

# International Hospitality Management

**(B Hospitality Management), Bachelor's Degree (4 years), Full-time**

**Do you enjoy an exciting and dynamic environment? Can you keep your cool even under great pressure? Do empathy and a service-minded attitude come naturally to you? If this describes you and you also happen to enjoy meeting people from all over the world, you will find that the International Hospitality Management programme at Stenden Hotel Management School is perfect for you!**

- Experience being a student at Europe's largest hotel management school.
- Practical work experience up to management level at the Stenden Hotel in Leeuwarden, the Netherlands (a 4-star property).
- Various specialisation possibilities: Event Management, Cruise Management, Gastronomy, Food and Beverage Management, Advanced Wine Studies, and much more.
- Part of the programme can be done at the NHL Stenden University of Applied Sciences locations in South Africa, Bali, Italy, Thailand, or Qatar.
- Ten-month paid internship in the final year offers an excellent chance of employment after graduating.

## **A world of opportunities**

The hospitality sector is one of the most international fields and our hospitality programme reflects this. At Stenden Hotel Management School you can choose to go on 'Grand Tour' and do parts of your study programme at one of our international campuses in Indonesia (Bali), Qatar, South Africa, Italy, or Thailand. You can choose to study at more than 150 partner universities of applied sciences worldwide and do your internship at one of the school's 600 industry connections in 40 countries around the world.

[Stenden Hotel Management School offers a world of opportunities.](#)

## **Overview**

### **Degree**

- Bachelor of Arts

### **Study start**

- February
- September

### **Location**

- Leeuwarden

### **Language**

- English

### **Standard duration**

4 years

### **Credits**

This course amounts to a total of 240 ECTS.

### **Fees**

- EU students (per year) € 2,143
- NON-EU students (per year) €8,350

[View all costs](#)

### **Application deadlines**

EU: 15 January/15 August

Non-EU: 1 November/31 May

### **More information?**

- Visit the website of Stenden Hotel Management School for more information

[Visit the website of Stenden Hotel Management School](#)

## **Careers**

A bachelor's degree from Stenden Hotel Management School puts you on the fast track to a career in the global hospitality industry. You can choose from any number of career paths, ranging from a management position at a hotel or restaurant, theme park, conference centre or event planning company to business consultant or even start your own business. Your degree will open up a range of career opportunities worldwide!

### **Variety on the job**

As a professional in the hospitality industry, you will enjoy a high level of responsibility in a job that is never the same from one day to the next. With your professional knowledge and head for business, your job is to make sure everything

runs smoothly, regardless of whether you're managing a hotel, organising conferences, or managing a financial team.

### **Careers open to you after graduation include:**

- Restaurant Manager
- Sales and Marketing Manager of a hotel
- Coordinator of an international convention bureau
- Financial Advisor
- General Manager/owner
- Entrepreneur



## **Admission requirements**

### **Academic Requirements**

To be admitted to one of the bachelor programmes you have to meet certain admission requirements. NHL Stenden University of Applied Sciences recognises the following general international qualifications:

- International Baccalaureate (IB) Diploma or European Baccalaureate Diploma
- High School diploma from an accredited institution
- Four GCSE/GCE 'O' level passes (final grade A, B or C) and two 'AS' level passes. These six passes combined must all be in different subjects.
- Associate, bachelor or master degree

Furthermore, some of our bachelor programmes demand additional entry requirements. The additional entry requirements can be found in the [list of admissible diplomas](#). If your diploma is not mentioned in this list, please contact us at [csa@nhlstenden.com](mailto:csa@nhlstenden.com).

### **21+**

If you are aged 21 or older and would like to enrol at NHL Stenden University of Applied Sciences, but do not currently meet the admission requirements, you are invited to register for the entrance examination.

Read more information regarding the [21+ entrance examination](#).

### **Language Requirements**

All non-EEA applicants are required to submit an English proficiency test with their application. Exceptions are made for students, who have had their preparatory education in a country where English is the official working and educational language. The language requirements for EEA students are the same as for Dutch students. If [your diploma is listed here](#), the additional English language test is not required.

NHL Stenden University of Applied Sciences accepts three kinds of official language tests: IELTS, TOEFL and the Cambridge Certificate of Proficiency in English.

- [Academic IELTS 6.0](#) (with a minimum of 5.0 for each skill).
- [TOEFL 550](#) (paper based), 213 (computer-based) and 80 (internet based). Original test results must be sent directly from the Educational Testing Service to NHL Stenden. The TOEFL institution code for NHL Stenden is 9215.
- Cambridge ESOL score FCE-C (169, or higher).
- [TOEIC](#) 670 (Listening and Reading) **and** 290 (Speaking and Writing).

[View the comparison](#) between the different scores.

Please note: If you do not have the appropriate level, it is possible to enrol in our [English Preparatory Language Course](#).

### **Course Specific Requirements**

#### **Additional requirements**

You are required to write a motivation letter (300/400 words) based on the following guidelines:

- What are the characteristics needed to be a good manager in your chosen field?
- Why are you interested in a career in management (in your chosen field)?
- Why should NHL Stenden accept you as a student in your chosen management programme?
- Please elaborate on how you have researched your choice of study and how you have prepared for studying in the Netherlands.
- Please include your résumé/Curriculum Vitae.

### **Short Track**

Did you previously follow a programme in the field of hospitality, or do you have experience in this area? Then you can qualify for a shorter programme. For more information, please contact [sabahattin.yucedag@stenden.com](mailto:sabahattin.yucedag@stenden.com).

### **Three Year Track Programme**

Students with an appropriate high school level diploma (entry level for academic universities) might be able to follow a Three Year Track Programme.

### **ABC islands**

If you are from Aruba, Bonaire, or Curacao and you have a Dutch passport, please contact [femke.beeren@nhlstenden.com](mailto:femke.beeren@nhlstenden.com) in order to start your application process.

If you are from Aruba, Bonaire, or Curacao and you do not have a Dutch passport, then please follow the [application procedure](#) as described

## **About the course**

**The International Hospitality Management programme (official name: Hospitality Management) is where you will learn all about hospitality, culinary arts, catering, events, human resources, marketing, sales, and finance. During this four-year course, you will be trained as a specialist in these areas. On successful completion of the course, you will be awarded a bachelor's degree in Hospitality Management.**

**At Stenden Hotel Management School, you will get the personal attention you need as you set out to discover your own world views. We will help you find your place in the Hospitality branch. You will learn to act in a smart and deliberate way, even when facing setbacks. There will be a lot of opportunities for you to deal with real guests from actual companies, while growing into a strong-willed and resourceful professional. You will be encouraged to take initiative and to work on innovations in Hospitality, together with others. One thing is certain: you will collaborate with people from all over the world.**

**This study programme uses the concept of Design Based Education, with your personal development and skills providing the focal point throughout. You work and learn within different 'Ateliers', environments with a dedicated theme. In these Ateliers you will work in groups on a Design Challenge for a hospitality partner. Theory is combined with practical hours in our 4-star Stenden Hotel. During your studies you will work from operational to management level, to prepare you for the management internship in your final year – before becoming a game changer in the hospitality industry!**

### **The study**

**Study introduction (4 weeks)**

**Phase 1: Focus on yourself and hospitality**

- **Theory and practice intertwined**

- Practice on operational level
- Choose your Design Challenge

### **Phase 2: Deepening and specialisation**

- Theory and practice intertwined
- Practice on supervisory level
- Choose your own Atelier and Design Challenges

### **Phase 3: Optional minor(s) and Professionalisation**

- Theory and practice intertwined
- Practice on management level
- Choose your own Atelier and Design Challenges

### **Minor 1 & 2: Specialise and explore**

- Minors at Leeuwarden and Grand Tour
- Exchange (minor at our partneruniversities around the world)
- Kies op maat (minor at another university of applied sciences in the Netherlands)

### **Internship & dissertation: Be the hospitality gamechanger**

- 10-month internship at management level
- Dissertation assignment

### **International Opportunities**

As a student of Stenden Hotel Management School you have various international opportunities. You can choose to go on Grand Tour and follow parts of your study at one of our international campus sites in Bali, Qatar, South Africa or Thailand.

Facts and figures:

- 33% of the hotel school students are international
- 60% of the hotel school students spend at least a semester abroad
- More than 3000 hotel school students already went on [Grand Tour](#)

### **Exchange: 190 partner universities worldwide**

Instead of Grand Tour you can also choose to go on exchange and spend a module (your specialisation minor) at one of the 190 partner institutions of NHL Stenden. From the United States of America to Australia; you have a world of opportunities.

### **Internship possibilities in 40 countries**

Next to Grand Tour and Exchange, you may decide to follow your internship at one of our 600 internship companies worldwide. Our own placement office offers internship possibilities in more than 40 countries.

"I chose to go on Grand Tour because I very much wanted to do the minor Advanced Wine Studies. And I absolutely have no regrets! It has been an amazing experience, during which I met incredible people, travelled the South African (wine) lands and most of all: I have learned a lot. "

Kees Grooteman, 4th year Hotel Management student

## Specialisation

Classes at the International Hospitality Management programme cover all facets of management. In your third and final year, you will have the option to specialise by taking a number of minors: these are electives in which you focus on a specific subject or expand your knowledge by taking an additional subject. This allows you to truly take charge of your education by 'customising' your course.

You can take these minors at the Leeuwarden branch or at one of the NHL Stenden branches located in South Africa, Thailand, Qatar or Indonesia (Grand Tour). You can also choose from minors offered by other courses and universities of applied sciences – this is all part of broadening your academic skills.

A selection of minors offered by the NHL Stenden Hotel Management School:

- Gastronomy (Netherlands)
- Food & Beverage Management (Netherlands)
- Advanced Wine Studies (South Africa)
- Event Management (all NHL Stenden branches)
- Cruise Management (Netherlands)
- Spa Business Strategy (Indonesia and Thailand)
- Marketing & Management in Asia (Indonesia and Thailand)

## Real world learning

**As part of its Real World Learning programme, Stenden Hotel Management School owns and operates various Learning Companies that are affiliated to the various courses and are open to students enrolled in these programmes. Run by students and supervised by industry professionals, the Learning Companies are designed for students to apply in practice what they learned in the classroom while at the same time gaining experience in interacting with customers on a day-to-day basis.**