

Mission

NHTV wants to be meaningful. Therefore, we train our students in an international study and work environment to be curious, responsible and entrepreneurial professionals qualified for the globalizing job market. In the practice-oriented and applied academic research, we address current and challenging issues which are related to developments in our knowledge domains. We want to inspire students and staff to optimally develop and use their talents to provide industry with innovative answers.

We do not only want to provide students with discipline-specific knowledge, but also relevant social knowledge and skills, so that they will be able to make good choices in professional practice. For quite some time, investments have been made into the development of the body of thoughts of Imagineering as a method to come to effective interventions on the basis of people's experience (and which will lead to business and social innovation). As an international institution we make the same investment in Cross-Cultural Understanding. Besides, Social Responsibility and Entrepreneurship are themes that will be included in all curricula.

Strategic aim

The strategic aim for 2017 is to further develop NHTV into an entrepreneurial and business-oriented institution of higher education which is considered to be an internationally renowned knowledge institution on the basis of the high quality of education and knowledge development.

Strategic international collaboration

NHTV opted for profiling itself as an international institution for higher education years ago. The basis of this choice lies in the international curriculum, in which the content of the programme and practical cases are placed in an international perspective. In the meantime, the greater part of our programmes are delivered in English or have an English variant, half of the students attend English-taught courses, and more than 50% of students do their work placements abroad. For student exchanges we strive for a balance: outbound student mobility enhances international experiences of students, and

inbound students and staff see to student groups being composed of different nationalities (international classroom). The partner network for exchanges will be strengthened, not only to enhance the number of student exchanges, but also to further increase the exchange of lecturers. This will be done through the setup of strategic partnerships, on hot spots and preferably in emerging markets. When choosing partners, the quality of matching programmes in the domains that NHTV covers is leading. At the same time, we also try to respond to the students (geographical) preferences and demands by establishing partnerships in the countries of their preference. The policy of NHTV is to establish more partnerships with EU-countries in the Eastern part of Europe and we will also encourage students to participate in exchange programmes in that region. It is also relevant to mention here that within the context of the Performance Agreements that Dutch institutions of higher education were requested to develop, NHTV has agreed upon a performance indicator that prescribes that as of 2016 60% of our graduates should have earned at least 30 ECTS abroad.

Associate professors and researchers are expected to be entrepreneurial and to be operating in an international network of researchers. These networks are also the basis for international research projects, in which the 'societal challenges' in the 'Horizon 2020 Framework Programme for Research and Innovation' of the European Union will be anticipated.

Ties with the industry

The quality of the links with industry determines the extent to which NHTV will succeed in being a leading institution. We aim at intensifying our cooperation with companies and institutions in the Netherlands, and in line with this aim, international trade and industry. To achieve this, so called hot spots for innovation will be identified for each of the four distinctive specialist disciplines: (1) Tourism, Leisure, Hotel & Entertainment, (2) Logistics, (3) Built Environment, Real Estate, Facilities and (4) Media & Game Technology and Design.

We want to be involved in the big questions in the disciplines to link up with innovative developments and contribute to them in a linking position between industry and knowledge/science. A network will be built per discipline at (international) hot spots with knowledge institutions and companies. In doing so, extra attention will be paid to potential emerging markets.

Based on the successful operation of previous projects, such as the Intensive Programmes, NHTV will continue to expand the number of international cooperation projects within and outside the European Union as it has proven to be an excellent tool to serve international student and lecturer cooperation and mobility. Especially the Intensive Programmes are addressed in the yearly activity plans at central and de-central level.

An example of this is the IP 'Tourism and quality of life, entrepreneurship in experiences' in collaboration with JAMK University of Applied Sciences (FI), Ramon Llull University (ES) and Kodolanyi Janos University of Applied Sciences (HU). Our students highly appreciate working intensively together with students from various (European) countries on one specific theme that is of particular interest to all student groups. It is also considered to be an enriching experience in terms of exchanging cultural experiences.

1. The 'raison d'être' of NHTV is to educate and prepare responsible graduates who are ready and qualified to perform in the globalizing job market by providing them an international and high quality curriculum and learning environment. The international classroom is identified as the key setting where students learn to collaborate and communicate with the objective to be prepared for a professional career in the global knowledge and work environment. Through a mutually reflexive process, students gradually develop cultural awareness and sensitivity. This contextual awareness and understanding is an essential learning outcome for any future professional to operate successfully in the domains. Students participating in the Programme, strongly contribute to the creation of this crucial international learning environment at NHTV.

2. NHTV relates knowledge development to the most challenging current questions from the industry, and subsequently, translates the knowledge that has been developed into educational material. The driving force for the development of knowledge is the current (mid-term) demand of trendsetters in industry. Our knowledge workers have the important task, in close consultation with these trendsetters, to identify and pinpoint issues of the industry. International cooperation is seen as vital to the further development of knowledge and participation in the Programme thus enhances the quality of education offered at NHTV.

3. NHTV considers an international curriculum and an international learning environment as key to the quality of education. Student and lecturer mobility are important and proven tools in this respect. We envisage to strengthen cooperation with high quality institutions of higher education in Europe and will continue to work on intensification of the collaboration with current partners e.g. by establishing more double degree arrangements and by organizing joint student activities.

4. In the section 'ties with the industry' we mention our vision on how to connect business to education. In this respect it is relevant to mention the Dutch national economic policy on top sectors. NHTV links up with two top sectors: logistics and creative industry. The link with top sector logistics has meanwhile a solid basis. The study programs of logistics jointly present themselves in the Centre of Expertise Logistics and have close ties with the top knowledge institute Dinalog. Regionally NHTV actively participates in joint business-government-education initiatives.

5. Employees are expected to open windows, look and listen to industry, detect innovative cross-overs, have an international focus and act in NHTV's interest. To reinforce this, a new governance model was implemented in 2012 putting responsibilities in the organization at the lowest levels possible. We want to transform relevant knowledge into products, services and new economic activity in co-creation with industry and in this way diversify funding sources.