



Discover your world

2012
2013

www.nhtv.nl

International Media and Entertainment Management

Professional
Bachelor's
Programme

in 4 years

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1 Introduction

International Media and Entertainment Management

Professional Bachelor Media and Entertainment Management in 4 years

This English-taught programme prepares you for a career in the media and entertainment industry. In 4 years' time, you will become a manager in creative concept development, production techniques and marketing of entertainment products.

Creative and commercial

- > Do you invent the concept of a hit like 'The Voice'?
- > Can you give a big entertainment event that extra special something?
- > What do you think makes a website unique?

After your graduation in Breda, you make the right choices with a combination of creativity, technology and commercial thinking!

Career examples

After graduating you are ready to enter the world of employment. There are plenty of possible employers. Just think of:

- > production companies
- > entertainment agencies
- > internet providers
- > television and radio stations
- > publishing companies (newspapers, magazines, books)
- > record companies
- > advertising agencies
- > communication consultants
- > marketing departments of large companies

Possible jobs are:

- > media planner
- > project manager
- > communication consultant
- > producer
- > marketing manager

Jobs mainly involve working behind the scenes and are nothing like the traditional 9-to-5 jobs.

Labour market prospects

In Keuzegids HBO 2012 (an independent guide containing a systematic quality comparison of study programmes in higher education) 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 Media and Entertainment Management programme, the starter salary of recent graduates amounts to 1,930 euros a month before tax. Approximately 72% of the graduates have found a full time job at bachelor's level.

Graduating from NHTV will earn you a Bachelor's degree in Business Administration in Media and Entertainment Management - and a great challenge in an international and dynamic world!

Why NHTV?

Why study media and entertainment management at NHTV Breda

- > 200 students entering every year, allowing for personalised coaching
- > linking theory and practice in the mADE Production House
- > innovative professional education in an international context
- > international classroom, approximately 10% foreign students
- > taking part in Make Way for Talent project of the Dutch government



Sander Olslagers,
Graduate

'I've recently started Wave Concepts BV, a company involved in the development and exploitation of cross-media concepts. The company focuses particularly on video, web content and mobile devices. I have chosen to set up my own business, so that I can do what I enjoy doing. I don't just want to work for the money, but also for the fun and the kick of it. It is the same motivation that led me to opt for the International Media and Entertainment study programme.'

Ranking

Keuzegids HBO Voltijd 2012 ranked International Media and Entertainment Management at NHTV number 2 in its own category. If you want to know how students value the programme, please take a look at our website for the results (in Dutch) of the Nationale Studentenenquête 2011 (Student Survey).

Awards

NVAO (Dutch-Flemish Accreditation Organisation) has awarded a special quality for 'linking theory and practice in the mADE Production House' to the International Media and Entertainment Management programme. The programme has also been awarded a special distinctive feature for 'Innovative professional education in an international context' by NVAO.

2 Admission requirements

Admission requirements Dutch students

havo

N+T > admissible
N+G > admissible
E+M > admissible
C+M > admissible

vwo

N+T > admissible
N+G > admissible
E+M > admissible
C+M > admissible

mbo

mbo 4 admissible

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 do not meet the admission requirements, but you are aged 21 or over, you may appeal to the 21+ arrangement. Please contact secretary.ade@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.



Jessy Severins,
Student International
Media and Entertainment
Management

'I went on exchange to the Whistling Woods School in Mumbai, India. This is a real Bollywood film school. It was a unique experience. The passion for filmmaking in Bollywood is immense. There are so many productions every year, even more than in Hollywood. I attended 6 months of the propaedeutic year. Some of the subjects taught in this phase are Direction, Cinematography and Editing. Moreover, we attended an extensive film lighting course and practised camera movement techniques.'

3 Course characteristics

The programme

In the International Media and Entertainment Management programme you will be taught everything about the use, structure and application of (mass) media such as television, radio, events, outdoor advertising, direct mail and the Internet. You will learn to develop market-oriented concepts, programmes and productions, using media techniques and information and communication technology (ICT).

Course planning

First year

In the first year, you are introduced to the media landscape both at home and abroad. You learn about subjects in the social-economic domain, imagineering and content orientation.

- > The social-economic courses are: project management, statistics, market research and financial management.
- > The imagineering module comprises the following courses: media & entertainment, imagineering, marketing and communication.
- > The content orientation module teaches you how to recognise good content, by following courses in film analysis and theatre history. You become acquainted with the production.

Main phase

In the second year of study, the subjects of management, marketing and communication are dealt with in greater detail. You learn to develop ideas or concepts for advertising campaigns, television programmes and multimedia events.

Experience or 'Imagineering' continues to play a vital role. You learn in detail about production techniques of 'classic' media, such as radio and television. You also learn more about the organisational and commercial side of the work. How do you make sure that a project is completed in time - before the deadline - and within budget?

In the final part of the second year, students do a three-week training programme in live television production at Northern Arizona University, Flagstaff in the United States. A professional, state-of-the-art television studio will be at your disposal!

Specialisations

After the second year, you choose a specialisation:

- > Marketing
- > Production
- > Content
- > Research

The third and fourth years serve to further explore this specialisation; in addition, students step into the working world to apply their knowledge and experience.

Throughout the entire programme, you will work in the mADE Production House one day per week. You will also be working on your English language skills, both orally and in writing.

Placement

In the third year you get a taste of the media and entertainment profession during a 20-week placement. You may conduct this in the Netherlands or abroad, at, for instance, production companies, publishing companies, communication agencies or broadcasting corporations. This gives you the opportunity to find out how you operate in a competitive business environment. What's more, you discover gaps in your knowledge and skills to work on during your studies and beyond.

Graduation

In the fourth year, you will be engaged in a 20-week graduation project. On behalf of a company you develop a multimedia project, for instance, conduct research, or write a marketing plan. NHTV boasts an extensive network of placement companies both at home and abroad and is



Felix von Schwanewede, Student

'The Media and Entertainment Management programme combines theoretical aspects like Marketing Research, Financial Accounting or Film Analysis with practical training in mADE Production House. The assignments within the framework of mADE Production House help you develop your creativity, and you learn to work in a team. All lectures are delivered in English, which is one of the main benefits of the study programme, as it prepares you for an international career. Project groups consist of people from various countries, which broadens your awareness of other cultures. The combination of academic study and practical hands-on experience is a great aspect of the programme.'



Aron van der Valk,
Student master in Media
Innovation

'This master's programme suits me very well. For one thing, students are really motivated and ambitious, which I like. We all see eye to eye. The bachelor's programme International Media and Entertainment Management was fairly broad-based, now we are getting into the depth. It is all about concept development and innovation. And that's where my ambitions are.'

happy to assist you in finding a suitable placement position. You may, of course, choose to find a placement position yourself.

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 & 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

Studying abroad for a while gives you an opportunity to broaden your horizons. You live in an international environment, meet people with different cultural backgrounds and accumulate knowledge. In addition, you will considerably enhance your command of modern foreign languages. The long and the short of it is that studying abroad is a wonderful opportunity... Why not seize it?!

NHTV has built partnerships with a large number of universities all over the world who will be happy to accommodate your exchange.

Obtain a master's degree

NHTV offers you the opportunity of following a master's degree programme in Media Innovation once you have graduated from the bachelor programme. The master in Media Innovation is an international programme in the field of digital media. The programme has a unique, multidisciplinary approach. It will train young media professionals to acquire analytical skills, teach them to look beyond the surface of digital media and to distinguish crucial digital processes. Not only that: it will equip them with the ability to transform analytical insights into tomorrow's media products. For more information, check www.nhtv.nl.

4 Study costs

Tuition fees

In the academic year 2012-2013 the statutory fee is 1,771 euros. Because of the 'Make way for Talent' programme, the tuition fee for International Media and Entertainment Management costs an additional 475 euros, i.e. a total of 2,246 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 (pdf)
- > textbooks, readers, software, the introduction programme and the field trips. These additional expenses run to some 800 euros every year.
- > the three-week field trip to the United States (Northern Arizona University, Flagstaff) in the second year. Travel and accommodation costs add up to some 1,700 euros. Most second-year students take part in the Flagstaff programme, but should you - for whatever reason - be unable to attend, you are offered an alternative programme in the Netherlands.

Note: all prices are subject to change

5 Application

Application Dutch students

Numerus fixus - Restricted intake

The Academy for Digital Entertainment applies a selection procedure as it admits a limited number of students every year. For the academic year 2012-2013, a maximum of 200 students will be admitted on to the International Media and Entertainment Management programme. As a consequence of participating in the 'Make Way for Talent' project, NHTV is allowed to select all its own students. By applying a sound and fair selection procedure, the department is able to ensure an intake of high-quality students.

Application deadline

- > 15 May for Dutch students

How do I apply?

Before applying at NHTV's International Media and Entertainment Management programme you are expected to do the self assessment test to find out if the programme really suits you. After this test you will receive feedback regarding your suitability for all possible courses of the Academy for Digital Entertainment. Please note: The test is only for your information, the results are not used in the selection procedure.

Step 1

Dutch students must apply through Studielink. After you have registered at Studielink you will receive your NHTV ID code from NHTV and a link to the assessment website in a mail from Studielink. Your NHTV ID code will give you access to the selection website and the selection procedure.

Step 2

Once you have received the invitation to start the selection procedure, you can enter the website with your NHTV ID code. At the assessment site you need to hand in your resume (CV) and application letter, and you are asked to do a prior knowledge test. Once you have done this, please be patient: all applications will be assessed by 20th May.

Step 3

250 students will be invited for an interview and group assignment on the selection days. The selection days will take place in the first week of June.

Step 4

The final selection will take place before June 15th.

You will find a detailed application manual at www.nhtv.nl.

Application foreign students

Numerus fixus - Restricted intake

The Academy for Digital Entertainment applies a selection procedure as it admits a limited number of students every year. For the academic year 2012-2013, a maximum of 200 students will be admitted on to the International Media and Entertainment Management programme. As a consequence of participating in the 'Make Way for Talent' project, NHTV is allowed to select all its own students. By applying a sound and fair selection procedure, the department is able to ensure an intake of high-quality students.

Application deadlines

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

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.

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

Step 2

Fill in the application form foreign students. You will find this form at www.nhtv.nl. Please make sure you submit all additional documents requested in the application form.

Please send the documents to:
NHTV Breda University of Applied Sciences
International Office – Admissions
P.O. Box 3917
NL-4800 DX Breda
The Netherlands

Outcome

If your application is approved you might be invited to either a telephone 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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