BACHELOR | 4 YEARS

Hospitality Management

HOTEL MANAGEMENT SCHOOL LEEUWARDEN
NHL STENDEN



Course duration
4 years, full-time

Starts in
February & September

Location
Leeuwarden

Language
English

Also as a 3-year track

THE PROGRAMME

This management course at **Hotel Management School** NHL Stenden prepares you for work in a dynamic, international environment. You develop your skills and knowledge of hostmanship, hospitality and management as well as entrepreneurship, sustainability, event management, human resources, marketing, sales and finance. You gain hands-on experience working in our own four-star **Notiz Hotel** and in our on-campus restaurants and food outlets, teaching you to think strategically at a management level. Students with a pre-university high school diploma can choose to follow this Hospitality Management programme in a 3-year track as well.



CHECK THE PROGRAMME VIDEO

WHY CHOOSE THIS STUDY PROGRAMME?

- Work on challenges set by the hospitality industry
- Gain practical work experience in our own hotel and facilities on campus
- Specialise in your field and take a **minor subject** and **study abroad**
- Do a ten-month paid **internship** in your final year to invest in your personal development and increase your employability
- Take part in international hospitality competitions and expand your network
- Obtain additional hospitality certificates while you study
- Choose for the optional 3-year track if you have a pre-university diploma.

YOUR FUTURE

The future calls for resourceful professionals who understand the dynamics of the hospitality industry and dare to think out of the box to find innovative solutions.

CAREER OPPORTUNITIES

- **Sales & Marketing Manager** applying your understanding of guests to coordinate sales & promotions
- **Coordinator of an international convention bureau** keeping a level head as you liaise with clients and oversee every need
- **Restaurant Manager** making sure the everyday business run smoothly
- **Financial Advisor** providing expert advice on long and short-term goals to meet customer needs
- **Hotel General Manager/owner** understanding your guests, staff and stakeholders and translating their needs into strategy and finance

"I really like being able to practice every aspect of hospitality"

Marie Galler, Hospitality Management student

Read **Marie's story and more**

STUDY PROGRAMME

LEVEL 1

Explore the basics of the hospitality industry and discover who you are as a professional and how you can grow through training at an operational level. The emphasis lies on essential knowledge and skills such as guest interaction, hostmanship, sustainable mindset and business networking.

LEVEL 2

This main phase of your studies focuses on management and entrepreneurship. You move on from working at a tactical to a strategic level, covering subjects such as risk analysis, industry trends, innovation, strategy development and entrepreneurship. Your coach will guide you through your personal development.

LEVEL 3

Focus on a specific subject by taking a minor, in the Netherlands or abroad, that best reflects your ambition such as Spa and Health Management, Advanced Wine Studies, International HRM or Wildlife Management.

END LEVEL

Bring together all the roles you have worked in with a 10-month internship and graduation project. You'll work on your graduation project within your internship company, producing a consultancy report that will establish your skills as a strategic manager.

THE PRACTICAL WAY YOU LEARN

During your studies, you carry out practical assignments from real companies, working in groups and coached by lecturers and professionals with relevant professional experience. It's a way of learning, an educational concept, we call **Design-Based Education.** You learn to draw on feedback to adapt your ideas and become more flexible, while also developing your teamwork and leadership skills.

THERE'S A WORLD TO EXPLORE

Our international community brings together over 80 nationalities on our campuses. It's an open environment that will help you broaden your horizons in many respects. And we offer more options to get you ready for an intercultural work environment. For instance, you could do one of the programmes offered by **RUN-EU** or, depending on your degree, do your **internship abroad** or follow a minor subject in a different country through our **Grand Tour** or **Exchange programmes.** You get to put together the right combination of courses and internships for you and develop both your professional and personal skills.

NHL STENDEN, HOME OF THE ORIGINALS

Our students and staff are originals. They reflect rather than copy. Ask questions rather than follow blindly. Write their own stories rather than learn and live by the book. And they go their own way. Challenging conventions, systems and labels they come up with novel ideas and make surprising discoveries. At NHL Stenden, originals meet each other, share their unique perspectives, knowledge and talents. Where different worlds come together, the best ideas grow.

APPLY

You can apply for the programme through **studielink.nl.** Check our website for application deadlines and practical information including:

- **Application procedure**
  EU: 15 August | Non-EU: 31 May
- **Tuition fees**
- **Admission requirements**

WANT TO KNOW MORE?



CHAT WITH OUR STUDENTS

Find out more about the programme, ask them your questions and hear great tips.

COME AND MEET US

Check out all our different events and other ways of getting to know us better.

study in NL

This information is subject to change during the academic year. No rights can be derived from this information.
Check the latest information at nhlstenden.com/en.

Stendeni05 | v01 | Study year 25/26

HOTEL MANAGEMENT SCHOOL LEEUWARDEN
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BACHELOR | COURSE OVERVIEW

Hospitality Management

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	Study load	Programme		Subjects
LEVEL 1	12 contact hours 28 self-study hours per week 60 ECTS per year	**Semester 1** **The Responsible Hospitality Host** ▪ Hospitality Organisation ▪ Internal Processes ▪ Global Citizenship ▪ Sustainable Mindset ▪ Project work (Design Challenge) ▪ 5 weeks practical training ▪ Personal and Professional Development	**Semester 2** **The Competent Hospitality Professional** ▪ Hospitality Basics ▪ Hostmanship ▪ Business Networking ▪ Operational Decision Making ▪ Project work (Design Challenge) ▪ 5 weeks practical training ▪ Personal and Professional Development	▪ Finance ▪ Economics ▪ Law ▪ HRM ▪ Marketing ▪ Sustainability ▪ Gastronomy ▪ Knowledge of Wine ▪ Business English
LEVEL 2	10 contact hours 30 self-study hours per week + practice 60 ECTS per year	You'll do two of the following semesters during your second year of study and one during the third.		▪ Risk & Strategic Management ▪ Revenue Management ▪ Sustainability ▪ Statistics ▪ Modern Foreign Languages ▪ Business English ▪ Research ▪ Law ▪ Finance ▪ Economics ▪ Simulation games
		Semester 1 **The Strategic Hospitality Manager** Focus on your management and executive skills. Topics ▪ Methodical Analysis ▪ Forecast ▪ Industry Trends ▪ Strategy Development ▪ 5 weeks of practical training ▪ Project work (Design Challenge) ▪ Personal and Professional Development	**Semester 2** **The Enterprising Hospitality Leader** Unlock your innovative business expertise Topics ▪ Concept Development ▪ Entrepreneurship ▪ Business Development ▪ Leadership ▪ 5 weeks of practical training ▪ Project work (Design Challenge) ▪ Personal and Professional Development	
LEVEL 3	8 contact hours + 32 self-study hours per week 60 ECTS per year	**Semester 3** **The Responsible Global Citizen** Put hospitality in the perspective of its surrounding environment and culture. Topics ▪ Corporate Responsibility ▪ Ethics ▪ Applied Research ▪ Inquiry Capability ▪ 5 weeks of practical training ▪ Project work (Design Challenge) ▪ Personal and Professional Development	**Minor subject** Choose a minor specialisation to study in the Netherlands or **abroad:** Minors include: ▪ **Gastronomy** (NL, Thailand and Italy) ▪ **Food & Beverage Management** (NL) ▪ **Advanced Wine Studies** (South Africa) ▪ **Event Management** (all NHL Stenden locations) ▪ **Spa Business Strategy** (Bali)	
LEVEL 4	60 ECTS per year	**Internship & Graduation Project** During a 10-month internship, you'll bring together all your roles, effectively turning into a strategic manager. You'll work on your graduation project for your intern company, and we'll continue investing in your personal and professional development so that you can become a game changer in the hospitality industry.		

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