



Discover your world

2012
2013

International Leisure Management

Professional
Bachelor's
Programme

in 3 or 4 years

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1 Introduction

International Leisure Management

Professional Bachelor Leisure Management in 3 or 4 years

This English-taught programme prepares you for a career in the international leisure industry. In 3 or 4 years' time, you will become a professional in this creative and dynamic industry. During this education you learn how to create memorable experiences which contribute to a more beautiful world.

Power and passion

- > Can you convert an old factory into a multicultural community centre?
- > Are you able to organise a sensational music festival or dance event?
- > Could you develop a fascinating concept for the world of top-class sport?

After your graduation as a leisure manager you will be able to combine creativity, business insight and organisational skills in creating meaningful leisure products!

Your future?

As a leisure manager, you may take up a career in cultural institutions, theatres, sports centres, sports associations, tourism and recreation organisations, conference and event agencies, or public bodies. You may be, for instance, in charge of the operational management of a company, the development of new leisure products, or the organisation of exhibitions, conferences or events. Are you a creative, empathic leisure manager who can touch people's hearts in their spare time?

Career examples

As a leisure manager, you may take up a career in:

- > theatres
- > music labels
- > sports centres
- > conference/event agencies
- > wedding planning
- > development of leisure areas

You may be in charge of the operational management of a company, the development of new leisure products, or the organisation of exhibitions, conferences or events.

Labour market prospects

In Keuzegids HBO Voltijd 2012 (information is in Dutch) you can find an indication of the labour market prospects for recent graduates (average starter salary and percentage of unemployed among recent graduates). For the International Leisure Management programme the starter salary of recent graduates amounts to 1,811 euros a month before tax. Approximately 66% 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 Leisure Management.

Why NHTV?

Why study leisure management at NHTV Breda

- > a coach for every student, providing for personal support
- > contributing to social issues by integrating themes such as sustainability
- > earning to think out of the box by using a vision on imagineering
- > international classroom, approx. 40% foreign students
- > first place in various rankings such as 'Keuzegids HBO Voltijd 2012'
- > certified by the UN World Tourism Organization



Chris Fischer,
Graduate

'Until March 2010 I worked for the Vancouver Organizing Committee (VANOC) in the Accreditation Department as Venue Accreditation Manager. Accreditation is very specific to international events such as the Olympics, basically giving access to everybody who is involved in staging the event (athletes, press, workforce, sponsors). Sounds easy, but doing that for 100,000 people makes it quite a complicated operation! My job was to plan the Accreditation Operations for two competition venues, the Curling and Ice Hockey Arena, and manage 40 volunteers during the Games. NHTV definitely provided me with a solid base for my career. I could apply a lot of knowledge that I gathered and I could use my experience in project management. Every now and then I still go back to my old notes or project plans if I need some inspiration.'

First place

The programme was voted no.1 in its own category by the Nationale Studentenenquête 2011 (Student Survey). In Keuzegids HBO Voltijd 2012 (in Dutch) International Leisure Management was also ranked number 1 in its own category.

Awards

NHTV has been granted the UN World Tourism Organization's Ted Qual certificate. This guarantees a top quality education in tourism and leisure. Furthermore, the International Leisure Management programme has been awarded a Special Distinctive Feature by the Dutch-Flemish Accreditation Organisation for the 'Imagineering' module

2 Admission requirements

Admission requirements Dutch students

havo

N+T > admissible
N+G > admissible
E+M > admissible
C+M > ec or m&o

vwo

N+T > admissible
N+G > admissible
E+M > admissible
C+M > ec or m&o

mbo

mbo 4 admissible,
advice: English

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. Based on an assignment, you are permitted to start the programme or not.

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, please contact International Office (international.office@nhtv.nl).

Test Of English as a Foreign Language

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

The programme

The International Leisure Management programme is delivered thematically. This means that subjects such as economics, psychology, management, communication and market research are dealt with in content-related projects, rather than in separate topics. Examples of modules are: Project Management, Leisure basics, Leisure direction, Event Organisation, Imagineering, and Marketing and Communication.

The International Leisure Management programme is also offered in Dutch. The Dutch name is Vrijetijdsmanagement.

Fast track

It is possible to do the programme in three years if you completed:

- > pre-university education, e.g. vwo, Hochschulereifezeugnis

Course planning

Combined introduction year

Together with your fellow students from International Tourism Management, you start with a combined introduction year into the leisure and tourism industry. After the first year you make a final choice for Leisure or Tourism. This year, you are introduced to marketing & business management and concept development. Language, presentation and communication skills complete the first year.

Year 2

You deepen your knowledge on leisure activities and organisation of leisure (in depth).

Year 3

You work on the Branding Experience project. Most of this year, however, is occupied by a placement (about seven months). You may perform your placement either for a company in the Netherlands or, preferably, abroad. NHTV has business contacts all over the world and will support you in the search for the right company.

Year 4

In the first half, you work on a large-scale project, commissioned by the leisure industry. You may, for instance, organise a festival, write policy plans or investigate the marketing activities of a sports club. The second half is reserved for your individual graduation project. At the request of an organisation, you will carry out a project or conduct research in your specialist area.

During your placement and graduation assignment, you can immerse yourself in the **specialisation** which most appeals to you:

> *Sports Management*

You learn all about organising a sports event, advising the local government about sports facilities or sponsoring and managing a sports team.

> *Leisure Project Management*

You work on the conception, development and management of multifunctional venues or regions with a wide leisure supply.

> *Event Management*

You focus on the development and organisation of public and corporate events, conferences, fairs and exhibitions.

> *Management in Creative Industries*

You are engaged in marketing products with a creative component. Not only traditional forms of culture, like arts, music and theatre, but also in applied forms such as design, games and dance.

Minor

In the fourth year the time has come to choose a special focus. You choose a minor, for example, Imagineering, Aviation Management, Visitor Management, Entrepreneurship, Researcher in Leisure, Consultant in Leisure, Management in Creative Industries, Leisure for Development. On www.academyforleisure.nl you can find out more about the fourth year minors.

Graduation

The second half of the fourth year is reserved for your individual graduation project. At the request of an organisation from the industry, you carry out a project or conduct a research in your specialist area. You get to demonstrate that you are capable of independently applying the acquired theory, attitude and skills in a professional environment.

What's more?

Academic degree in one year

In the fourth year, all NHTV students are offered the opportunity of studying 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

In the third academic year, many of the International Leisure Management students take the opportunity of doing a part of their course at a university abroad. An exchange period lasts approximately 20 weeks. Possible destinations are: Spain, Australia, China, Italy, France, Ireland, Arizona (USA), Finland and Portugal.

Obtain a master's degree

Once you have your bachelor's degree, you may continue to study further at NHTV for a master, for example, in Imagineering.

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)
- > textbooks, readers, software, the introduction programme and the field trips. The total costs range between 375 and 700 euros per year, depending on your participation in excursions. The first academic year will involve most of the costs; they will gradually decline in the following three academic years.

Note: all prices are subject to change

5 Application

Application Dutch students

For the academic year of 2012-2013, a maximum of 425 students will be admitted on to the programme International Leisure Management. At this moment a few places are still available.

Choices

This programme is offered in different formats, for example, Dutch-taught, fast track or a specialisation track. If you apply for this programme, we will contact you so that you can let us know which you wish to follow.

Application and selection: Intake assessment and 'Pleased to meet you'

- > Application (step 1)
- > Intake assessment (step 2)
- > 'Pleased to meet you' session (step 3)

Step 1

Apply through Studielink as soon as possible since admission will be based on registration date. On our website www.nhtv.nl an Application manual is available.

Step 2

After you have registered with Studielink you will receive an invitation by email to fill in an online NHTV intake assessment. Topics and questions which are discussed in this assessment are related to your:

- > grades
- > language (English level)
- > analytical skills
- > social intelligence
- > business insight
- > interest in the industry
- > learning style
- > motivation
- > capacity for innovative thinking
- > positive, critical attitude

Step 3

After we have received your online intake assessment, you will be invited to take part in a 'Pleased to Meet You' session. Central themes of this two-hour session will be the content of the study programme, the expectations you have of the study programme, and the desired attitude towards studying. Afterwards, you will have the opportunity to talk to a coach and/or student counsellor in person. As a result, you will acquire a better understanding of your suitability for the study programme, and what's more, you will decide whether you want to go ahead with your application.

Admission

Prospective students who registered before May 15th and meet all demands of DUO, can be sure of admission.

Prospective students who registered after May 15th will be admitted based on registration date. During the 'Pleased to meet you' session we will let you know what your chances of admission are on that very moment. You will be informed about your admission by DUO around August 20th.

Please remember that you must make your application definite at DUO by redeeming your award certificate through Studielink.

Questions?

If you have any further questions please contact Richard van Bragt, [bragt.r\(at\)nhtv.nl](mailto:bragt.r(at)nhtv.nl).

Application foreign students

The Academy for Leisure applies a selection procedure as it admits a limited number of students every year.

Numerus fixus - Restricted intake

For the academic year of 2012-2013, a maximum of 425 students will be admitted on to this programme. NHTV is allowed to select 100% of its own students directly.

For selection we advise you to apply before 15th April as you need time for the selection process.

Application deadlines

In appropriate cases the deadlines are changed, so keep an eye on the education news.

- > 15th May for Dutch students
- > 1st May for EEA students
- > 1st May for Non-EEA students
- > 1st May for Non-EEA students living in the Netherlands

EEA students: We still have some places left for International Leisure Management but you need to apply now!

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 (diploma of secondary education and sufficient results of an English language test), please register with Studielink. This is the national administration system for higher education in the Netherlands. At our website www.nhtv.nl an Application manual is available.

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.

Step 3

If your application is approved you will be invited for an online NHTV intake assessment. You will be admitted on bases of your grades, CV, diploma and outcome of the assessment. You will be informed in due course whether or not you have been accepted once your application is complete.

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.

Orientation Days

24
NOV

19
JAN

1
MAR

15
MAR

22
MAR

26
APR

10
MAY

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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