Curriculum Ad Hotel Management
2023 – 2024

Year 1	Year 2
Themes and study load	

Year 1	Year 2
Semester Basics of Hospitality (30 credits) › Understand and Experience Hospitality › Finance › Hostmanship 3–4 days practice per week, 16 weeks Study load on average per week › 6 contact hours › 6 self-study hours **Semester Hospitality, The Next Level (30 credits)** › Monitoring HRM › Service Marketing Concepts › Finance Challenge No practice days Study load on average per week › 18 contact hours › 22 self-study hours	**Semester Future of Sustainable Hospitality (30 credits)** › Start Up Your Own Business › Supervisor Skills › Project Management 3 days practice per week, 5 weeks Study load on average per week › 10 contact hours › 30 self-study hours **Semester Business Research and Development (30 credits)** › Innovate and Improve Processes › Insights in Management › Research 2 days practice per week, 16 weeks Study load on average per week › 6 contact hours › 15 self-study hours

Subjects (e.g.)

Year 1	Year 2
› Finance › HRM › Marketing › Operations › Gastronomy › Intercultural (Communication) Skills › Research	› Operations Management › Finance › Business Communications › Project management › Simulation games / Entrepreneurship

Personal and Professional Development
Unlock your hospitality DNA, define your future dreams and work on your international and intercultural skills and attitude.

* This is an indication of the course structure. Actual course content and format may differ.

HOTEL MANAGEMENT
SCHOOL LEEUWARDEN

NHL STENDEN