the teachers to use and we took part in the different exercises on how to use



It wasn't easy getting there! Graham guides the car through the mud on the winding mountain road, while Genene supervises.

them correctly. We gave them some school supplies and outdoor games, and demonstrated how to do "hop scotch." We also attended both an English and a mathematics class.

Sweet rice pudding with cardamom flavour and boiled potatoes with curry sauce: this is what many people in Tandrang eat every day. Three times a day. 365 days a year. We slept on the library floor and lived a spartan life. The only water supply came from a little spring and the toilets were holes in the ground. Sometimes there was electricity but most of the time there was none. At 9pm it was pitch dark. In the mountains, nature is beautiful and very peaceful. Everyone is happy and so friendly. They have nothing - but share everything with you. They build their houses themselves, they have their own animals and grow their own organic vegetables and potatoes. Most children have to walk two hours to reach their school.

It was wonderful to see that the money donated by EAHM is making a difference. Together we have been able to help the children of the mountain who are less fortunate and make their dreams come true. Today, they are embracing the new teaching methodologies with an open mind and recognizing the importance of how to teach in both kindergartens and schools. It was amazing to hear that many students said that they want to become teachers since education is so vital and that the future lies with the children.

I will always be grateful for the adventure experienced in Nepal. After one week our journey came to an end, but for the people of Tandrang their journey has just begun. It is important to realize how fortunate we are. We are surrounded by luxury. We have all the things necessary and more, to become what we want. We should never forget what we have and how blessed we are.



Anna and Genene with two of the students



Graham, Genene and Anna eating dinner on the porch with their hosts

A new role for students

The Academy's Marketing Department has recently discovered a valuable new resource: students. Four students are working in the department from eight to twenty hours a week, helping with recruitment activities such as enquiries, show-arounds and e-marketing. "I like it because we each have our own responsibilities, and what we do has a real impact on the functioning of the department" says Minali Rajapakse, a third year student. She is in charge of ensuring that all the right pamphlets and other paraphernalia are sent to schools, career fairs and anywhere the Academy is exhibiting. Shruti Sethia, also in third year, has made a series of video clips to post on the EAHM facebook page and adds regular news items to the student ezine, Dubai Pie. All four students attend career fairs and other events where they can interact with potential students.

According to Marketing Director, Dr John Fong, who initiated the practice, "Students are the best proponents of our marketing message and the positive word of mouth coming from one student to another adds to our overall credibility. Furthermore, it is a great opportunity for the students to put into practice what has been taught in the classroom and what better place to do it than here at the Academy itself!"



Bottom row: Minali Rajapakse, Shruti Sethia;
Top row: Annelie Bea, Sam Moulton

Career Day



Students Amandeep Tuteja and Henrik Baecklund talk with representatives from Ferrari World.

This spring's Career Day was our best ever, with twenty-seven enthusiastic exhibitors and over 100 student browsers. Most of the exhibitors were hotel companies, including many of the large chains such as Starwood, Kempinski and Hyatt. Other types of hospitality companies were represented in greater numbers than ever before: catering, events management, procurement- even Ferrari World from Abu Dhabi was there.

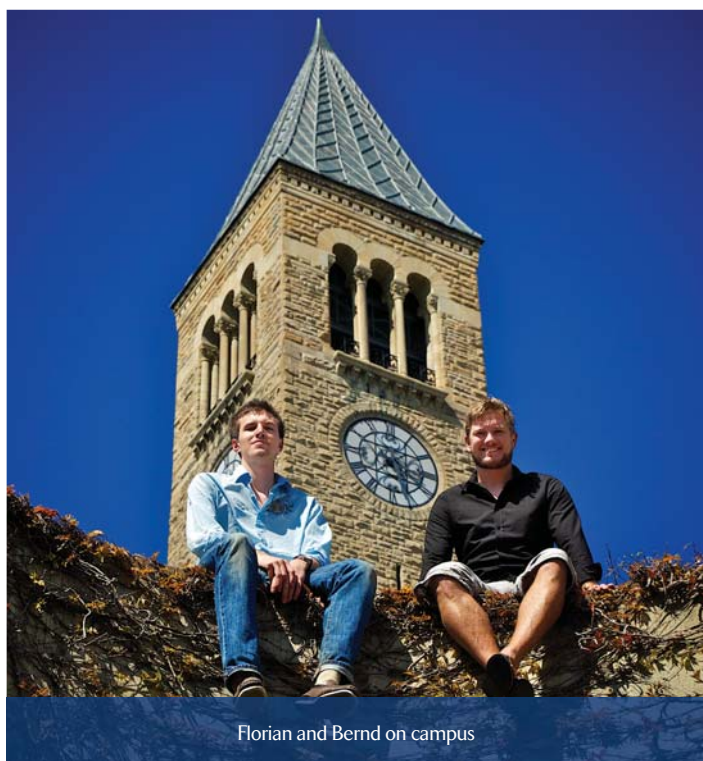
The successful event was organised by Graham Challender, Director for Industry Liaison, and three very active student helpers (Fatma Afzal-Wilde, a first year student, Sharihan Mashary, third year, and Stephanie Fields, fourth year). According to Graham, "The Career Fair was all about networking and opportunities. It gave

students a chance to meet key people in the industry and make personal connections with representatives from the finest hotels in the region. It also showed the industry representatives the calibre of EAHM students".

Some of the companies came with serious intentions to hire interns, part-time workers or graduates for full-time jobs and management traineeships. Three of the hotel companies held interviews that day, and others took the names of interested students and followed up later. A number of graduates actually secured employment as a result of their initial meetings with exhibitors on Career Day. That's success.

Cornell pioneers

by Bernd Knaier, with inputs (and photos) from Florian Kriechbaumer



Florian and Bernd on campus



Statler Hall, home of the Cornell School of Hotel Administration

Last autumn we were proud to announce the inception of a collaborative agreement between the Academy and Cornell University's School of Hotel Administration in Ithaca, New York. In one of the first official manifestations of the agreement, Bernd Knaier and Florian Kriechbaumer spent a semester studying at Cornell. Bernd sent us the following impressions.

Academic life

Soon after we arrived, we attended the extensive orientation program organized centrally for all schools of the university. The huge number of activities, events, meetings, and workshops offered was overwhelming. It was a great chance to meet other Cornell newbies as well as selected students of the hotel school who were volunteer members of the orientation committee. During a separate and very specialized orientation program within the hotel school we got to know the lovely staff of the Student Services Office who made us feel very welcome immediately and were there to support us or answer questions at any time.

The School of Hotel Administration is an esteemed school even within Cornell University! The school building is among the most modern buildings around campus and directly connected to the Statler Hotel, which is the training hotel of the school. Recently awarded Four Diamonds, the Statler Hotel offers jobs of all kinds to students.

Our first (and still lasting) impression of the academic culture is that every student who was accepted at the hotel school is aware of his or her privilege and acts accordingly. The in-class attendance (at least in our courses) is part of the final grade and therefore close to 100%. The overall atmosphere during class is relaxed, interactive, but also competitive. In one of my courses, Negotiations Skills, I have different "business partners" (other students) assigned every week and a winner is determined based on the negotiation outcome. This is one of the most beneficial classes I have had so far and taught me a lot about business communications! Florian is taking Personal Financial Management instead of Negotiations, and we are both taking three other courses, for a total of 12 credits. The academic level here is very similar to that of EAHM. No one with a GPA around 3.0 should be afraid of keeping up here. It is certainly not easy and often a lot of homework, group work and preparatory work, but 12 credits is definitely do-able.

Student life

Florian and I both were assigned to live in Schuyler House, which is a little off-campus, together with many other exchange and transfer students. We both have single rooms, significantly smaller than the Academy dorms, yet big enough to bear living in them. All students share communal bathrooms and kitchen, as well as laundry and lounge facilities in the basement. Since our house

was located off campus, we dined out often at first. After a couple of weeks we bought some cooking utensils (there was a kitchen but no pans, pots or cutlery...) to make us some pasta with sauce in order to save money.

We met a lot of people during the orientation, especially other exchange students from all over the world, and it was not hard to make friends we could socialize with.

Real life

We managed to squeeze in some travelling, mostly at the beginning and the end of the semester. We visited New York City twice and Niagara Falls/Toronto once, using the inter-city bus to reach both destinations. Oh yeah, I almost forgot to mention our spring break holiday in Fort Lauderdale and South Beach, Florida! [An annual ritual for many American university students-- Editor]. While we were there, Florian visited the Disneyworld and Universal theme parks, which were amazing.

Aside from Uni life, Florian also managed to do some DJ-ing [DJ Flore is well-known in Dubai nightspots] and took a couple of photography jobs here and there.

Overall verdict

An outstanding experience! Any student who is thinking about following in our footsteps should feel free to contact us through the Academy.

Where are they now?

Rami Moukarzel, Class of 2005

Director Development (Europe, Africa and the Middle East), Fairmont Raffles Hotels International

Almost six years on from his graduation in 2005, Rami is well on the way to meeting his goal of becoming a vice president in the hospitality industry before he turns 30.

I grew up in the industry. My father was a General Manager when I was a child, and my earliest memories involve being taken around hotels. I chose not to go into the family business however, as I wanted to get established on my own, make my own path.

Having a degree from the Emirates Academy of Hospitality Management definitely opened doors when I first entered the market after graduating, and has accelerated the pace of my career growth since then. In my work life I've had occasion to use things I learned in the food and beverage management courses, accounting, statistics, and others; and from my internship in the hectic Paris Hyatt Regency Charles de Gaulle I learned self-discipline. As well as the degree, I believe my work experience gave me a competitive edge: one summer during my studies I was part of the pre-opening team of the Mövenpick Hotel in Beirut; another summer I worked on Jumeirah's rebranding project. By the time I graduated I had built up quite a strong curriculum vitae.

My first full-time job was with Kempinski Mall of the Emirates in Dubai, where I was Assistant Outlet Manager on the pre-opening team. I was responsible for the 1000-seat Sezzam Dining. However even then I had my eye on the fast track so I enrolled with Middlesex University in London to study for a master's degree in management, with emphasis on corporate finance. In 2008 I started working for Fairmont Raffles Hotels International, and earlier this year I was promoted to Director Development (Europe, Africa and the Middle East). At 27, I'm the youngest executive in the company, with five regional offices worldwide.

My goal is to be Vice President for Development in the region within three years. I sometimes look back on the days when I worked in food and beverage operations – a major stepping stone for me – but I have always wanted to be involved in the business side, the strategic side of hotel management, and here I am.

As the Academy's first class, comprising only 15 students, I feel my classmates and I have a special place in the history of the college. We helped form the college, and our success since we left is its success. If I were to give advice to potential students of the Academy I would say this: if you have the passion, if you love hospitality and people, then go for it. Be patient at first, and work hard, but if you love your work, you will succeed.



Academy alumnus Kristian Kollrud (Class of 2008) addressed the student body at the Recognition Ceremony. Kristian started his career as a member of Jumeirah's fast-track Aspiro programme and is now Director of Human Resources Systems and Processes.

The Class of 2011!

Although the pundits say that the economic crisis is not completely over, it certainly seems that things are looking up. Even before they finished their dissertations, many of the Academy's fourth year students had already secured jobs – and not just any jobs, but their preferred jobs. A number of graduates have had more than one offer and found themselves in the position of having to choose!

The majority of Academy graduates have always found jobs within the hospitality industry, and this year is no exception. Jumeirah guarantees to hire the Academy's top students, and has added at least eight graduates to its staff complement from this year's graduating class. Among them are Christopher Lund, who secured a post as Financial Analyst at the new Jumeirah Creekside Hotel and Adelaide Spies, who has already started work as Learning and Development Coordinator at the Jumeirah Beach Hotel.

Of course Jumeirah isn't the only company that values Academy graduates. Ahmad Al Hallaq has accepted a position as Sales Coordinator at the Westin Dubai Mina Seyahi Beach Resort, and Karolina Jilderbo finished her dissertation after assuming a full-time post in the Human Resources Department of the W Hotel in Doha, Qatar. Even more exotic is Hans Freitham's new job locale, the Seychelles, where he has a management traineeship at the Four Seasons Hotel. And at the other end of the weather spectrum, Katharina Ebert will join the Kempinski head office in Geneva, Switzerland, as a finance management trainee.

Then there are hospitality jobs that are not based in hotels. Kirby Daughdrill for example will be General Manager of Scandinavian Health Performance, a soon-to-open Dubai branch of a Swedish spa company. Maria Silva is Restaurant Manager for a Baker & Spice outlet.

We can't mention everyone but the picture is clear: EAHM graduates are in demand!

Update on the Master's programme

"It's a lot of work, but actually a lot of fun too." (Chris Dutt)

"The courses have been relevant and very up-to-date." (Nirvana Govender)

"I'm learning so much that was not covered in my undergraduate course" (Amandeep Tuteja)

"It's like a new language to me, and a fascinating one" (Giselle Hahn, who doesn't have a hospitality background)



Students take a break from Dr Ivan Ninov's class on "Developing and Monitoring Corporate Strategy".
Left to right: Mathias Varga, Anna Hellwig, Amandeep Tuteja, Vivien Mendonca, Wen Jing Zhang (Gina), Giselle Hahn, Nirvana Govender, Mohammad Sabbagh, Chris Dutt, Monique Aubin, Dr. Ivan.

Judging by the student response, the Academy's postgraduate programme is right on target. In September 2010, the Academy opened its doors to its first cohort of master's degree students, and those studying full-time are now ready to start writing their theses.

Dean Dr. Stuart Jauncey and his team spent over a year designing the master's programme. They interviewed many industry professionals to get their opinions on what skills and competencies were needed at senior levels in the industry, and what structure would best suit the intended targets. The finished product very much reflects this input. The master's is structured to accommodate working professionals as well as full-time students. New students can start at the beginning of most of the month-long modules and can take each module sequentially or can elect to spread the programme out over a longer period. Full-time, it is possible to finish in one calendar year.

As anticipated, students have joined the programme at different points throughout the first year. Only four are studying full-time and the others are combining work and study. All but one has a hospitality or business background and they come to us with between one to 15 years of work experience. About half of the students heard of the Academy from afar and came to Dubai specifically to study here. We are pleased to see that four are graduates of the Academy.

The Academy's own associate professors have taught most of the courses, but visiting lecturers, such as Dr Chris Ryan from Waikato University in New Zealand and Dr Mike Riley from University of Surrey in the UK, have been brought in to teach courses in their areas of expertise. Guest speakers from Dubai hotels have been regularly added to the mix. In June, our students traveled to Switzerland to attend the digital marketing module with students in the master's programme at Ecole hôtelière de Lausanne (EHL).

Thirty EHL students returned to Dubai to join our students for the final course of the year.

Meet some of the students

Monique Aubin is a native of Saint Barthélemy Island in the French West Indies. Meeting students from the Middle East during her undergraduate studies in Florida stirred an interest in visiting the region. After her BSc in international business and marketing, followed by work experience in a marketing job, she jumped at the chance to get her master's in Dubai. "Saint Barthélemy is heavily dependent on tourism, so if I ever wanted to go home to work, a degree in hospitality would be an asset", she says.

Amandeep Tuteja just completed his bachelor's degree in India before joining the master's programme, but had worked all through his studies as a chef in a hotel restaurant. His plan is to find an internship in Dubai after he completes his MSc, and then return to India to open a chain of restaurants. Before embarking on his career however, he was determined to have the in-depth exposure to all areas of hospitality management that the master's provides.

Nirvana Govender, from South Africa but a long-time Dubai resident, graduated from the Academy in 2006 and her career has been developing at a fast pace ever since. Most recently she opened and ran a Dubai branch of Transbeam PMG Group, an American procurement and IT company. Her next step, maybe even before she finishes her MSc, is to open her own specialized procurement company. One of her dreams has always been to get a master's degree.

To learn more about the Master of Science in International Hospitality Management, write to us at info@emiratesacademy.edu



Helen and Stephanie's excellent adventure: the EHL visit

by Helen Morris

One of the nice features of the Academy's collaboration with Ecole hôtelière de Lausanne (EHL) is that both students and faculty have the option of travelling to Switzerland to visit our partner college. For faculty members it is a chance to compare teaching practices and syllabi with lecturers there, and generally to get a perspective on how a college similar to ours functions. The latest Academy faculty members to make the journey were Helen Morris, Executive Chef/F&B Lecturer and Stephanie Morris (no relation!), Associate Professor/ Language Centre Director. Helen tells their story below.

In early spring this year we flew to Switzerland for our three day orientation tour of Ecole hôtelière de Lausanne. EHL is set on a hill near a small village, and the campus overlooks mountains in the distance. The programme at EHL is taught either in English or French and, like the Academy, there are three programmes offered – a Bsc in International Hospitality Management, a Diploma in Hotel & Restaurant Management and a Masters in Hospitality Administration.

The purpose of our visit was to gain a thorough understanding of the procedures and processes that are in place and the structure of the programmes. Both of us had three full days of meetings, classroom observations and tours of the various parts of the campus. On arrival, we were greeted with a welcome coffee in the centrally-located coffee bar area of the campus, a busy social hub with a "European feel" about it. Classes start at 8am and many students arrive early for their coffee and chat before they start the day.

This was then followed by a tour of the campus, including the student accommodation and the sports facilities. During the visit we met many of the staff and observed classes, with a focus on our own particular subject areas at EAHM. For example, Stephanie attended a Hospitality Law class and I sat in on Food & Beverage Calculations, among others for both of us. The teaching faculty was very helpful

and spent time with us discussing their courses and assessment criteria. We observed classes with anywhere from 25 to 200 students. One Food & Beverage class was delivered in French, slightly tricky at times but we just about survived.

As well as the teaching observations, we met with staff from the admissions, planning & administration, and training & consultancy departments, as well as the programme director and the academic advisor. This helped us to understand the procedures and processes from student entry to completion of the course programme. Our final meeting was with two ex-EAHM students who are completing their last two years of the BSc programme at EHL. It was nice to see they are fully settled and enjoying their studies.

Our visit was not all work, however; we were very lucky to be taken to lunch in EHL's fine dining restaurant, Berceau des Sens, which was very impressive. One evening we were taken to dinner at the Chalet Suisse overlooking Lake Geneva, for the iconic Swiss Fondue meal. This again was extremely tasty but afterward we both agreed that we could not eat any more cheese during our stay.

The visit to EHL was very informative and worthwhile. Not only did it give us much professional food for thought, but also a little taste of springtime in Switzerland, so very different from springtime in Dubai!

Extending the EAHM network

The number of partnerships we have forged with hospitality universities and colleges around the world is growing steadily. Developing new partnerships is very exciting and rewarding, and we are pleased to introduce our latest endeavours below.

Beijing Hospitality Institute

In March, the Academy's Managing Director, Ron Hilvert, travelled to China for discussions with officials at the Beijing Hospitality Institute (BHI). Shortly thereafter, BHI's President, Dr Songtao Gao, and Deputy Dean, Leon Wang, made a reciprocal visit to the Academy to finalise a collaborative agreement between our two universities.

BHI is one of Ecole hôtelière de Lausanne's certified schools. It opened in 2008 and currently has 1300 students, with an aim to grow to 4000 within a few years.



Mr. Ron Hilvert (centre) visits Beijing Hospitality Institute for talks with Mr. Leon Wang and Dr. Songtao Gao

Under the terms of the agreement, a group of third year students from BHI will come to the Academy every April. They will complete two academic trimesters and in the summer will undertake internships in Jumeirah's Dubai-based hotels. In addition, fourth year students from BHI will join EAHM each year for the autumn trimester. There will be an opportunity for BHI lecturers to visit us for professional development, and for selected EAHM faculty to deliver guest lectures at the Beijing University. BHI recruits its own student body from 23 provinces of China, and they are willing to act as our representatives for recruitment in these locations as well.

International University of Applied Sciences, Bad Honnef, Germany

Sometimes partnerships arise when you least expect them. When the Academy hosted the EuroCHRIE Conference in October 2008, two of the delegates were from the International University of Applied Sciences (IUBH), Bad Honnef, Germany. They went home impressed, and a series of meetings ensued. Ultimately, Mr Hilvert and Andreas Beisser, Director of Operations and Projects, negotiated a Student Study Abroad Agreement with IUBH representatives Prof. Doctor Jeschke, Rector, and Prof. Dr. Brandmeir, Head of the Hospitality Management Department.

Under the terms of the agreement, IUBH students will come to the Academy for one academic trimester, with the option of undertaking an internship too. In addition, master's students from IUBH might complete some of their coursework in our master's programme. Already we have had a visiting faculty member from IUBH: Mr. Willy Legrand, who taught an elective on sustainability in the hospitality industry this past academic year.

The Hospitality Management Department of IUBH is, like us, celebrating its 10th year and is a member of the Leading Hotel Schools of the World. Its BA in hotel management is considered one of the best in Germany.

And more

Mr Hilvert and Mr Beisser have laid the groundwork for other collaborative arrangements in Germany as well. A Student Study



Signing of the MOU with EBC Düsseldorf, May 2011

Left to right: Prof. Dr. Michael Gehle, EBC Hochschule (behind); Ms. Kathrin Klein, Director of EBC Hochschule, Campus Düsseldorf; Mr. Andreas Beisser; Mr. Ron Hilvert; Ms. Natalie Suchan, International Relations, EBC Hochschule, Campus Düsseldorf

Abroad Agreement was recently finalised with the Euro Business College, and students from their BA in events and tourism management programme on five campuses throughout Germany will join us for study abroad trimesters beginning this autumn.

Other upcoming collaborations include the Norwegian Hotel Management School of University of Stavanger and Dusit Thani College in Bangkok.

We welcome new partnerships for a number of reasons. Exchange visits with similar institutions enhance the learning experience for our students and provide professional development for faculty. In addition, through continued close contact with other hospitality schools, we can measure ourselves against our peers: an unofficial benchmarking mechanism. Looking at the long term, every new partnership, every exchange student, broadens the future professional network of our students, something they may not fully appreciate until they are working, when they find they have a readymade set of contacts in hotels in most large centres around the world.

We are looking forward to long fruitful collaborations with all of our new partners. Watch for news on further collaborations in future issues of The Academy.

News & Events

Congratulations, Academy!

The Emirates Academy of Hospitality Management is one of the winners in the "2010 Dubai Quality Appreciation Programme." The programme is the first step towards the Dubai Quality Award, and an institution can only win after a thorough assessment of all its processes and documentation. This is only the beginning for the Academy: Managing Director, Ron Hilvert, declares "We definitely want to become the first educational institution to receive the DQA."



Sten von Kuhn was the first fourth year student to hand in his dissertation this year, the culmination of four years of hard work. No wonder he's wearing that smile! (It could also be that he's thinking of his upcoming wedding...).

On the road to greatness



Best Intern of the Year candidates

Left to right: Bardia Hooshyar, Sorav Malhotra (the winner), Dina Zhumassoltanova, Shruti Sethia, and Mr. Robert Kunkler, Regional Vice President Operations Dubai and General Manager, Madinat Jumeirah

There are many ways to make a name for oneself at the Academy, as was evident at the annual Recognition Ceremony held at the end of Trimester 3. Every student who achieved a GPA of 3.75 (out of 4) and above was acknowledged with a trophy. Prizes were given to student groups for excellent performance in coursework projects in Food & Beverage Management, Gastronomy, and Real Estate Finance courses. In the more practical sphere, the Best Intern of the Year award went to Sorav Malhotra, for his outstanding performance as an intern in the kitchen at Madinat Jumeirah. And as a nice addition to the ceremony this year, letters of appreciation were given to several students who helped at the soft opening of Jumeirah Zabeel Saray.

September 2011 marks the 10th Anniversary of the Emirates Academy of Hospitality Management.

Details in the next issue of 'The Academy'.

A star is born

In April, the Academy's Director of Culinary Arts, Michael Kitts, starred in the pilot television programme "Expat Chefs", filmed at Madinat Jumeirah and at EAHM. It is scheduled for broadcast soon on Dubai One television. If successful, the series will be sold worldwide.

Professional Training & Development news

The Academy's Professional Training & Development department (PT&D) has a new Director, Karyn Williams-Sykes and the department is thriving under her capable leadership, with a very busy summer ahead of it. Our three-year agreement with the John Keells Hotel Group (Maldives and Sri Lanka) will bring Sous-Chefs and Food & Beverage Managers to Dubai in June and July for culinary and food & beverage management courses. In June, Karyn will travel to the Maldives and Sri Lanka to deliver beverage training.

PT&D has just signed a training support contract with the Meydan Hospitality Group in Dubai and will deliver a suite of courses for their middle managers and senior executives this summer, including strategic planning, leadership and train-the-trainer programmes.

The annual Hyatt Summer Programme is on again this year. Every summer the Hyatt rewards a small group of high-performers by sending them for training at the Academy. Courses in subjects such as team building, career management, and leadership are interspersed with field trips, so as well as being instructive, the programme has a lighthearted, summer feel.

As well as the bigger projects described above, PT&D will run its usual array of short courses over the next few months. By September, the department's restructuring will be complete and we will unveil the details in the next issue of The Academy.