



Discover your world

2012
2013

International Hotel Management

Professional
Bachelor's
Programme

in 3 or 4 years

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1 Introduction

International Hotel Management

Professional Bachelor Hotel Management in 3 or 4 years

This English-taught programme prepares you for a career in the hospitality industry.

Make a difference!

- > Can you turn a hotel stay into an unforgettable experience?
- > Do you exceed your guest's expectations?
- > Do you combine excellent service, sustainability and profit maximisation?

After your graduation in Breda, you go the extra mile with your professionalism, creativity and innovative ideas!

Your future?

After completing your graduation assignment, you will be equipped to enter a variety of hospitality-related careers in hotels or restaurants, at home or abroad. Alternatively, you might take up positions at other types of companies; conference venues, holiday resorts, wholesalers to the hotel and catering trade, or consultancy agencies.

Career examples

A few examples of positions and organisations are:

- > banqueting manager at a conference centre
- > sales and marketing manager at the head office of an (international) hotel chain
- > general manager of a hotel
- > purchaser at a catering company
- > consultant at a consulting agency
- > account manager for food suppliers
- > food and beverage manager
- > rooms division manager

You should be aware of the fact that many graduates start at the bottom of the career ladder - in assistant positions - and work their way up to management positions. As a Bachelor in International Hotel Management you may take up a position as a manager in the hospitality branch.

Labour market prospects

In Keuzegids HBO 2012 (an independent guide containing a systematic quality comparison of study programmes in Dutch higher education) you can find an indication of the labour market prospects for recent graduates (average starter salary and percentage of unemployment among recent graduates). For the International Hotel Management programme, the starter salary of recent graduates amounts to 2,035 euros a month before tax. Approximately 67% of the graduates have found a job at bachelor's level.

Graduating from NHTV will earn you a Bachelor's degree in Business Administration in Hotel Management - and infinite international career opportunities!

Why NHTV?

Why study hotel management at NHTV Breda

- > approx. 150 students entering every year, allowing for personalised coaching
- > practice-oriented learning through close collaboration with the industry
- > projects for real clients in the in-school training company
- > international classroom, approx. 15% foreign students
- > first place in various rankings such as 'Keuzegids Hoger Onderwijs 2012'
- > certified by the UN World Tourism Organization



Michel Brokke, Graduate

'I am currently working at the concierge desk of the Novotel Queenstown Lakeside in New Zealand. A concierge in luxury hotels is the one to see for making excursion bookings, restaurant bookings, getting recommendations and any other possible questions to be answered. Since Queenstown is known as the 'Adrenaline Capital' of the world, working in this upper-class village is very exiting.'

Label of excellence

International Hotel Management has been awarded a label of excellence for close collaboration with the hospitality industry by the Dutch Government and has received international accreditation by the United Nations World Tourism Organization. The programme was voted No.1 by Elsevier (a renowned Dutch magazine) and in the Nationale Studentenenquête 2011 (Student Survey). Furthermore Keuzegids HBO Voltijd 2012 also ranked International Hotel Management number 1 in its own category.

2 Admission requirements

Admission requirements Dutch students

havo

N+T > 2e mvt*
N+G > 2e mvt*
E+M > 2e mvt*
C+M > ec or m&o

vwo

N+T > 2e mvt*
N+G > 2e mvt*
E+M > 2e mvt*
C+M > admissible

mbo

mbo 4 admissible

* As the second modern foreign language (2e mvt) you can choose French, German or Spanish. In addition, you must have proven experience in, and an affinity with, the hospitality industry.

You are also admissible with a hbo/wo degree or a hbo/wo propaedeutic certificate.

What to do if you do not meet the admission requirements?

- > If you miss any of the compulsory subjects, check out your possibilities at www.nhtv.nl (information is in Dutch).
- > If you are aged 21 or over, you may appeal to the 21+ arrangement. Please contact hotelmanagement@nhtv.nl.

Brush up course - better results!

NHTV's Online School offers an online course to increase your knowledge of financial management.

Admission requirements foreign students

You can apply for this programme if you have completed secondary school, Abitur, Artium, Avgångsbetyg från Gymnasieskolan, COU, Senior High School - A levels or secondary vocational education. If your qualifications are not mentioned above, please contact International Office (international.office@nhtv.nl).

Test Of English as a Foreign Language (TOEFL test)

As a non-native speaker of English, you must also show sufficient results of a TOEFL test (minimum score 550 paper-based, 213 computer-based or 80 internet-based), an IELTS test (minimum overall band score 6.0 and a minimum sub score for Speaking 6.0) or a Cambridge Advanced Certificate.

English Language Preparatory Course

The preparatory course aims to prepare you for studying in English and helps you to acquire the study skills and the high level of proficiency in English required for studying at NHTV Breda University of Applied sciences.

Brush up course - better results!

NHTV's OnlineSchool offers an online course to increase your knowledge of financial management.

3 Course characteristics

NHTV offers International Hotel Management as either a 3- or 4-year course, depending on your prior level of education.

3-year course

You will benefit from the intensive 3-year programme in two respects: you gain one year in time, and save one year of tuition fees.

Admission requirements

You can follow the 3-year programme if you already have:

- > successfully completed a Dutch vwo education or a similar foreign diploma (e.g. German Hochschulreifezeugnis);
- > successfully completed a vocational education in hotel management (e.g. MHS/HOM, level 4);
- > a related propaedeutic certificate
- > a diploma of a higher education or university study programme
- > previously acquired competencies

Please contact hotelmanagement@nhtv.nl to discuss which track would be most appropriate for you.

Curriculum 3-year course after pre-university education

Year 1

From September to December you study the Supply and Demand module. You will become acquainted with the industry in various ways and gain a lot of practical experience in our training company Sibelicious. A field trip will be organised to a city in Europe to get acquainted with the hotel industry.

In January you will start taking part in a second year project: Management and Organisation and Organisational Theory. The theme week in this term will focus on various aspects of food.

From May to June you study the Operations Management module which focuses on the practical side of catering, facilities and hospitality.

The Assessments, in which you need to demonstrate your professional development, will take place in January (Assessment 1) and June (Assessment 2). The results of these determine whether or not you will be admitted into the next year. If it turns out that you have difficulties within this programme, you can switch to the four-year programme in January.

Year 2

From September to the end of December you participate in the Customer Relations Management and Imagineering projects. You also organise an event and prepare for your placement. From January to the end of June you get to go abroad on a placement in the hospitality industry.

Year 3

After having successfully completed your work placement, you will start the Strategy and Communication module in September. You also write your Personal Development Plan (PDP) during this period, in preparation for Assessment 3 in December.

If you pass Assessment 3, you are permitted to put your PDP into practice from January to June. In June you will be given the opportunity (in Assessment 4) to demonstrate that you are competent to enter the international hotel industry. If you succeed, you will be rewarded with the Bachelor of Business Administration in Hotel Management.

Languages

As the hospitality industry is international by nature, it goes without saying that studying foreign languages will be an integral and important part of your studies at the NHTV Academy of Hotel Management. Besides proficiency in English – today's leading language in the hospitality industry, you are required to select and study another foreign language.



Christine van Kranenburg, fast-track student

'A few years ago I decided to start studying at the mhs (upper secondary vocational education in hospitality) because I find hospitality an interesting industry. As I am an ambitious person, I chose to continue my studies by following a fast-track Bachelor programme. Reasons for me to choose NHTV were the strong international approach of NHTV and the fact that new developments are constantly being integrated in the curriculum.'

The NHTV Academy of Hotel Management offers language courses in (Business) English, French, German, Spanish and Dutch (only for non-native speakers). English being compulsory, students are required to select one extra foreign language (please check the requirement and language choice procedure on our website).

Curriculum 3-year course after vocational education in hotel management

You will be exempted from the entire first year and start in the second year of the four-year programme ('main phase'). You will be partially exempt from some parts of the four-year programme, and will be offered a special introductory programme in the first semester consisting of extra tutorials and a language classes.

Main phase (1.5 year)

From September to April you will carry out industry-commissioned projects. Each project has its own theoretical framework based on the competencies to be acquired. Each project/assignment revolves around one of the following themes:

- > Imagineering
- > CRM
- > Management and Organisation
- > Organisational Theory

Besides these projects, you will also get to organise an event and you can participate in a wine field trip on a voluntary basis. Starting from mid-May you will do a six-month placement abroad. This means that your 'summer' holidays are delayed until November and December.

Graduation phase (1.5 year)

In January you take the Strategy and Communication module and attend classes in foreign languages. You also write your Personal Development Plan (PDP) during this period in preparation for Assessment 3. If you pass Assessment 3, you are permitted to put your PDP into practice during the period of September to June.

At the end of this phase you will be given the opportunity (in Assessment 4) to demonstrate that you are competent to enter the professional field. If you succeed, you will be awarded the Bachelor of Business Administration in Hotel Management.

Languages

As the hospitality industry is international by nature, it goes without saying that studying foreign languages will be an integral and important part of your studies at the NHTV Academy of Hotel Management. Besides proficiency in English – today's leading language in the hospitality industry, you are required to select and study another foreign language.

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4-year course

Admission requirements

You can enter the 4-year programme if you have completed vocational education (mbo level 4) or higher secondary education, for example:

- > havo
- > Abitur
- > Artium
- > Avgångsbetyg från Gymnasieskolan
- > COU
- > Senior High School - A levels
- > Baccalauréat

Curriculum

First year (Orientation)

Problem-Based Learning

The first year curriculum is built around the principle of Problem-Based Learning. This means that you work in groups, on problems, within a professional context.

Themes

The first academic year is divided into a number of periods. Each period revolves around a certain theme. In the first year, the following themes will be dealt with:

- > Supply: focuses on the kind of products and services provided by the hospitality industry.
- > Demand: how can different types of customers be found? What exactly do they expect? Which travel trends can be observed?
- > Operations Management: welcoming guests comprises the preparation and serving of meals, knowledge of wine, cost accounting, hygiene and rooms division (including reception and housekeeping).
- > Business Plan: at the end of the first year you submit and present a business plan for a hotel.

Practical components

In your first year, you perform a four-week operational placement in a hotel. In addition, you will be given a thorough introduction into the professional field through company visits, guest lectures and excursions and a field trip to a city in Europe. A certain portion of your credits (also termed 'servicepoints') can be earned by taking part in PR activities and events within the school's training company Sibelicious.

Assessments

During the first year there are two face-to-face interviews ('assessment 1' and 'assessment 2') in which you have to convince a professional committee that you have acquired specific competencies.

Second year (Specialisation)

Project-Based Learning

Whereas Problem-Based Learning is the main training method of the first year, the second year is centred around Project-Based Learning. Each theme consists of a specific project commissioned by the hospitality industry. This creates a mutually beneficial interaction between education and the industry. Students present their reports to professionals from the industry.

Themes

Each second year theme consists of a real project assignment commissioned by the hospitality industry. The following projects are conducted by teams of 5 to 6 students, and the industry will reward the best teams with the Golden Bell and Golden Key Award:

- > Imagineering: managing the 'heartbeat' of an organisation and the experience of each guest
- > Customer Relationship Management: creating loyalty with individual guests and clients
- > Management and Organisation: improving results and profits by streamlining processes and applying revenue management techniques
- > Organisational Theory: covers all aspects of formal and informal organisational processes
- > Food Theme Week: learning about various aspects of food
- > Event Management: organising an event

Practical components

One of the practical components in the second year is a 'wine trip' to France. Second-year students will be asked to manage the school's training company Sibelicious for two weeks and supervise first-year students who work in the operations. At the end of your second year, you go on a six-month placement in a hotel abroad. This placement is to combine vocational and managerial experience at the 'assistant to the manager' level.

Third year (Integration)

Individual Academic Learning

The academic part of the third year starts in January (after your six-month placement). To complete the third year case assignment, an individual study of academic literature and managerial models will be required.

Strategy and Communication module

You develop a clear vision on the international hotel industry, learn about strategic management and account for your choices during the third year Strategy and Communication module. Inspiring lectures (including international guest lecturers), team discussions and the independent reading of leading literature will make you think about how to distinguish your organisation from its competitors.



Boemo Baathodi from Botswana

'I chose to study International Hotel Management at NHTV because it's a multicultural school. In addition, I was told that the atmosphere was very welcoming. After almost one year in Breda I can only agree. The study programme is very motivating. It is never boring and lecturers are always there when I need help. I think the teaching method at NHTV is good. The programme is not only based on achieving your degree but also on how to develop your mentality on how to deal with other people.'

Practical components

Between the second and third academic years, you perform a six-month placement in a hotel abroad. The academic part of the third year starts in January.

Assessment 3

In Assessment 3 you demonstrate your competency by writing a 'reflection report' and participating in an assessment interview.

In addition, you write a Personal Development Plan in which you present and support your personal competency development plan for your graduation year.

Fourth year (Graduation)

Demand based

The final year is designed according to the 'Demand-Based' principle, meaning you propose how to design your graduation phase.

Personal Development plan

In the fourth year, your Personal Development Plan is implemented. The programme is tailored to your needs and interests and allows you to build the competencies acquired during the first three years up to the required level. You decide whether this entails:

- > a large-scale project
- > a double degree
- > a pre-master
- > another placement
- > a research assignment
- > an advanced course

A supervisor with interests in your chosen path will coach you in taking this final step.

Assessment 4

In a final assessment, Assessment 4, you convince a committee of professionals that you are ready to enter the international hotel industry.

Languages

As the hospitality industry is international by nature, it goes without saying that studying foreign languages will be an integral and important part of your studies at the NHTV Academy of Hotel Management. Besides proficiency in English – today's leading language in the hospitality industry, you are required to select and study another foreign language.

The NHTV Academy of Hotel Management offers language courses in (Business) English, French, German, Spanish and Dutch (only for non-native speakers). English being compulsory, students are required to select one extra foreign language (please check the requirement and language choice procedure on our website).

What's more?

Academic degree in one year

In the fourth year, all NHTV students are offered the chance to study a pre-master's programme in Strategic Business Management and Marketing. This degree enables you to continue with a Master of Science programme at several universities and earn a Master of Science (MSc) degree in one year's time.

Exchange programmes

You can add an extra international dimension to your studies by doing a six month exchange programme or even obtaining a double degree. Exchange programmes are offered by the universities of:

- > Brisbane, Australia
- > Hong Kong, China
- > Helsinki, Finland
- > Jyväskylä, Finland
- > Porvoo, Finland
- > Kuopio, Finland
- > Chambéry, France
- > Bad Honnef, Germany
- > Budapest, Hungary
- > Dublin, Ireland

- > Faro, Portugal
- > Barcelona, Spain
- > Palma de Mallorca, Spain
- > Bournemouth, England
- > London, England
- > Flagstaff, USA
- > Macao, China

Double degree

By studying abroad the entire fourth year of studies, you can - under certain conditions - obtain both the NHTV degree and the degree of the host institution. At this moment, it is possible to obtain your Double Degree in Chambéry (France), Helsinki (Finland), Macao (China), Palma de Mallorca (Spain) and Flagstaff (USA). Imagine you are selected to go to Macao as a double degree student and you pass all your courses over there. At the end of that last year of studies you will be entitled to receive a Bachelor's degree from NHTV plus another Bachelor's degree from IFT Macao, all in one year.

Obtain a master's degree

Master's programmes you can follow after this bachelor's programme are for example:

- > Master in European Tourism Management (NHTV Breda)
- > Master in Tourism Destination Management (NHTV Breda)
- > Master in Imagineering (NHTV Breda)
- > Master in Hospitality Management (Maastricht)
- > Master in Hospitality Management (The Hague)
- > Master in Human Resource Management, Communication, Business Studies, Management & Organisations etc.

Educational vision

Ten competencies

In order to become a hotel manager, you need a balanced mix of knowledge, skills and attitude. Therefore you will be taught ten specific competencies, for example:

- > You will be able to create a service experience
- > You can prepare, manage and improve the business and organisational processes of your company
- > You will master the skill of initiating change in a planned manner

Teaching methods

Throughout the programme we use action learning. This means you must be able to take on a great deal of responsibility, as the number of supervised classes per week is limited.

The remaining hours are spent working independently or on assignments in small groups.

The educational practice is based on four teaching methods:

- > Problem-Based Learning: you work on problems in groups within a professional context
- > Project-Based Learning: you work with other students on a concrete project assignment, commissioned by the hospitality industry
- > Individual Academic Learning: an individual study of academic literature and managerial models
- > Demand-Based Education: you propose how to design your graduation phase

In-school training company

At the heart of the programme is Sibelicious, our in-school training company. In a real-life setting, you get to learn what Hotel Management is all about. Together with your fellow students, you organise, cater for, manage and service real customers, who come in daily for lunch, dinner, a meeting or a congress.

In your first year you will work for your second year peers, who will manage you. In your second year, you yourself will take up the manager's position and be responsible for budgets and dealing with the staff from a specific Sibelicious department.

You will get to know all the different aspects of the business - from the first contact with the client, to drafting a proposal and budget, right up to the execution of an actual event and the after-care. In addition, you work in the kitchen, restaurant and banqueting for both internal and external guests to provide them with a first class experience. The Service Desk is a separate section of Sibelicious where you get to take charge of the coordination of cleaning, maintenance, and distributing office supplies.

4 Study costs

Tuition fees

In the academic year 2012-2013 the statutory fee is 1,771 euros.

You pay the statutory tuition fee if you:

- > have the Dutch nationality or the nationality of another country that is part of the EEA, or the Surinamese or Swiss nationality and
- > live in the Netherlands, Belgium, Luxembourg, or one of the German federal states of Northern Rhineland-Westphalia, Lower Saxony or Bremen at the time of enrolment (reference date 30 September) and
- > don't already have a bachelor's or master's degree at the start of the academic year

If this does not apply to you, check the tuition fee regulations at www.nhtv.nl/fee to see whether there are other conditions through which you are eligible for the statutory tuition fee. In all other cases you pay the institution tuition fee. In the academic year 2012-2013 the institution fee is 7,578 euros.

Attention

The Dutch government has submitted a legislative proposal to the Lower House with the intention of increasing the statutory tuition fee for 'langstudeerders' (slow-progressing students: 6 years or more) as well as withdrawing their 'OV-chipkaart' (student pass for public transport). More information on this subject and the consequences for you as a student can be found on the web pages 'Kabinetsplannen voor studiefinanciering' from the DUO - IB-Groep (in Dutch). More information in English will follow as soon as possible.

Additional costs

Besides the nationally-set tuition fee, please take into account the cost of:

- > a laptop (approximately 600/700 euros), download the list with technical requirements
- > the introduction programme (135 euros)
- > textbooks (a maximum of 550 euros in the first year)
- > company visits and excursions
(first year: 400 euros, second year: 375 euros and third year: 350 euros)
- > facilities of the training company (Sibelicious) and the Food & Beverage components of the curriculum, including use of restaurant and kitchen utensils and clothing (first year: 275 euros; second year: 100 euros and a uniform for Sibelicious 85 euros)
- > second/third-year placements
- > placement contribution. The acquisition, mediation and supervision of placements abroad involve extra costs. Therefore we ask our students to contribute 275 euros

Note: all prices are subject to change

5 Application

Selection and application Dutch students

For the academic year 2012-2013, the Academy of Hotel Management has a restricted intake of 150 students. The academy is allowed to select all its students. As a consequence, the application consists of three steps:

1. Application for the selection procedure
2. Selection
3. Registration Studielink

Only when all steps have been taken completely, you are admitted to the programme.

Application for the selection procedure

In order to apply, please fill in the application form Dutch students (which can be found on the website) and send it, together with the required documents to [hotelmanagement\(at\)nhtv.nl](mailto:hotelmanagement(at)nhtv.nl). Once your application package has been received in good order, you will be invited to the first part of the selection procedure.

Please note:

The selection days will take place from November till April. Bear in mind that there are limited places on the selection days, so we strongly advise you to apply as early as possible.

Selection

The selection procedure consists of two parts which will take place on two non consecutive days.

Day 1:

Introduction to NHTV's International Hotel Management programme, and English level test

Day 2:

Individual selection interview and personality test

Selection procedure

The results of the English test, in combination with the relevance of your application package (CV, grades, motivation, (international) experience) will determine whether or not you will be invited to the second selection day.

In order to prepare for the selection interview we will send you a link with an online personality test, which should be taken via internet. During the selection interview we will discuss the results of this test, your motivation, your work experiences, your international experience, your language skills, and so on.

Selection criteria

Besides the formal admission requirements, affinity with the hospitality industry and/or proven work experience in this industry are also taken into account.

Other selection criteria include analytical skills, an understanding of commercial matters, social intelligence, a service-oriented attitude, an innovative mindset, language skills, independence and entrepreneurial spirit. In addition to this you have to demonstrate your proficiency in English. We will also discuss the level of your second foreign language!

Admission fee

The admission fee for the first part of the selection (introduction and English level test) is 65 euros and the fee for the second part (interview and personality test) is 40 euros.

Studielink

Only when you are sure that you have been accepted to our programme, should you register at www.studielink.nl. Check out www.nhtv.nl for a detailed application manual.



Sebastian Zimmerman from Germany

'The teaching method of NHTV is very much based on projects and practical experiences, which is in my opinion very good. The most instructive project in my first year was the field trip to Salamanca, Spain, which I organised with a couple of students. What I like the most about this programme is the international character and the close contact with lecturers and tutors. It's this personal and pleasant atmosphere that makes the programme more enjoyable. At the beginning of the next academic year I will go to Hong Kong to participate in a five-month exchange programme. For my placement I would like to go to Spain to strengthen my language skills.'

Application foreign students

Selection

The Academy of Hotel Management has a restricted intake. This means that approximately 150 students can be admitted annually. The school is permitted to select these 150 students itself. The selection procedure consists of a letter, curriculum vitae and an interview. The Academy of Hotel Management applies a selection procedure as it admits a limited number of students every year.

Application deadlines

- > 1st June for EEA students
- > 1st May for Non-EEA students
- > 1st June for Non-EEA students living in the Netherlands

How do I apply?

Students from abroad must apply through Studielink and the International Office of NHTV.

Step 1

If you meet the admission requirements, please register with Studielink. This is the national administration system for higher education in the Netherlands. Check out www.nhtv.nl for a manual application and enrolment.

Please note: We won't start processing your application until you are registered with Studielink.

Step 2

Fill in the application form foreign students. Please make sure you submit all additional documents requested in the application form and sent the digital files to: applicationpackages@nhtv.nl.

Outcome

If your application is approved you might be invited to either a SKYPE or a face-to-face interview. Based on the outcome of this interview you will be admitted on to our programme. You will be informed in due course whether or not you have been accepted.

Questions?

Students from abroad who have any further questions may contact International Office (international.office@nhtv.nl).

6 Find out for yourself

How do you find out whether a study programme really suits you? Keep in mind that you want to broaden your horizon, by exploring areas that really interest you and most importantly find a place you will feel at home. Come visit us, take a look and find out for yourself!

Open days and evening all NHTV academies

12
NOV

OPEN DAY: 10.00 - 15.00 hrs.

10
MAR

OPEN DAY: 10.00 - 15.00 hrs.

19
APR

OPEN EVENING: 19.30 - 21.30 hrs.

NHTV Breda - An overview of all programmes

In the brochure 'NHTV Breda - An overview of all programmes' you will find information on:

- > All NHTV's programmes
- > NHTV's international character
- > NHTV's educational vision
- > Holland and Breda facts
- > Studentlife

You can download the brochure at www.nhtv.nl.

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