



جامعة الأمير مقرن بن عبد العزيز
University of Prince Mugrin

University of Prince Mugrin (UPM)

**International Hospitality Management (IHM) Program Handbook
College of Business and Tourism**

**Academic Year 2024-2025
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Foreword

Message from the Dean of the College of Business and Tourism



I am honored and pleased to welcome you to the College of Business and Tourism (CBT) at the University of Prince Mugrin bin Abdulaziz (UPM) in Al-Madinah Al-Munawara. CBT provides strong and innovative undergraduate programs that meet labor market needs and are aligned with the Saudi Vision 2030. We offer programs in several areas, including accounting, finance, management, Business Analytics, and international Hospitality Management.

CBT is proud of its international partnership with the world's number one school in hospitality management, "EHL School of Business" in Switzerland, as an Associate Member of the EHL Network of Certified Schools. CBT is also honored with its local partnerships with The Ministry of Tourism, Red Sea Global, NEOM, Saudi Airlines, and Rua Al-Madinah Holding.

CBT graduated its first batch of bachelor-degree students in May 2018/19. Recently, CBT also It is my honor and pleasure to welcome you to the College of Business and Tourism (CBT) at the University of Prince Mugrin bin Abdulaziz (UPM) in Al-Madinah Al-Munawara. CBT provides strong and innovative undergraduate programs that meet labor market needs and are aligned with the Saudi Vision 2030. We offer programs in several areas, including accounting, finance, management, Business Analytics, and international hospitality management. CBT also celebrated the graduation of its first batch of students from the In-Flight Chef Program with Saudi Arabian Airlines. Our graduates have acquired analytical, administrative, creative, and entrepreneurial skills and are mostly employed in highly reputable organizations.

Within a short period of time, our college was able to build a diverse and refined educational and cultural environment that inspires all its employees to achieve excellence, creativity, and innovation. As an example, CBT was recognized by the Ministry of Tourism for its excellence and quality in the International Hospitality Management program. Although we are an emerging college, we still have the ambition and passion to provide more to serve our community and achieve the goals of the Saudi Vision 2030.

In conclusion, I wish our students an enriching educational journey. I urge them to make every effort to benefit from the university's resources and acquire knowledge and experience that will contribute to their excellence and success.

Dr. Shakil Ahmad Habib

Message from the Head of the International Hospitality Management (IHM) Program



Welcome to the International Hospitality Management (IHM) Program at the University of Prince Mugrin. As Head of the Department, it is my privilege to support and guide enthusiastic individuals as they embark on a journey to discover their true passion for the hospitality industry.

The IHM team is acutely aware of the rapidly expanding demands within the hospitality sector in Saudi Arabia. We take great pride in offering a curriculum that aligns with the ambitions set forth by Saudi Vision 2030. Our commitment to excellence drives us to go beyond conventional approaches, ensuring that our students receive a dynamic, experiential education that prepares them for real-world challenges.

Within the IHM program, you will have the opportunity to explore the vast array of career paths the hospitality industry offers, including sectors such as hotels, amusement parks, cafés, restaurants, stadiums, cruises, healthcare facilities, and more. Our program facilitates close collaboration with leading national and international organizations, providing students with unparalleled exposure to industry leaders. Upon completing the program, you will have cultivated meaningful relationships and gained invaluable experience alongside some of the most influential professionals in the field.

We look forward to accompanying you on this exciting journey. Should you have any questions about the program or the dynamic field of hospitality, we warmly encourage you to reach out to us.

Dr. Elhussein Ibrahim



Aim of the International Hospitality Management Program Handbook

Welcome to the program of International Hospitality Management (IHM) at UPM. The intent of this handbook is to introduce you to the program, admissions requirements, academic policies and procedures, the faculty members, and our activities in IHM. We hope that you will find helpful and useful information.

General Information

The University

The University of Prince Mugrin (UPM) is a pioneering project of AlBayan Charity Foundation for Education, which was established in 2014 in Al-Madinah AlMunawwarah (Medina). Previously, it was called AlBayan Private Non-profit Colleges, then transformed to UPM by the minister's council decree No. 22 dated 09/01/1438H. UPM is the first and only non-profit private university in Medina with two campuses to accommodate male and female students. UPM is an emerging and rapidly growing institution of higher education, the campus provides a multicultural environment with the presence of students from more than 30 countries who constitute to the university's diversity and global outlook. The medium of instruction for all degree programs is in the English language, where students are taught by highly qualified Saudi and international faculty members to provide the highest standards of academic services. The university offers academic programs through its three colleges: Engineering, Business and Tourism, and Computer and Cyber Sciences, with 12 bachelors-level degree programs. The Preparatory Year Program (PYP) is available to develop students' essential capabilities in English, Mathematics and Computing essentials.

UPM aspires to be one of the leaders in higher education in KSA by leveraging its multiple, internationally benchmarked academic programs that are designed by following international benchmarking criteria with the curriculum of top universities in each field. The Engineering, Computer Sciences and Business Administration programs were developed by the University of Connecticut (UConn) as per the contracted project between the American International Education Services, Ltd., and Al Bayan Foundation for Education. The primary purpose of this project is to assist in applying the highest international standards and the best academic practices while addressing the local needs of Saudi Arabia. UPM policies and organizational structure were provided by UConn as well as the department handbook containing course specifications and syllabi for all classes.

Moreover, to ensure that the university's programs are globally competitive, Al Bayan was keen to establish distinct contacts and associations with international universities such as Connecticut University, Boston University, Texas University, Illinois University, Michigan University, Manchester University, Leeds University, Minnesota University, Cardiff University and Dublin University.

Statement on Ministry Approval

The University of Prince Mugrin is a licensed academic institution of higher education by the Ministry of Higher Education of the Kingdom of Saudi Arabia according to decree No. 110278 dated 4/12/1436H.

Statement on University Accreditation

"University of Prince Mugrin is conditionally accredited by the National Center for Academic Accreditation and Evaluation (NCAAA) at Education & Training Evaluation Commission for the period May 1, 2022, to April 30, 2026 and agrees to uphold the NCAAA Standards for Quality Assurance and Accreditation of Higher Education Institutions. The NCAAA is the independent body for the accreditation of higher education institutions and programs in the Kingdom of Saudi Arabia."



The Campus

UPM has two campuses housed in Al-Madinah AlMunawwarah (Medina); the female campus is located Mudhainib district - King Abdullah Road and consisting of 26,133 square meters, while the male campus is located Alaqool district– King Khalid Road and consists of 39,998 square meters. Both campuses can accommodate up to 3,000 students. The campuses include preparatory year building, academic building, laboratories building, university administration building, and a mosque. All buildings are equipped to provide a state-of-the-art learning environment including offices, lecture halls, auditoriums, lounges and a student union, libraries, gym, and cafeterias.

IHM educational activities takes place exclusively in the male campus, where classes are mixed of male and female students.

University Mission

Empowering individuals and communities with excellent educational programs, research and innovation consistent with development priorities, and community services based on effective partnerships.

University Graduate Attributes

UPM has formed a set of attributes; a list of skills, and characteristics which all students should have had the opportunity to develop during their studying time at the university. UPM graduates will be:

- 1) Analytical Thinking and Problem Solving.
- 2) Effective Communication.
- 3) Leadership and Teamwork Skills.
- 4) Commitment to Values and Ethics.
- 5) Professionalism in Selected Field of Study.
- 6) Global Perspective.
- 7) Lifelong Learning.

Preparation Year Program

The preparatory year program serves the purpose of minimizing the gap between secondary and university education. This program enables our students to broaden the horizons of their learning and prospects to develop their creative and analytical approach. Our comprehensive program is designed to offer a perfect combination of English language and different scientific subjects.

Our Prep-Year program is the gateway through which new students enter in the university and is dedicated to students' need which promote both the necessary capacities for life-long learning and the knowledge base that is transferable across different academic disciplines and vocational contexts.

The program is committed to providing students with the opportunity to enhance their ability to think critically, develop their communication and mathematical skills, stimulate their capacities for creative, innovative thinking, and enrich their knowledge of the wider social, cultural, and natural worlds in which they will live and work.

If the student does not meet the criteria for direct admission to the academic program, he must join the preparatory program, and if he meets the requirements for passing the preparatory program, he can begin studying in his academic major. Students are distributed among the academic programs after they pass the preparatory program at the university according to the specific capacity of each program and college and based on their wishes that they apply to the university.

Required scores to Pass Preparatory year courses: English Language: C and Above, or 70% and above.



Policies & Procedures

You can visit the website: <https://www.upm.edu.sa/en/web/guest/student-affairs-policies-and-procedures>, and <https://www.upm.edu.sa/en/web/guest/upm-policies-and-procedures>.

Career and Professional Development Center

The center's vision is building a pivotal bridge between academic excellence and career readiness. Its mission focuses on facilitating the transition of university graduates into the competitive labor market by employing effective partnerships and providing them with the elements of success that make them the preferred choice in competitive job sectors. To ensure this, the Center supports students from an early career and life stage through career guidance services, job counselling, future career planning, experiential learning, career connections and direct access to opportunities that support career readiness.

For more information on the center's goals, units, target audience, and programs, please visit: <https://www.upm.edu.sa/en/web/guest/career-center>.

College of Business and Tourism

The College of Business and Tourism (CBT) at University of Prince Mugrin was established at the same time when the university was established in 2017. This was to provide students aiming to obtain future careers in the field of business and hospitality with the knowledge, skills, and entrepreneurial competencies to meet the requirements of continuous national development. The College of Business and Tourism offers bachelor's degree programs in Accounting, Finance, Business Administration, Marketing, and International Hospitality Management. This college started as the College of Business Administration and then was renamed to become the College of Business and Tourism on July 9, 2020. This is to meet the needs of the labor market in the tourism and hospitality sector in alignment with the Kingdom's Vision 2030, which supports the business and tourism sectors. Furthermore, the College has signed an agreement with the Hospitality College in Lausanne (EHL) to assist in the development and operation of the International Hospitality Management program. The College of Business and Tourism also offers a number of secondary majors and works to keep pace with developments by introducing those secondary majors that enhance the strength of graduates and enable them to be equipped with the new sciences necessary to make a change.

CBT Mission

To provide quality academic programs in disciplines related to business and tourism, sustain an academic environment that supports excellence in teaching and meet the requirements of national development and the community.





International Hospitality Management Department

The International Hospitality Management Department (IHM) was set up to prepare students for successful business and hospitality-related careers with entrepreneurial knowledge, skills, and competencies to meet the requirements of national development.

IHM partnered with EHL Hospitality Business School to develop a tailor-made Bachelor of Science program, the only degree program of its kind in Saudi Arabia. EHL Hospitality Business School has been prudently selected since it is ranked first internationally among all hospitality schools according to the QS Subject Ranking scheme since 2019 to date. EHL Hospitality Business School provides educational support and audits CBT regularly to ensure quality and compliance with global brand standards.

IHM Mission

To graduate professionals in the field of International Hospitality Management (IHM) by providing sustainable and productive environment with research exposure that enables them to contribute to the profession and play a leading role in the society.

IHM Program Objectives

1. Demonstrate effective operational and management techniques for sustainable practices in international hospitality operations (F&B, Housekeeping, Front Office).
2. Create hands on learning with an international state-of-the-art educational setting by combining two industry internships.
3. Produce research on areas emphasizing current trends, challenges, and issues of hospitality and tourism businesses with proper adoption of ethical values, socio-cultural, and professional considerations.
4. Develop effective communications skills required for social and business interaction for different audiences.
5. Foster the culture of development, lifelong learning, autonomy, creativity, and innovativeness.
6. Analyze financial, marketing, environmental, social, and operational issues through effective leadership and teamwork in a local and international environmental setting.
7. Obtain both Saudi national accreditation (NCAAA) and international accreditation from one of the following accreditation programs (UNWTO-TedQual, NEASA, AACSB, ACPHA) for the international hospitality management program.

IHM Program Learning Outcomes

By the end of the programs, IHM graduates will be able to:

- ***Knowledge and understanding***

K1-Demonstrate knowledge and critical review of the fundamental concepts, and theories of the hospitality industry both operationally and managerially.

K2-Discuss the role and effect of the hospitality industry on creating and supporting environmental, social, and financial sustainability.

K3-Interpret different hospitality trends, challenges, and scenarios into feasible, doable actions and tasks.

- ***Skills***

S1-Demonstrate the ability of critical thinking, researching, and planning to solve problems, make decisions, and improve performance.

S2-Implement effective operational, managerial, and digital techniques according to national and international hospitality standards and procedures.

S3-Effectively communicate with clients, colleagues, and the community using verbal, non-verbal, and digital skills

○ **Values, Autonomy, and Responsibility**

V1-Defend ethical values, cross-cultural sensitivity, and legal considerations when confronting professional, social, cultural, and personal disputes.

V2-Develop lifelong learning habits, autonomy, and innovativeness through academic, professional, and entrepreneurial aptitudes

V3-Demonstrate leadership and teamwork skills to satisfy organizational and teams’ goals.

Professions/jobs for which students are qualified

At the end of the program students are prepared for the following professional occupations according to the “Saudi Standard Classification of Occupations-Groups 1 & 2” (Please visit [https://eservices.masar.sa/UCG/"#/](https://eservices.masar.sa/UCG/)):

<ul style="list-style-type: none"> • 141101 Hotel Manager • 141102 Hotel operations manager • 141103 Hotels control manager • 141104 Hotel classification manager • 141201 Supply Manager • 141202 Hospitality Manager • 141203 Restaurant Manager • 141204 Cafe Manager • 141205 Food and Beverage Services Manager • 143101 Cultural Club Manager • 143102 Country Club Manager • 143103 Entertainment Center Manager 	<ul style="list-style-type: none"> • 143104 Health Club Manager • 143105 Sports Facility Manager • 143106 Youth Hostel Manager • 121204 Recruitment Manager • 122102 Customer Services Manager • 122103 Marketing Manager • 122104 Sales Manager • 232001 Professional Trainer • 263210 Hotel Specialist • 263212 Hotel Monitoring Specialist • 263214 Cultural Activities Specialist • 243206 Conference and Event Organizing Specialist
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Relevant occupational/ Professional sectors:

At the end of this program, students will be qualified to work at the operational and / or managerial levels in the following professional or occupational sectors:

1. Hotel management and operations: front office, rooms division, food & beverage, events.
2. Hospitality management: HR, finance, marketing, real estate, public relations.
3. Entertainment: venue management, event planning, sales, retail, VIP services.
4. Luxury: lifestyle services, private charters, VIP events & services
5. Food & Beverage: fine dining, catering, culinary arts.
6. Hospitality services in travel & Transportation: Airlines, Trains, & motor coaches.
7. Health & wellness: spas, fitness, private clinics, retirement living, hospitals
8. Entrepreneur, with necessary hospitality and tourism knowledge to run a business related to this industry.
9. Pursue a master’s degree to work in the Academic Career





IHM Bachelor's Degree Requirements

The Bachelor of Science Degree in International Hospitality Management (IHM) requires the successful completion of 127 semester credit hours (SCH) as follows:

IHM Curriculum Structure

Program Structure	Required/ Elective	No. of courses	Credit Hours	Percentage
Institution Requirements	Required	8	18	14.3%
	Elective	-	-	-
College Requirements	Required	3	8	6.4%
	Elective	2	6	4.7%
Program Requirements	Required	39	71	55.9%
	Elective	2	6	4.72%
Capstone Course/Project	Required	1	6	4.72%
Field Training/ Internship	Required	2	12	9.44%
Residency year		-	-	-
Others		1	0	0
Total		58	127	100%

IHM Study Plan

Level	Course Code	Course Title	Required or Elective	Pre-Requisite Courses	Credit Hours	Type of requirements (Institution, College, or Program)
Level 1	HOSP 101	Kitchen Production I	Required	None	2	Program
	HOSP 102	Kitchen Production II	Required	None	2	Program
	HOSP 103	Food and Beverage Services	Required	None	2	Program
	HOSP 105	Rooms Division	Required	None	2	Program
	HOSP 104	Stewarding	Required	None	1	Program
	HOSP 107	Hygiene, Safety and Nutrition	Required	None	1	Program
	HMG 101	Introduction to Hospitality Business	Required	None	1	Program
	HMG 103	International Business Protocol	Required	None	1	Program
	ENGL 103	Applied English I	Required	None	2	Institution
	GHAL 103	Foreign Language I (French)	Required	None	2	Program
	CS 117	Computer Application I	Required	None	1	Institution
	GIAS 101	Islamic Education	Required	None	3	Institution
HOSP 110	Field Trip	Required	None	0	Program	
Level 2	HOSP 192	Industry Internship	Required	HOSP 101, 102, 103, 104, 105	6	Program
Level 3	HMG 203	Food and Beverage Management (Cost Control, Banqueting and Catering)	Required	HOSP 103	2	Program
	HMG 205	Room Division Management I (Supervision & MICE)	Required	HOSP 105	2	Program
	MKT 203	Introduction to Marketing	Required	None	1	Department
	MGT 221	Human Resource Management	Required	None	2	Program
	HMG 231	Event Management and Operations	Required	None	1	Program
	ACCT 203	Financial Accounting-Uniform system of accounts	Required	None	2	Program
	HMG 201	Accommodation Theory PMS	Required	HOSP 105	1	Program
	CS 217	Computer Application II	Required	CS117	2	Institution
	ENGL 203	Applied English II	Required	ENGL 103	3	Institution
GHAL 203	Foreign Language II	Required	GHAL 103	1	Program	
Level 4	HMG 242	Hospitality Economics	Required	HMG 101	2	Program
	HMG 216	Rooms Division Management II	Required	HOSP 105, HMG 205	1	Program
	HMG 218	Facilities Management	Required	None	1	Program
	FIN 202	Financial Analysis	Required	ACCT 203	2	Program
	STAT 212	Statistics	Required	MATH 012	2	College
	ECON 204	Introduction to Microeconomics	Required	None	2	Program
	HMG 222	Ethics and Law	Required	None	3	College
	MKT 212	Hospitality Marketing and Sales (Direct Selling and Customer Service)	Required	MKT 203	2	Program
	ENGL 212	Academic Writing	Required	ENGL 103	2	Institution
	GHAL 213	Foreign Language III (French)	Required	GHAL 203	1	Program
	ENGL 214	Communication Skills	Required	ENGL 103	2	Institution

Level	Course Code	Course Title	Required or Elective	Pre-Requisite Courses	Credit Hours	Type of requirements (Institution, College, or Program)
Level 5	FIN 311	Revenue Management	Required	FIN 202, MKT 212	2	Program
	ACCT 311	Managerial Accounting	Required	ACCT 203	2	Program
	HMGT 311	Luxury Brand Management in Hospitality	Required	HMGT 101	2	Program
	HMGT 313	Service Operation Management	Required	HMGT 101	2	Program
	HMGT 327	Project Management	Required	None	2	Program
	MGT 323	Talent Management System	Required	MGT 221	2	Program
	MGT 325	Career Management I	Required	MGT 221	1	Program
	ENT 373	Developing Entrepreneurial Projects	Elective	None	3	College
	HMGT 371	Event management	Elective	None	3	College
	HMGT 372	Managing the Travel Business	Elective	None	3	College
BUS 310	Research Methods	Elective	None	3	College	
Level 6	HOSP 394	Industry Internship II	Required	HOSP 192	6	Program
Level 7	MGT 421	Corporate Strategy	Required	HMGT 101	3	Program
	FIN 312	Corporate Finance	Required	ACCT 203	3	Program
	MKT 462	Service Marketing Strategy	Required	MKT 203	2	Program
	MGT 425	Crisis and Security Management	Required	HMGT 101	2	Program
	HMGT 411	Resort and Destination Management	Required	HMGT 101	2	Program
	GIAS 102	Arabic Language	Required	None	3	Institution
	HMGT 471	Trends in Hospitality Management	Elective	None	3	Program
	HMGT 472	Design and Financing New Touristic Products	Elective	None	3	Program
	HMGT 485	Advanced International Travel Management	Elective	None	3	Program
HMGT 474	Trends and Innovation in Hospitality Franchising	Elective	None	3	Program	
Level 8	HMGT 422	Innovation management	Required	HMGT 101	3	Program
	ENT 201	Introduction to Entrepreneurship	Required	HMGT 101	3	College
	HMGT 428	Sustainable Development of Hospitality/Tourism Offers	Required	HMGT 313	3	Program
	HMGT 432	Cross Cultural Management	Required	HMGT 101	3	Program
	HMGT 492	Hospitality/Tourism Student Business Projects	Required	MGT 325	6	Program



IHM Course Descriptions

Level 1

HOSP 101 - Kitchen Production I

This course explains the basic principles of management and operation of fine dining restaurants, as well as the study of major cuisines and classical cookery. Demonstrating appropriate methods in specific work sections of the kitchen; it analyses the qualitative aspects of the restaurant business, ambiance, total service package, and the dynamic relationship between service and the production of food.

HOSP 102 - Kitchen Production II

This course starts at the management and operation of high-quality baked goods and pastries and desserts. Topics covered include the use of hand tools and equipment found in a bakeshop, as well as the exploration of baking and pastry ingredients and their functions. Students will gain a working knowledge of the major methods such as creaming, blending, foaming, meringues, pre-cooked, cut-in, lamination, straight dough, custards, frozen desserts, chocolates, and sauces.

HOSP 103 - Food and Beverage Services

The main objectives of the course are to help to prepare students to meet the challenges associated with the Food and Beverage Industry, develop students' skills to match with their working environment and comprehend and implement all procedures in relation to fine-dining, food court and coffee shop operations.

HOSP 104 - Stewarding

This course introduces students to the stewarding department and its policies and rules. Kitchen stewarding course focuses on the facilities maintenance and cleaning, dish washing operation and the supportive role the stewarding department plays in kitchen operation.

HOSP 105 - Rooms Division

In this course, students will become familiar with the rooms division organization in the lodging establishments. During this course, students are introduced to the essential daily procedures within the Front Office such as reservation, check-in, handling requests, and check out, in addition to concierge and guest relations functions in full service hotels. Students are also introduced to the role, responsibilities, and overall organization of the housekeeping department within lodging establishments such as laundry operations and guestrooms and public areas cleaning operations.

HOSP 107 - Hygiene, Safety and Nutrition

This course introduces students to the value of safety and hygiene principles and sound practices. It provides an orientation on the various categories of hazard such as garbage disposal procedures, pest management and accident prevention in the establishment and factors involved in food safety, to prevent outbreak of food-borne illnesses and intoxication.

HMG101 - Introduction to Hospitality Business

This course aims to provide students with a general overview of the hospitality and tourism industry, it will highlight hospitality growth and development in general. Moreover, the course will explore the industry segments and their characteristics, trends and current concerns in addition to career opportunities.



HMGT 103 - International Business Protocol

This course will explain and define the internationally practiced standards of “savoir-vivre” and Savoir-etre” in today’s business environment. Students are introduced to theories and methodologies related to cross-cultural communication in hospitality and the necessity for such communication strategies in a 'globalized' world.

ENGL 103 - Applied English I

This course introduces students to the four English language skills to prepare them for communicative and cultural competence in the hospitality field. Students compare hotel services and facilities, interpret hotel trends, deal with customer complaints, categorize food and beverages, manage and evaluate hotel operations, identify the benefits of tourism, learn about cultural tourism, and analyze the marketing mix in the tourism industry. Students also engage in hospitality-related scenarios as projects in a hotel setting, which consolidate course content and develop problem-solving and teamwork skills.

GHAL 103 - Foreign Language I (French)

This course for beginners will allow students to acquire the first basics that will allow them to start communicating and expressing themselves in French. It aims to develop in a structured and progressive way the four essential skills of this language (oral and written comprehension, oral and written expression) in order to acquire sufficient communication skills to satisfy social and professional exchanges as a certain number of situations relating to the field of hospitality.

CS 117 - Computer Application I

A basic, introductory course in computers using computer applications. This course focuses on business productivity software applications including word processing, spreadsheet, presentations. The student will receive hands-on experience in MS Windows, Word, Excel, PowerPoint and other programs.

GIAS 101 - Islamic Education

In this course, students will become familiar with the rooms division organization in the lodging establishments. During this course, students are introduced to the essential daily procedures within the Front Office such as reservation, check-in, handling requests, and check out, in addition to concierge and guest relations functions in full service hotels. Students are also introduced to the role, responsibilities, and overall organization of the housekeeping department within lodging establishments such as laundry operations and guestrooms and public areas cleaning operations.

HOSP 110 - Field Trip

A field trip is an off-campus group learning activity, designed to give the first-year students the opportunity to explore the real world of hospitality operations, led by a faculty or staff member who supervises the group. Despite not being a graded and credited course, the field trip course is clearly linked with the IHM program learning outcomes. Students will be able to better visualize, understand and apply what they have learnt during the field trip.



Level 2

HOSP 192 - Industry Internship

In this course students join the operation of a host property related to hospitality, having to complete 1000 hours of operational tasks in four different areas of hospitality, food production, food and beverages service, front office and housekeeping. This serves as an introduction to their professional career and a baseline for practicing acquired theoretical knowledge.

Level 3

HMG 203 - Food and Beverage Management (Cost Control, Banqueting and Catering)

This course provides students with all the cost control–related information and tools they need to achieve success levels that match the highest career goals. Students will gain an invaluable set of management skills and tools that will enhance students’ knowledge of the Food & Beverage cost control. Moreover, the course aims to develop skills and techniques in the operational activities of food and beverage banqueting and catering. The course will cover different subjects that can be used in both culinary and hospitality careers.

HMG 205 - Room Division Management I (Supervision & MICE)

This course highlights and goes through the supervisory and managerial aspects of running the front office department including staffing the front office, managing hospitality and service recovery and evaluation, promoting sales, reservations management and forecasting, managing distribution channels, pricing and setting the room rate structure, front office accounting, and controlling & measuring performance.

MKT 203 - Introduction to Marketing

This course is designed to provide students with an understanding of the principles of Marketing. There will be a focus on the management of the marketing activities and how marketing relates to overall organizational functioning. It will include topics such as environmental analysis, industry and competitor analysis, objective setting, marketing strategies, and finally market mix components.

MGT 221 - Human Resource Management


This course introduces students to human resource management from the hospitality perspective. Students will be exposed to the procedures involved in recruiting, interviewing, selecting, hiring, and orientation of new employees. Students will also gain general knowledge of principles and practices of human resource management in the hospitality industry.

HMG 231 - Event Management and Operations

This course helps students to build their understanding of the foundational knowledge, theory and methodology underpinning modern event management and operation. Students will gain a comprehensive understanding of the planning and logistics and operation of event management.

ACCT 203 - Financial Accounting-Uniform system of accounts

This course provides students with necessary concepts to understand basic accounting information, economic transactions, accounting cycles and financial reports in context of hospitality industry.



HMGT 201 - Accommodation Theory PMS

This course involves introducing systematic, procedural and functional knowledge and practice of PMSs, such as OPERA. Such acquired knowledge and skills will prepare students for room-division-related operational and managerial tasks. Students will practice PMS functions related to Front Office, Housekeeping, Laundry and Guest Accounting.

CS 217 - Computer Application II

This course is designed to cover the knowledge and skills in the application of computers. It gives necessary knowledge of computers, computational techniques, file and data structure. Learners will also be trained in the latest trends in spread sheets in MS Excel Programming and make effective use of a table and graphic management package in order to produce quality documents.

ENGL 203 - Applied English II

The main objective of the course is to raise the level of students' English to communicate effectively by comprehending listening and reading material on hospitality and tourism themes, employing hospitality vocabulary, applying specialized linguistic functions in hospitality contexts, writing critically on hospitality and tourism-related scenarios, and demonstrating verbal and non-verbal communication in the hospitality and tourism industries.

GHAL 203 - Foreign Language II

This course, which is the continuation of the GHAL 103 French 1 course, allows students to acquire the rest of the general knowledge that covers level A1 in French, a level necessary and prior to the acquisition of linguistic skills relating to professional situations in the field of hotel and catering industry. These will be worked on during the GHAL 103 French 3 course.

Level 4

HMGT 242 - Hospitality Economics

This course introduces the main terminology, concepts, and theory of macroeconomics. It offers a foundation for analyzing and understanding economics as it relates to individuals and hospitality businesses. Additionally, the course aims to equip students with an understanding of how political, social, and market forces determine and affect the hospitality industry.

HMGT 216 - Rooms Division Management II


This course highlights and goes through the supervisory and managerial aspects of running the housekeeping department including organization and management, managing guest floors and public areas, laundry and linen management, inventory control, staffing, health, safety, and security issues, maintenance, and renovations and new property operation.

HMGT 218 - Facilities Management

Elements of strategic and operational facilities management will be discussed in the context of technical planning, maintenance, technology, cost, legal/contract, environmental and performance management. For businesses to survive economically and socially, students need to be able to manage theory and practice part of facilities management.

FIN 202 - Financial Analysis

This course focuses on financial analysis in the hospitality industry, covering topics such as ratio analysis, financial modeling, and decision-making. The course integrates key concepts from accounting, finance, and business strategy and applies them to financial decision-making. The course emphasizes the importance of ethical and professional values in financial analysis practices.



STAT 212 - Statistics

This is an introductory course designed to expose the students to a wide variety of Statistical tools used in Hospitality Management program. Topics covered include displaying and describing data, probability, probability distributions, confidence intervals, testing of hypothesis and correlation & regression with applications in the real world. Students also will analyze hospitality data sets using the statistical data in their weekly practical sessions.

ECON 204 - Introduction to Microeconomics

This course provides an introduction to the central concepts of microeconomics in the hospitality industry, including scarcity, allocation of resources, demand and supply, elasticity, four market structures, and the price mechanism. This course attempts to develop the student's ability to think about consumer and service provider behaviors and give detailed knowledge of microeconomics.

HMG2 222 - Ethics and Law

This course presents students with an opportunity to recognize and understand how law and ethics affect the hospitality industry and relevant stakeholders. The course will highlight issues relating to business ethics and legal relationships.

MKT 212 - Hospitality Marketing and Sales

This comprehensive course immerses students in the dynamic field of hospitality marketing, sales, and customer service. They will develop practical knowledge in marketing strategies tailored to the industry, sales techniques, and relationship sales management. Students will learn to analyze market trends, identify target markets, and leverage emerging technologies to enhance customer experiences, improve marketing strategies, and streamline sales processes. The course emphasizes the impact of recent technological advancements on the hospitality industry.

ENGL 212 - Academic Writing

This course emphasizes paragraph development in hospitality-related essay assignments using the rhetorical modes of cause and effect, compare and contrast, and argumentation. Students are guided through the academic writing process, which develops critical thinking skills in brainstorming, planning, composing, and editing. Students are familiarized with coherence, cohesion, conciseness, unity, and the use of specific details. They are alerted to common errors in grammar and sentence structure. Students are also expected to give oral presentations based on their written products. In preparation for a subsequent course on research methodology, the academic writing of this course is compared to research writing. Students are then introduced to basic research skills involving the research paper framework, the writing process, and research strategy.

GHAL 213 - Foreign Language III (French)

This course is the continuation of the GHAL 203 French 2 taken by the students preparing for the bachelor's degree in international hospitality management and brings them to communicate in French in common situations in the hotel and restaurant professions. It is accessible to students with certain bases in French and offers to study different situations in the hospitality sector.

ENGL 214 - Communication Skills

Students are taught the job application process involving cover letters, résumés, and interviews leading to important aspects of business correspondence, such as letter format, style, tone, and how to compose business letters relative to the hospitality industry. The course also emphasizes useful communication skills and strategies for preparing and delivering effective presentations.



Level 5

FIN 311 - Revenue Management

The purpose of this course is to lead the students to identify the potential for Revenue Management for small and medium-sized enterprises in the lodging sector. Revenue Management focuses on how hotels and SMEs should manage production capacity, resources and product availability policies across different selling channels in order to maximize performance and profitability.

ACCT 311 - Managerial Accounting

The course will introduce students to internal accounting information for all level of management. Topics include cost flow in a manufacturing operation; planning, evaluating and controlling through budgeting and standard costing; and decision-making using cost-volume profit analysis, direct costing and relevant costs.

HMG 311 - Luxury Brand Management in Hospitality

This course is designed to permit students to understand the concepts, definitions, and approaches of luxury as well as the power of a luxury brand, and to gain the required management skills needed to provide premium, exclusive products and pathbreaking services for privileged clients. Additionally, students will be introduced to principles of brand management, luxury brand management strategies, luxury consumer behavior, and luxury relationship management. They also will be prepared to use the market segmentation, marketing mix, digital marketing techniques in luxury hospitality markets.

HMG 313 - Service Operation Management

This course is an introduction to the concepts, principles, problems, and practices of service operations management. The service sector is the largest component of all developed countries. Areas discussed are the operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management.

HMG 327 - Project Management


This course provides students with the fundamental principles and practices of project management, following the established standards of the Project Management Institute. Students will learn how to develop a clear mission statement, vision, goals, and objectives for a project and create comprehensive project plans that address scope, resources, timelines, and risk management. The course also covers the work breakdown structure (WBS), scheduling techniques, and earned value analysis for monitoring project performance. In addition, students will acquire critical skills in team building, communication, and conflict resolution to effectively manage a project team.

MGT 323 - Talent Management System

This course will equip students with the necessary skills and knowledge required for talent recognition, management, retention, and development. Students will be able to elaborate the talent management and development process. They also will be able to retain organization's talents, apply the organization's recruitment, job analysis, employment separation, and performance appraisal processes.

MGT 325 - Career Management

This course is designed to teach students to use critical thinking to clearly define their career objectives and available opportunities related to their interests and majors. Through the course students will understand the connection between internships and full-time careers, develop techniques for conducting successful job searches, and identify strategies necessary for ongoing



career development in today's workplace. This class will be delivered weekly with the use of lectures, career assessments, class discussions, role-playing activities and presentations, career development assignments.

ENT 373 - Developing Entrepreneurial Projects (Elective)

The course offers scope for candidates to pursue their own business-related research interest in the hospitality industry. Students will need to present their business ideas as a Pitch to the public.

HMG 371 - Event management

This course is designed to help students to enhance their management skills & competences underpinning modern event management. Students will gain a comprehensive understanding of event business impacts and legacies, and conceptualization process of events. They also will be able to staff and manage human resources of event business, to work with the event strategic planning, marketing plans, and event sponsorship. This course will help students also to manage event financial and legal issues, event evaluation and research, as well as working with event sustainable management and event project management practices.

HMG 372 - Managing the Travel Business

This course provides essential knowledge and skills on relevant operational and management roles and responsibilities in the travel industry.

BUS 310 - Research Methods (Elective)

The course is designed to help you become an informed and critical consumer of social science research related to public administration, and to be able to design and conduct simple but effective research projects. Topics of interest include the uses of social research, relationship between theory and research, different types and approaches in research, quantitative vs. qualitative research, data collection, and statistical data analysis and how to read and write the research report. A major part of this course is conducted in facilitated discussions and individual projects.

Level 6

HOSP 394 - Industry Internship II

In this course students join the operation of a host property related to hospitality, having to complete 1000 hours of supervisory and managerial tasks, such as the functions of food and beverage management, rooms division management, accounting, sales and marketing, human resources, leadership, and strategy. This internship builds upon HOSP 192's operational tasks, serving as a development to students' professional career and a baseline for practicing acquired theoretical knowledge.

Level 7

MGT 421 - Corporate Strategy

This course typically focuses on the development and implementation of strategies that drive long-term success for businesses. The course may cover topics such as levels of strategy and strategic management process, strategy formulation, the organization's internal and external assessment, competing in global marketplace, and strategy implantation, review, evaluation, and control.

FIN 312 - Corporate Finance

This course will introduce the students to understand and analyze major financial aspect of hospitality corporate environment. The course covers basic topics of financial risk management, discounted cash flow (DCF) and long-term financial planning and investment decisions. This course is designed to introduce essential aspects of financial decision-making in hospitality business.

MKT 462 - Service Marketing Strategy

This course offers a comprehensive introduction to the marketing of services, focusing specifically on hospitality services. Participants will gain a deep understanding of the unique challenges and opportunities associated with marketing intangible products. The course covers key areas such as market segmentation, marketing research, public relations, promotions, pricing strategies, current trends, and the future of services marketing. Participants will learn how to identify and target specific customer segments within the hospitality industry, conduct effective market research, develop impactful public relations strategies, design compelling promotional campaigns, implement pricing strategies, and stay abreast of current trends in the rapidly evolving services marketing landscape.

MGT 425 - Crisis and Security Management

This course is designed to develop the knowledge and skills of hospitality students and give them the tools that are fundamental for excelling in managing crisis & security in a client-oriented hospitality environment. It will cover topics such as risk management, emergency planning, crisis communication, security protocols, and incident response. Students will learn how to identify potential risks, develop effective strategies to mitigate them, and respond to crises in a timely and efficient manner. The course will also examine the legal and ethical considerations associated with crisis and security management in the hospitality industry.

HMGT 411 - Resort and Destination Management Elective)

An in-depth study of resorts and destinations with respect to their planning, development, organization, management, marketing, visitor characteristics, and environmental consequences.

HMGT 471 - Trends in Hospitality Management (Elective)

The objective of this course is to provide students with an appreciation of the importance of franchise chains in the hotel and restaurant industries as well as in many other industries. Students will be given an overview of the main trends and issues faced by franchisors (and franchisees), including marketing, management, human resources management and strategy. The topics covered during this course will include introduction to franchising, know-how in franchising, brand and communication in franchising (customers and franchisee candidates' perspectives), multi-channel strategy in franchising, ethics and Corporate Social Responsibility in franchising as well as internationalization of franchise chains. An international perspective will be chosen to deal with these topics.

HMGT 472 - Design and Financing New Touristic Products (Elective)

The Design and Financing New Tourist Products course typically covers the process of designing and developing new tourist products, as well as the financial aspects of bringing these products to market. The course may include topics such as market research, product development, marketing strategies, financial planning, and risk management.

HMGT 485 - Advanced International Travel Management

This course introduces students to the multidimensional travel and tourism industry through an examination of its major segments, including hotels, travel agencies, transportation companies, destination management companies and tourist offices.



HMGT 474 - Trends and Innovation in Hospitality Franchising Elective)

The objective of this course is to provide students with an appreciation of the importance of franchise chains in the hospitality industry. Students will be given an overview of the main trends and issues faced by both franchising key players franchisors and franchisees, including marketing, management, human resources management and strategy. The topics covered during this course will include introduction to franchising, know-how in franchising, brand and communication in franchising (customers and franchisee candidates' perspectives), multi-channel strategy in franchising, ethics and Corporate Social Responsibility in franchising as well as internationalization of franchise chains. An international perspective will be chosen to deal with these topics.

Level 8

HMGT 422 - Innovation Management

This course explores the principles and practices of innovation management within the hospitality industry. Students will examine strategies for fostering creativity, implementing new technologies, and enhancing guest experiences. Topics include discover the relationship between change, creativity, and innovation in hospitality, technology and digital innovation, analyzing global trends and future of innovation, and case studies of successful innovations in the hospitality sector.

ENT 201 - Introduction to Entrepreneurship

This course is designed to introduce students to entrepreneurship and how to think and act like an entrepreneur in order to identify and pursue opportunities. Students will learn how to gather and analyze data using a variety of business tools. Students will learn how startups work and how to grow the business successfully in a volatile and ever-changing business environment.

HMGT 428 - Sustainable Development of Hospitality/Tourism Offers

This course aims at introducing the concept of sustainable hospitality and tourism planning, development, and practices. It tackles its holistic impact on local and national tourism and livelihoods. Core course's elements will involve hospitality and tourism impacts (economic, social and environmental), sustainability issues, measuring & monitoring performance, sustainable forms and models of tourism, and planning for and managing sustainable tourism activities.

HMGT 432 - Cross Cultural Management

This course explores the impact of cultural differences on international business and management, providing conceptual frameworks for understanding and addressing intercultural challenges. It covers topics such as managing multicultural workforces, negotiation in a cross-cultural context, and the implications of culture on managerial decision-making. Students should be able to gain cross-cultural skills to navigate the global business environment and analyze recent developments, including emerging economies and their impact on international business and management.

HMGT 492 - Hospitality/Tourism Student Business Projects

This course aims at enabling students to effectively engage in steps and procedures necessary to develop an entrepreneurial project within a 'real-life' setting. The project is about to set up a successful value-creating business plan in the tourism and hospitality sector. The course thus enables students evaluate and synchronize the factors that favor both the emergence and sustainability of business opportunities, both commercially, and societally.

Internship and Industry Experience

Internships occupy significant importance in IHM, where students join the operation of a host hospitality property, serving 1000 hours of operational tasks in semester 2, and 1000 hours of managerial and supervisory tasks in semester 6. This serves as a development to students' professional career and a baseline for practicing acquired theoretical knowledge. Hotel supervisors play a significant role in evaluating the student marks, to grant learners the real flair of the hospitality industry's performance evaluation. The IHM managed to arrange internship opportunities with 5-star, internationally affiliated hotels and elite hospitality organizations in Medina, across Saudi Arabia, and even overseas.



Odai Ayyash, an IHM student, spending his internship in the Sales Department at The Dubai Edition (A Bonvoy Marriott 5-star Hotel) in Dubai, United Arab Emirates, January-June 2023

IHM Faculty Members

Name	Position	Qualification
Dr. Elhussein Ibrahim	HOD International Hospitality Management – Assistant Professor	Ph.D.in Hotel Studies 2009, Fayoum University, Egypt. Qualified Learning Facilitator, EHL Hospitality Business School, Switzerland.
Dr. Mohammad Nabil Shaaban	Associate Professor	PhD in Hospitality Management, 2012, Alexandria University, Egypt. Qualified Learning Facilitator, EHL Hospitality Business School, Switzerland
Dr. Mohammed Hakimi	Assistant Professor	PhD in Marketing, 2022, Université Grenoble Alpes, France.
Ms. Javeria Malik	Hospitality Lecturer	MS in Finance, Capital University of Science and technology, Islamabad, Pakistan. ISO 9001:2015 (QMS) – Lead Auditor - Edullence Exemplar Global -2022, ISO 19011:2018 (AMS)
Mr. Donald W.Flood	English Language Lecturer	M.S. TESOL–1992, Nova University Ft. Lauderdale, FL.B.A. Latin American Studies/Business Option–1983, University of Texas at ElPaso. Qualified Learning Facilitator, EHL Hospitality Business School, Switzerland
Mr. Marwan Bin Zaid	Hospitality Lecturer	Master of Science in international Hospitality Management, Swiss Hotel management School, 2018. Qualified Learning Facilitator, EHL Hospitality Business School, Switzerland
Chef. Anayat Rahman	Culinary Arts Lecturer	Bachelors in Hotel Management & Culinary Art from IHMCA, Hyderabad, India. Qualified Learning Facilitator, EHL Hospitality Business School, Switzerland
Mr. Nour Alislam Ghanem	Hospitality Lecturer	Bachelor of Hotels Management 2004-2008, Alexandria University. Qualified Learning Facilitator, EHL Hospitality Business School, Switzerland.
Mr. Yousef Karam	Hospitality Lecturer	Master Degree in Hotel Management, Lebanese University, Lebanon. EHL VET certified instructor.
Ms. Faizah Albalawi	Hospitality Lecturer	Master Degree in International Hospitality Management, EM Lyon, France.
Mr. Zainudeen Rauf	Hospitality Lecturer	MBA in Business from the University of Gloucestershire, UK.

IHM-dedicated Labs and Learning Venues

The IHM provides students with the suitable facilities and technology. Facilitation and learning activities of the IHM are fully provided in a well-equipped UPM facilities dedicated exclusively to the IHM department, with a fully equipped kitchen, dining room, mock-up suite, rooms division lab, in addition to well-equipped classrooms and computer labs with advanced smart boards. The facilities are fully at the disposal of both facilitators and learners. There are also opportunities for even office hours to be administered in, for example, the kitchen or the rooms division lab. Besides, equipping all classrooms with smartboards provided for richer learning experience. IHM Lab include the following:

- **Full-service kitchen**, with vast sections, are all equipped with due advanced equipment for all kinds of cooking. The area includes well-arranged spaces for receiving, cleaning, preparation of meat, poultry, fish, vegetables, and bakery and pastry, in addition to vast array of hot kitchen equipment typically found in 5-star hotel kitchens.



- **The Educational Kitchen** is a classroom-based educational kitchen for master classes and topic-specific training sessions, to further enrich the culinary educational experience.



- **The Coffee Shop** is fully equipped with advanced, up-to-date beverage making and service equipment, to extend food-service related courses to beverages and cocktails.



- **Fully-furnished dining room**, with various types of table settings, linen, and service-ware for a comprehensive foodservice learning experience and holding events and elegant receptions that the UPM assigns the IHM to organize, where students have the experience of serving real guests.



- **Mock-up Suite** is a fully furnished suite, consisting of a living room and two bedrooms; one with large double-bed and the other is a twin-bedded bedroom. The suite provides for a thorough guest service experience education.



- **The Rooms Division Lab** is equipped with several hotel-guestroom-like large beds, all kinds of common types of hotel guestroom linen, cleaning equipment, and cleaning chemical, to provide a complete, integral housekeeping learning experience.



- **The Laundry** provides for both complementing the housekeeping function education, while at the same serving other IHM hospitality functions. The laundry is utilized to clean the linen of the mock-up suite, the rooms division lab, and the dining room, thus supporting educational and event-organizing activities.



- **Computer Lab** provides students with a thorough involvement to experience how front office employees in international hotels operate the Property Management System (PMS); namely, the OPERA Cloud software, to run the daily operations smoothly, and provide exceptional, timely guest services.



- **Classrooms** are well-equipped to support an interesting theoretical lectures. They are all well-ventilated and air-conditioned with full-fledged smart boards.



- **The CBT English Club**, run by a native-speaker instructor, provides additional opportunities for CBT students to improve their English language level, with extra-curricular activities that foster motivation in a supportive space to empowers learners to read and write. The CBT English Club encourages an experimental and explorative mindset in a warm and welcoming atmosphere so as to stimulate interest in learning and improving knowledge and usage of the language without the pressure of marked assessments.

Admission Information

Admission Criteria

The Deanship of Student Affairs, Admission, and Registration is one of the university's units, aiming to provide all necessary needs for students to enhance growth and development within educational frameworks and pathways. In this context, the deanship strives to provide the latest programs, activities, and events that contribute to building a conscious generation equipped with professional life requirements. While students may face some difficulties and challenges during their studies, they will be able to overcome them through hard work and by relying on the guidance of the deanship.

For more information, please visit: <https://www.upm.edu.sa/en/web/guest/upm-admission>.

Preparatory Year

This program enables our students to broaden the horizons of their learning and prospects to develop their creative and analytical approach. Our comprehensive program is designed to offer a perfect combination of English language and different scientific subjects.

All admission requirements are the same for all departments, while the IHM distinguishes itself by requiring higher score in English tests; that is, minimum score of 6.0 in IELTS, minimum score of 60 in Internet-based TOEFL (IBT), and minimum score of 550 in Paper-Based TOEFL (PBT).

Please visit: <https://www.upm.edu.sa/en/web/guest/preparatory-year> for more information on:

- General Admission Criteria
- Admission Criteria for Non-Saudi High School Certificate
- Special Admission Criteria
- Admission Requirements
- Tuition fees
- Admission deadline
- Online application
- Admissions Office contact

Freshmen

Enjoy a unique position in our university. The preparatory year serves as the first stage in their university life as it helps them choose a major subject and the faculty would offer them a specialization degree in their chosen subjects. This year prepares them mentally and intellectually before they delve into a much deeper level of their academic specialization.

Please visit: <https://www.upm.edu.sa/en/web/guest/freshmen-year> for more information on:

- General Admission Criteria
- Program Admission
- The Regulatory Conditions for Accepting Foreign Certificates
- Application deadline
- Fees

Transfer Students

At UPM, we welcome students from other colleges and universities who are interested in applying to our university for completing their degree. We feel honoured with your choice, we will be delighted to assist you with the transfer process.

Please visit: <https://www.upm.edu.sa/en/web/guest/transfer-students> for more information on:

- Terms of Admission
- Qualifying Subjects
- Online application

Visiting Students

We warmly welcome exchange/visiting students from recognized universities or faculties. Our teaching staff does their best to ensure that the visiting student gets all the deserved benefit offered from our university.

Please visit: <https://www.upm.edu.sa/en/web/guest/visiting-students> for more information on:

- Admission Requirements
- Visiting Students Requirements
- Apply to the Admission Department through Email
- Discover Courses
- Application Deadline

International Students

At UPM, we welcome students from other colleges and universities who are interested in applying to our university for completing their degree. We feel honoured with your choice, we will be delighted to assist you with the transfer process.

Tuition Fees

At UPM, we announce our annual fees to give an estimated expenditure idea for parents and students to plan accordingly.

Please visit: https://www.upm.edu.sa/en/web/guest/tuition_fees for more information on:

- Fees
- Admissions Office contact
- Payment Methods
- Withdrawal and Refund Tuition Policies
- University Policies and Important Notices

Scholarships

At UPM, we support outstanding students with full and partial scholarships

Please visit: <https://www.upm.edu.sa/en/web/guest/scholarships> for more information on:

- Many Ways to Support Your Education
- Scholarship programs offered by University of Prince Muqrin for the year 2024/2025:
 - Full Scholarships
 - Excellence Scholarships
 - Partial Scholarships
 - Sibling Discount
 - Corporate Scholarships

Campus Services

University Counseling And Guidance Unit

The University Counseling and Guidance Center was established in the belief of Prince Muqrin bin Abdulaziz University in the importance of the role of counseling in the life of the university student, in terms of providing educational, psychological, social, and professional counseling services within a future vision based on curative, preventive and development counseling within the framework of an integrated center and interconnected with the community to achieve Sustainable development. All university students can obtain the counseling services available at the Center, namely: Individual counseling:

- Psychological Guidance

- Professional Consulting
- Group Counseling
- Psychological Evaluation
- Outreach Services
- Training Services

Academic Advising

As a major part of counseling and guidance, we offer a one-on-one counseling service for students who have academic issues. The center provides services to help students deal with exam anxiety, educational stress, learning difficulties, learning strategies, developing study skills, time management, and teamwork skills.

Student Affairs Policies and Procedures

For more information, please visit: <https://www.upm.edu.sa/en/web/guest/student-affairs-policies-and-procedures> for more information on:

- Course and credit hour Loads
- Courses' Drop/Add Policy
- Withdrawal or Postponement
- Degree Completion and Graduation
- Cumulative GPA
- Repeating Courses
- Graduation with Honors
- Confidentiality of Students' Academic Data – Academic Records
- Grading System
- Grades in the Preparatory Program Courses
- Grade Grievance
- Student Classification
- Student Information System (SIS) Portal
- Class Attendance
- Exams and Academic Assessments
- Schedule and Administration of Final Examinations
- Summer Semester
- Academic Probation
- Academic Suspension
- Academic Integrity and Plagiarism
- Student Rights
- Student Duties
- Discipline
- Grievance Procedures
- Academic Grievance
- Non – Academic Grievance/Appeal
- Orientation Program



Health Services

The Medical Services Unit provides its services for both emergency and non-emergency cases within the university. The unit recommends directing cases that require follow-up to a specialized clinic and a specialist doctor, depending on the condition of the case. Additionally, the unit is available to respond to any health inquiries.

The Medical Services Unit locations & Contact Info in the Male Campus:

- Room BC115
- Phone number: 0148318484 Ext. 1046.
- Email: clinic@upm.edu.sa

Alumni Affairs Unit

The Alumni Affairs Unit falls under the umbrella of the Deanship of Student Affairs. The Unit seeks to build strong relationships with its graduates, so that they can help the University grow and improve community development goals.

Sports and Recreational Activities Unit

The Sports and Recreational Activities Unit is concerned with providing various and multiple activities, events and training programs based on students' needs, tendencies, and talents. It contributes to refining the student's personality and providing them with many health, psychological and competitive skills. Additionally, the unit aims to attract and encourage students to demand sports, health and recreational activities. The unit's officials implement sports and recreational activities for students on campus according to the available sports and recreational facilities.


Student Activities and Clubs Unit

The department is responsible for equipping UPM students in many aspects, whether (intellectual, cultural, artistic, social or physical) in order to develop students' capacities and open new horizons for knowledge and creativity. Additionally, it contributes to building a generation that is compatible with the needs of the labor market, according to the Kingdom of Saudi Arabia's vision 2030. Please visit: <https://www.upm.edu.sa/en/web/guest/student-clubs-and-organizations> for more information on student clubs and organizations.

Library and Learning Resources

UPM library nurtures a modern educational and advanced learning environment through its unconditional provision and support. It provides group study rooms for our students, which are available to promote and stimulate an encouraging environment for group projects without any distractions. Individual students can also benefit from the room, but they have to evacuate the room if a group books it. Full access to the library and book borrowing services are granted. Please visit: <https://www.upm.edu.sa/en/web/guest/library> for more information on:

- Library & Learning Resources Mission and Vision
- Library Services
- Borrow, Renew, Return
- References Services
- Library Resources
- Our sources include:

- 
- Printed Collections
 - e-Resources
 - Databases Tutorials
 - Group Study Rooms
 - Library Contacts

Study Schedule

A detailed study timetable for the courses is prepared for each semester and announced, including detailed information related to the sections offered in all courses in that semester. It is be obtained from the Student Information System (SIS) Portal according to the following data:

- Code and number of the course and section and its reference number.
- The credit hours for the course in the semester.
- Determine the days and times of the weekly lectures.
- Determine the location of the building and the classroom for each section.
- The name of the professor assigned to teach the section.

Extra-Curricular Activities and Success Stories

Cleaning and Planting Uhud Mountain, February 2020

Under the slogan of Prophet Mohammad’s Hadith instruction “Removing harmful things from the way is charity,” the IHM Club’s volunteers participate in the Uhud Mountain cleaning and planting campaigns.

https://x.com/hospitality_UPM/status/1233469286536142849



The 5th edition of the Future Investment Initiative, Saudi Green Initiative, Middle East Green Initiative; Ritz Carlton, Riyadh, October 2021

A group of IHM students helped with the operation of the events held in the legendary Ritz Carlton, Riyadh in terms of customer's service and housekeeping. This gave them international industry exposure, and a good opportunity to understand event management and operations.

<https://x.com/SaudiHotelier/status/1456927842915209216>



Namaa Almunawara, November 2021

IHM students participated in Namaa’s two event of local handcrafts, and entrepreneurship, where they helped with coordination, costumers service and guest guidance.



Cruise Saudi Onboard Operations, December 2021

A team of IHM 20 students successfully participated in a joint training with MSC Cruise and Cruise Saudi for a 45-day training in various departments, including food and beverage, culinary, event management and marketing.



Formula 1 Saudi Arabian Grand Prix, Jeddah, December 2021

IHM Students participated in the event through contributing with different restaurant operators. Each operator offered an opportunity for students in different areas such as culinary operations, food and beverage service, and customer service.



MIT Enterprise Forum (MITEF), February, 2022

This international competition covered three tracks; startups, ideas, and social entrepreneurship, and was held at the King Salman International Convention Center in Madinah. IHM students and faculty members participated and helped with coordination, customer service, and guest guidance as well as representing the university as a sponsor of the event and talking about UPM students' entrepreneurial projects.



French Ambassador Visit to the UPM, March 2022

IHM students successfully contributed to coordinating the French Ambassador Visit, Mr. Ludovic Pouille, to the UPM and arranging the required elegant reception for him and the UPM Leadership.

https://x.com/ludovic_pouille/status/1508842917342887942

https://x.com/hospitality_UPM/status/1508834423193710597



Cruise Saudi Brand Ambassadors Program, April 2022

7 outstanding IHM students were trained to be Cruise Saudi Brand Ambassadors. Cruise Saudi honoured 7 outstanding “Cruise Ambassadors” as part of the program it launched to enable national cadres to work on board cruise ships, for them to devote an additional 6 weeks to acquiring and applying marketing skills for cruise services in a number of regions of the Kingdom.



The International Conference and Exhibition for Education ICEE 2022, May 2022

A group of IHM students and faculty members represented the UPM in ICEE 2022 to showcase the distinguished UPM, CBT, and IHM bachelor's degree programs.

https://x.com/icee_sa/status/1523652187569766400



Journey Through Swiss Chocolate, Madinah, January 2023

An open masterclass for all UPM students and faculty members was held in the UPM to embark on the journey of unlocking the secrets of Swiss chocolate-making. In this online masterclass hosted by EHL & UPM. Masterclass presenters were Mr. Julien Gradoz and Mr. Julien Boutonnet.

<https://x.com/upmmadinah/status/1617809271764447233?s=46>

 **جامعة الأمير مقرن بن عبدالعزيز**
University of Prince Mugrin

- Attending the workshop is free for all.
- The fee for obtaining a certificate of attendance provided by EHL is 50 SR.

Join the Journey through Swiss chocolate

All you need to know about Swiss Chocolate and how to make it
You will find it in a Masterclass provided by leaders in the field of confectionery industry,
Provided by EHL

 **Mr. Julien Gradoz**

 **Mr. Julien Boutonnet**

Participate, interact and get ready for more contests and prizes

 Female Campus
University of Prince Mugrin

 Jan 26. 2023
7 PM - 5 PM

 Registration

 www.upm.edu.sa

  [upmmadinah](https://twitter.com/upmmadinah)



Elaf Al Taqwa Hotel Madinah Inauguration Ceremony, February 2023

20 IHM students participated in the Elaf Al Taqwa Hotel Madinah Inauguration Ceremony, an exquisite hotel near Haram that provide distinguished services.



Swiss Ambassador Visit to the UPM, May 2023

IHM students successfully contributed to coordinating the Swiss Ambassador Visit, MS. Yasmine Chatila, to the UPM and arranging the required elegant reception for him and the UPM Leadership. She was happy about the successful partnership with EHL Hospitality Business School in Lausanne.

<https://x.com/SwissEmbassyKSA/status/1654498684506128386>

<https://x.com/UPMMadinah/status/1653393053137215490>



Smart City Expo World Congress 2023, Barcelona, November 2023

In coordination with Madinah Development Authority, 4 IHM students were provided opportunity to represent Madinah Development Authority at the Smart City Expo World Congress, Barcelona



HORECA Hospitality Salon Culinaire, Riyadh, November 2023

IHM culinary-expert students and Chef instructors participated in the HORECA Hospitality Salon Culinaire Competition held at the International Conference Center in Riyadh in four different categories, during which they won two silver medals and five bronze medals.

<https://x.com/UPMMadinah/status/1741711748032254436>



Ramadan 1445, March 2024,

The International Hospitality Management Club distributed and organized 770 iftar Meals on the 24th of March in Sayyid Al-Shahada Mosque in Medina and Showcased our hospitality to the guests of Madinah.



Middle East & Africa Future Leaders Challenge (MEA FLC), Online in Mandina, Finale in Dubai, September 2023 to January 2024

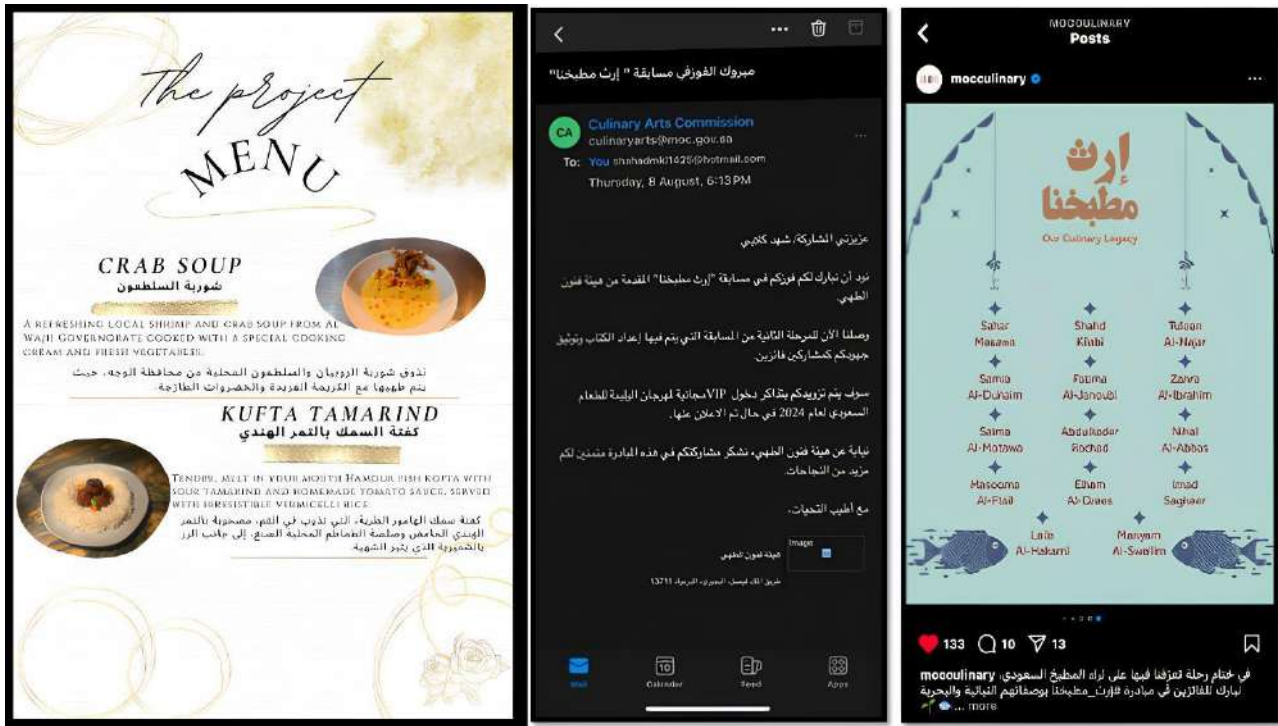
4 IHM students and an IHM faculty member participated in the MEA FLC 2023/2024, organized by GameChangers Community. Following a 4-month online program of leadership and personal development, the UPM joined 23 elite schools from the MEA region in Dubai for 4-day Live Finale. Students enjoyed an intense cross-cultural experience and acquired insights into working in an international setting. During the live event, contestants, university officials, and HR professionals mingled in a variety of activities meant to promote networking, mentorship, speed dating, and business dinners and visits to top-notch Dubai hotels and iconic landmarks, which mutually opened UPM's students' horizons to various business models and sustainable success stories.



Ministry of Culture “The Legacy of Our Kitchen” August 8, 2024

A student Shahad Kilaby from IHM participated in the Ministry of Culture's initiative, "The Legacy of Our Kitchen," which focuses on traditional recipes from the Kingdom of Saudi Arabia. The student prepared a dish from the Al Wajh region. Ultimately, both recipes were successful and will be featured in a book about local Saudi seafood.

https://www.instagram.com/p/C-hmzWhoK1L/?igsh=MTEzYnZrc2sxazRtYg%3D%3D&img_index=1





EHL Certification, December 2024

The EHL certification of UPM, CBT, and IHM underscores the importance of the EHL School of Business, recognized as the world's number one institution in hospitality management. This prestigious certification significantly enhances the IHM program by aligning its curriculum and standards with the highest international and Swiss hospitality benchmarks.

As a result, students benefit from an education that is comprehensive and globally recognized, ensuring they are well-prepared for successful careers in the hospitality industry. The EHL certification elevates the acknowledgment and recognition of current students and alumni, affirming their qualifications and expertise in a competitive job market. By embracing EHL's exemplary standards, the IHM program fosters a culture of excellence, empowering graduates to stand out as leaders in the hospitality sector and contribute meaningfully to the industry's evolution.

Middle East & Africa Future Leaders Challenge (MEA FLC), Online in Mandina, Finale in Dubai, October 2024 to January 2025

For the second year in a row, 4 UPM Hospitality students participated in Middle East & Africa Future Leaders Challenge, which began with a rich 4-month remote training course on personal development, from the prestigious Dutch university “NHL Stenden University of Applied Sciences, Netherlands”, followed by participation in the finals held in Dubai, January 2025, which involved participation in job fairs and multiple visits to international hotels to support employability and training opportunities. The university was represented with distinction in the First 🏆 and Third 🏆 ranks of the Challenge.



Students and Alumni Testimonials

Being an international hospitality management student at the University of Prince Mugrin has been incredibly enriching. As part of the first batch, I have experienced the program's growth firsthand. I served as VP of the Hospitality Club for four years, honed my leadership skills, and expanded my network through various events. The EHL tailored experience program provided me with in-depth industry knowledge and skills. Overall, my journey prepared me for a successful career in hospitality management.

Maryam Alhusein - IHM Graduate (F&B coordinator at St. Regis RSG)



Completing my degree in Hospitality Management at UPM was a life-changing experience. The curriculum was challenging and engaging, and the faculty's commitment to our success was evident. The program's focus on global hospitality trends and technology prepared me for a rapidly evolving industry. I now work as a tourism development specialist, and I attribute much of my career advancement to the solid foundation and innovative thinking fostered by my education at the University of Prince Mugrin.

Ibrahim Alkateb - IHM Graduate (Front Office Manager at Turtle Bay hotel)



Studying at the University of Prince Mugrin has had quite transformative impacts on my academic and professional journey. The moment I entered the first class in the preparatory year, I knew I was going to embark on an extraordinary adventure. I have had the pleasure to be taught by dedicated teachers and professors who inspired us to be more creative and impactful in our professional and personal lives. This allowed us to gain more informative and meaningful experiences in International Hospitality Management.

**Mousa Jafar Alnakhli - IHM Graduate
(Villa Host at Shebara Island)**



The IHM program, in partnership with EHL, has been instrumental in helping me realize my dreams. It gave me the opportunity to pursue my passion in HR and prepared me for a future I had always aspired to led me to my current role as an HR Coordinator at the Red Sea Project on Shebara Island. Now, I am living the dream I once envisioned, and this is only the beginning. my ultimate goals.

**Nouran Islam - IHM Graduate (HR
Coordinator at Shebara Island RSG)**



To me, my journey in IHM has been very eventful! I have had the chance to experience a lot of things for the first time in my life, I have learned, and am still learning, a lot. From the first day here in IHM, I have taken on a never-ending journey to discover myself, my hidden strengths and potential that I have not been aware of before. My industrial internship, which I completed here in Madinah, has helped me understand what I love to do, what I am skilled at, and what I should pursue for my future.

Sedra Mahrat – IHM Student

My studies in the International Hospitality Program at the University of Prince Mugrin equipped me with in-demand industry skills, relevant know-how, and valuable exposure to top hospitality companies.

Mohammed Alsharif - IHM Graduate

UPM's International Hospitality Management program has been pivotal in my professional growth, offering opportunities that have broadened my understanding of the global hospitality industry. Leading the IHM club's marketing team and securing internships through the program has sharpened my leadership and strategic planning skills, preparing me to excel in the dynamic world of hospitality.

Elham Alsuhaymi – IHM Student



It is my pleasure, and I am so proud to be a student at the University of Prince Mugrin, our university contributes to providing us with opportunities. During my internship while I was working in the kitchen department I participated in a competition presented by the Ministry of Culture called “The Legacy of Our Kitchen,” which consists of cooking recipes found in the Kingdom of Saudi Arabia, so I made a dish from my region “Al Wajh.” My two recipes won and will be included in a book about Local Saudi seafood.

Shahad Kalabi- IHM student



As a student in the IHM Program at the UPM, I have gained invaluable knowledge and skills that are shaping me into a future leader in the hospitality industry. The program offers a well-rounded curriculum, blending practical experience with theoretical knowledge, which has allowed me to develop a strong foundation in hospitality management, customer service, and global business practices. The faculty at the university are experts in their fields, providing personalized attention to help me achieve my academic and career goals and aspirations.

Ebraheem Walker- IHM student



Studying International Hospitality Management has been transformative, providing me with the skills to thrive in Saudi Arabia's evolving hospitality sector.

Witnessing Vision 2030 in action has fueled my passion for the industry and the potential it holds. This program has broadened my understanding of hospitality and strengthened my confidence for the future.

Ghadeer Alzaman– IHM Student



I joined the hospitality industry to enhance my social wealth. Choosing International Hospitality Management has truly been a rewarding decision, allowing me to learn extensively, build valuable friendships, and gain meaningful experience. With the exciting opportunities presented by Saudi Arabia's Vision 2030, we have a unique chance to serve our country with pride. Remember, hospitality is a way of life, not just a career!

Abdulsalam Alharbi - IHM Student



My experience at the International Hospitality Management Program at the University of Prince Mugrin was an incredible adventure. In my first semester

I was surprised at how diverse the hospitality industry is. We took kitchen, room divisions, and management classes, with inspiring instructors who gave me insights into each field. I enjoyed the Gym, the swimming pool, and the library.

UPM Entrepreneurship Center tremendously supported me and my team in our graduating project. by the end of the program, I was fortunate to travel to Switzerland and live the student experience at EHL campus in Lausanne.

Motaz Fallatah - IHM Graduate



Thank you UPM for this lifetime adventure, I am proud to be a UPMer!

**Maryam Alhussein - IHM Graduate
(F&B coordinator at St. Regis RSG)**