



BACHELOR IN HOSPITALITY MANAGEMENT

Welcome to the world of hospitality

Welcome to Hotelschool The Hague

Why is our school so special? Because a degree from HotelschoolThe Hague provides you with a passport to the world. As many of our former students occupy top positions in the world of international business, especially in the hospitality industry, the Hotelschool has excellent ties with the business community, giving its students access to a global network of more than 250 renowned practical training companies. Guest speakers from the hospitality industry frequently visit us to share their knowledge with our students, they believe in our school and offer extensive opportunities within their businesses.

Hotelschool The Hague offers its students an excellent combination of theory and practice.

Hotelschool The Hague is a small-scale university where everyone knows everyone else. We have two practically identical branches, one in Amsterdam, and one in The Hague. After a four-year study at the school you will – almost imperceptibly – have built up an interesting network of more than 500 contacts. This network, as many former students can tell you, is extremely useful in your future career. Almost all of our students find a job within one year of graduating.

The unique educational concept at the Hotelschool, which we call ‘entrepreneurial learning’, offers you from the start the opportunity of working individually as well as in small groups, allowing you to determine your own learning path. Furthermore, this learning system stimulates the use of state-of-the-art information technology. It also helps you to develop your independence as well as your management skills. After all, the Hotelschool is first and foremost a business school, training students to fulfil positions at management level.

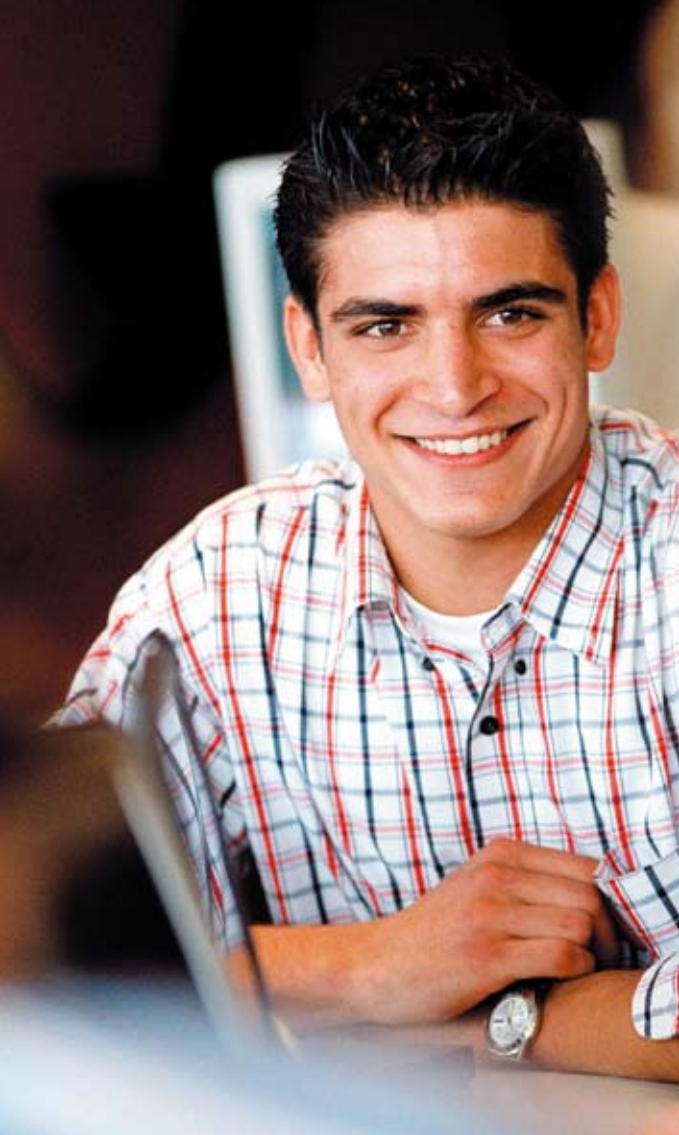


If you are admitted to the school and if you participate actively, I foresee a fascinating career for you in one of the most exciting fields of business in the world with a tremendous growth potential; the hospitality industry.

I hope to welcome you to our dynamic school.

WIM DOOGE | PRESIDENT OF THE BOARD OF DIRECTORS





Hotelschool The Hague was founded in 1929 by HORECAF, the former employers' organisation in the hotel and catering sector.

Over the years it has become one of the best hotel schools in the world, and is recognised as such by the business community as well as by the Dutch government. Hotelschool The Hague also has a branch in Amsterdam that offers exactly the same curriculum.

The Hotelschool offers a four-year international hotel management programme and a two-year International Fast Track programme. Each year the intake in The Hague consists of around 50% Dutch students and 50% international students.

The course is given exclusively in English and results in the internationally recognised Bachelor's Degree Business Administration in Hotel Management (BBA.HM).

INTERNATIONAL REPUTATION

Graduates from the Hotelschool can be found all over the world, often occupying senior management positions. Prospective students from around the globe apply for a place to study at the Hotelschool. Our study programmes have been accredited by the Accreditation Organisation of the Netherlands and Flanders (NVAO). Hotelschool The Hague is also a member of The Leading Hotel Schools of the World; an association of top hotel schools in the world. Over 20% of our staff members and 50% of our students come from an international background.

Hotelschool The Hague has signed the Code of Conduct for international students, which you can find on our website www.hotelschool.nl

ENTREPRENEURIAL LEARNING

Hotelschool The Hague's curriculum is based on the principle of 'entrepreneurial learning'. The lecturer acts as a coach, rather than teacher. Instead of lecturing, he provides the students with tasks and assignments, gives introductory lectures and helps students when they need assistance. A lecturer in front of a huge, full classroom, doing all the talking and spoon-feeding the students, is a thing of the past at Hotelschool The Hague.

During the course the students study independently as well as in small groups. Modern information technologies such as the Internet and e-mail are essential for the execution of the assignments and the school has two modern multimedia centres with documentation, computers, laptop connection facilities and video equipment.

SMALL SCALE

Hotelschool The Hague is a small-scale university. Its two branches have a total of approximately 200 employees and 1900 students.

This creates an intimate atmosphere where everybody more or less knows everybody else. >



PROGRAMME STRUCTURE

The programme comprises a combination of theoretical and practical education and is divided into three stages.

PHASE 1: HOSPITALITY PERFORMANCE

'Doing the existing well'. The first stage is aimed at developing the attitude required to successfully complete the course. Essential aspects are hospitality, cooperation, seeking information, and a sense of responsibility, also with regard to your own learning process. You are subsequently trained in the basic skills required for hands-on positions in hotels and restaurants, such as food preparation, serving and reception duties. You are also introduced to the basic theories of hotel management and are taught how to apply these in practice. For instance, one of the assignments is to set up your own hotel. This involves a range of issues such as the architecture, the personnel policy, and possibly the design of a hotel website.

Duration of Phase 1: 18 months including an international in-service training period lasting about 20 weeks.

PHASE 2: TACTICAL HOSPITALITY MANAGEMENT

'Improving on the existing'. In the second stage you are expected to show more initiative. The course concentrates on various managerial aspects such as marketing management, financial management, operations management, personnel and organisation policy and information management. You subsequently learn to use this professional knowledge to solve management problems such as how to improve quality, how to work more efficiently, and how to enhance customer satisfaction. This stage also includes the practical lessons within the school, which take place in the restaurants, kitchen, hotel, etc. The aim of these lessons is to further develop and improve management skills. These practical lessons also incorporate a field trip in the Ardennes region of Belgium. During this 'outdoor training week' you have to lead a team in the execution of various assignments.

Duration of Phase 2: 1 year.

PHASE 3: STRATEGIC HOSPITALITY MANAGEMENT

'Searching for new combinations'. We live in a rapidly changing world. In this stage of the course you are faced with the challenge of responding to the effects of these changes on the hospitality industry. You therefore have to devise solutions to anticipated problems, respond to potential opportunities, and implement the changes within the organisation necessitated by these developments. The key words are creativity, innovation, strategic planning and action.

Duration of Phase 3: 18 months, including a 20-week international placement.

LIVING IN

During the first year the students live in the 'Skotel', the school's special training and study hotel located within walking distance of the school. When you first start at the Hotelschool, you have to share accommodation with other students at the Skotel. This means that from day one you have to cope with intensive interaction and learn how to deal with conflicts, how to work together, live together and learn together. This creates a solid basis for future group activity.

FUTURE PROSPECTS

A student who successfully completes a course at Hotelschool The Hague has received a broad and comprehensive

education. Graduates from the school are experts on issues relating to management and hospitality and therefore often achieve senior management positions, such as General Manager of a hotel or manager in Food & Beverage, Human Resources or Marketing. Other career possibilities include executive positions in other service industries such as retail, catering, tourism or banking. In conjunction with the Rotterdam School of Management (RSM) Erasmus University, the Hotelschool also offers a one-year international Master's Degree in Hospitality Management.

ENTRY REQUIREMENTS

Everyone who applies for a place and is in possession of academic qualifications providing them entrance to Higher Professional Education in accordance with external guidelines, is invited to a selection day at the school. Acceptable academic qualifications are for example International Baccalaureate, European Baccalaureate, two A-levels, Abitur (Germany). Candidates must show proficiency in English. Candidates who have followed at least two years of full-time education with English as the language of instruction in the preceding three calendar years are deemed to have fulfilled this requirement. Those candidates to whom this does not apply, must have achieved adequate results in a TOEFL or IELTS test or be in the possession of an approved Cambridge certificate (please enquire at your local British / American Embassy).

Knowledge of a second foreign language besides English is not required. However, as students must also follow a second foreign language other than English, after acceptance candidates may have to take a test in the second foreign language in order to ascertain at which level they should begin this second foreign language.

VISIT ONE OF OUR OPEN DAYS

If you are not sure whether Hotelschool The Hague is the right choice for you, we strongly recommend you visit one of our many open days. In view of the great interest in our school, these are held almost every Wednesday afternoon in The Hague and in Amsterdam. These open days consist of a presentation about the course and a guided tour around the building in small groups. Please register in advance online via our website where you can find the dates and other additional information.

SELECTION PROCEDURE

The intake of students takes place twice a year: August and February. As the number of applications far exceeds the number of available places, the Hotelschool implements a selection procedure. If you would like to study at our school, please apply via <http://hotelschool.studielink.nl>. Additionally, you will have to submit an application form. There is one enclosed in this brochure, or you can download a copy from our website www.hotelschool.nl. Please send it together with all the required documents. If you meet our entry requirements, you will be invited to one of our selection days. During the selection day candidates, who are interviewed by students, lecturers and representatives of the hospitality industry, are also required to carry out a group assignment.

MORE INFORMATION | ADMISSIONS OFFICE

Interested in more information? Visit our website www.hotelschool.nl or contact the Admissions Office. Our Admissions Office is open 09.00 – 12.30 from Mondays to Thursdays: tel +31 (0)70 750 30 29 or e-mail: admissions@hdh.nl.

INTERNATIONAL FAST TRACK PROGRAMME

The shortened Bachelor's Degree programme at Hotelschool The Hague

Hotelschool The Hague also offers a two-year International Fast Track programme which is available in The Hague. The International Fast Track Programme, that lasts two years, allows students with a previous qualification in hospitality studies to follow a shortened version of the Bachelor's programme, enabling them to build on and enhance their management skills.

THE INTERNATIONAL FAST TRACK PROGRAMME

The International Fast Track programme starts with an adaptation phase comprising a six-week Summer Preparation Course that starts in July. Phases 2 and 3 are identical to the regular programme; you can find more information about this elsewhere in this brochure. The final six months of the course are spent on management placement.

Our system of entrepreneurial learning gives the student responsibility for his own learning process. It involves individual study, group work, case studies and assignments and the development of practical management skills. Fast Track students stay in the Skotel, the Training & Study Hotel of the school, only during the Summer Preparation Course.

ENTRY REQUIREMENTS

Candidates must have successfully completed a recognised course in hotel or hospitality studies at secondary level. As a guideline the course should have taken three years (or more) and must comprise practical and theoretical training. In addition, candidates must show proficiency in English.

INTERESTED?

For more information please download the International Fast Track flyer from our website www.hotelschool.nl. Go to Programmes, International Fast Track, Brochures, fill in the form and choose International Fast Track flyer. Alternatively, you can contact us by telephone or e-mail. The Admissions Office is open from 09.00 – 12.30 from Mondays to Thursdays: Tel +31 (0)70 750 30 29 or e-mail: admissions@hdh.nl.



The Netherlands is a friendly, business-oriented country with an international outlook where English is widely spoken. The Dutch are well known as a tolerant people who are open to other cultures. Due to its central location and excellent infrastructure, famous European capitals such as London, Paris, Berlin and Rome are within easy reach.

ATTRACTIVE ENVIRONMENT

With cities such as Amsterdam, The Hague and Rotterdam linked into one unique metropolitan structure (the 'Randstad'), the Netherlands has created a heterogeneous urban environment with a lively multi-cultural climate, while reflecting the traditional values of tolerance, respect and entrepreneurship. The temperate climate, sandy beaches, woodlands and lakes also make it an attractive place to live. The innovative and liberal spirit of the Dutch people has made the Netherlands ('Holland') one of the most prosperous places on earth and a must for everyone, but especially for young people to visit, study, work or live.

AMSTERDAM

Amsterdam is the capital of the Netherlands. It is a beautiful city, world-famous for its canals, Concertgebouw Orchestra, museums such as the Van Gogh Museum and Rijksmuseum and the famous Heineken Brewery. On top of that, Amsterdam offers a wide variety of theatres, restaurants, pubs, clubs, markets and various events.

THE HAGUE

The Hague is both the seat of the Dutch government and the seat of the Crown (Queen Beatrix). Hotelschool The Hague is located in the residential area of The Hague, a stone's throw from the fishing port of Scheveningen, stretches of clean beaches and dunes, lively nightlife and a multitude of museums and galleries.







APPLICATION COSTS

An application form and information about the costs are inserted as a loose supplement in this brochure. If not, please visit our website www.hotelschool.nl where you can download an application form and find other additional information.

Hotelschool The Hague
International University of Hospitality Management

Amsterdam branch

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