

**NHTV Breda University of Applied Sciences  
Academy of Hotel Management  
Exchange Programme Fall Semester 2019**

Address:

Academy of Hotel & Facility Management  
Campus - Hopmansstraat 2 4811 JS Breda

Contact person:

Helene Rops: [hotelmanagement@buas.nl](mailto:hotelmanagement@buas.nl)

Antoon Ceuleers: [ceuleers.a@buas.nl](mailto:ceuleers.a@buas.nl)



## Introduction

Dear prospective exchange student

Thank you for considering Breda University of Applied Sciences – the Hotel Management programme - as a possible exchange destination. Brace yourself for an entirely new and exciting experience at a top rated programme in hotel management (according to a national authoritative student survey, October 2016).

The Academy of Hotel & Facility Management was founded in 2001 offering its students an entirely English taught programme leading to an internationally recognized BA (Bachelor of Arts) in Hotel Management/ BSc (Bachelor of Science) in Facility Management.

In the academic year 2019-2020, Breda University of Applied Sciences (BUas) will unite all 7,500 students on campus, resulting in a vibrant, enticing and international study environment. Hotel & Facility are located in the newly renovated Horizon building.

What characterizes the Academy most, however, is its innovative curriculum and alternative way of 'coaching' (not teaching) students to become self-responsible, result-oriented, result-oriented, communicative and innovative young professionals.

It goes without saying that this can only be achieved in close co-operation with the real-life hotel industry. We kindly invite you to experience this new way of studying for one semester yourself!

### Main Campus Breda University of Applied Sciences



## 1. Key dates

<b>26 August 2019</b>	Introduction International students
27-30 August 2019	Introduction Academy of Hotel Management
2 September 2019	Start Academic Programme
14-18 October 2019	Autumn Break
21 November- 29 November 2019	Exam week(s)
23 December- 3 January 2020	Christmas Break
13 -17 January 2020	Project Presentations
20-24 January 2020	Re-sit week
24 January 2020	End of programme

## 2. Programme Fall Semester (26 August 2019 – 24 January 2020)

Code	Title	ECTS	
EHM2.EC -01	Economics	3	
EHM2.BLE- 01	Business Law and Ethics	3	
EHM2.OB- 01	Organisational Behaviour	3	
EHM2.IA- -01	Investigative Abilities	6	
<b>EHM2.IP1- 01</b>	<b>**Integrated Project: Developing People and Organisations</b>	<b>6</b>	
EHM2.MDP--01	Management Development Programme	2	
EHM2.MLS-01/ EHM2.MLS-02	Management and Leadership Skills	2	
EHM2. EN- 01	English	3	
EHM2.DLC- 01	Dutch Language and Culture	2	
	TOTAL	30	

**\*\* only in combination with Economics, Business Law and Ethics, Organisational Behaviour, Investigative Abilities**

### 3. Short Course Descriptions

**\*Please mind that literature list is always subject to change.**

Course Code	EHM2.EC-01
Course Title	<b>ECONOMICS</b>
Course Coordinator	John Mackillop mackillop.j@buas.nl
Language of Instruction	English
Semester	September – January
Teaching Hours	10 x 90 mins
Semester	SEMESTER 3
Module	Developing People and Organisations
Mode Of Delivery	lectures + workshops
ECTS credits	3
Learning Outcomes	<p>By the end of this module students should be able to:</p> <ol style="list-style-type: none"> <li>1. Comprehend what is meant by macroeconomics and recognise the main objectives of macroeconomic policy</li> <li>2. Understand the role of government and the central bank in determining the money supply and interest rates</li> <li>3. Be aware of the role of commercial banks in creating money and credit in the economy</li> <li>4. Appreciate the concepts of aggregate demand and supply and their role in managing the economy</li> <li>5. Demonstrate knowledge of the instruments of macroeconomic policy and understand their limitations</li> <li>6. Understand the concepts of unemployment and inflation</li> </ol>
brief description	<p>Macroeconomics is concerned with the big picture, the aggregates in the economy. Topics such as the overall level of national output, the numbers of people unemployed and the level of inflation are dealt with in macroeconomics. Other considerations are the level and forms of taxation, the amount of government expenditure, and control of the money supply.</p>
Literature*	<ol style="list-style-type: none"> <li>1. Mankiw, N.G., Taylor, M.P., Ashwin, A. Business Economics 2nd Edition 2016 Cengage Learning, Hampshire. Chaps 1-3 and 15-20 (M)</li> <li>2. Sloman, J., Wride, A and Garratt, D. Economics 9th Edition 2015 Pearson, Harlow Essex Chaps 14-23 (S)</li> <li>3. Sloman, J., Jones, E. Essential Economics for Business 4th Edition 2014 Pearson Harlow Essex Chaps 1,8,10,11,13 (SEB)</li> </ol>
Assessment & Criteria	multiple choice exam (40 questions)
Prerequisites	

Course Code	EHM2.BLE-01
Course Title	<b>BUSINESS LAW &amp; ETHICS</b>
Course Coordinator	Jorn Fricke Fricke.j@buas.nl
Language of Instruction	English
Semester	September – January
Teaching Hours	10 x 90 minutes
Mode Of Delivery	Lectures & Workshops
ECTS credits	3
Learning Outcomes	<ol style="list-style-type: none"> <li>1. understand the legal relations that exist in the specific legal areas of business administration discussed during this year's BL&amp;E programme</li> <li>2. be able to formulate legal questions about the legal constraints that arise in the specific business administration issues discussed in this year's BL&amp;E programme</li> <li>3. be able to apply these legal concepts in practice within the FM/HM industry</li> <li>4. understand and apply the knowledge of the global distribution and variety of ethical issues within the context of the HM/FM industry</li> <li>5. understand and apply the knowledge of the past, present and future developments with regards to ethical issues, within the context of one's own career and position within the HM/FM industry</li> <li>6. understand and apply advanced insights regarding stakeholder involvement in sustainable development, and related topics within the context of one's own role and behaviour within wider society</li> </ol>
Brief Description	<p>The law component in year 2 elaborates on the subjects discussed in the first year and introduces some new subjects in both public law and private law. EU law is discussed in more detail, as are special contracts, employment law and intellectual property rights. Finally, the link between business law and sustainable development will also be discussed.</p> <p>The ethics component in year 2 focuses on the global relevance of ethics through geographical distribution of issues, whereby challenges to sustainable development in time and space are pinpointed. The course will link Hotel and Facility Management to sustainable business models. It builds on the first year programme and aims to help students to further develop their own perspective on sustainable development/ethics in relation to their future careers, roles and behaviours in the FM/HM industry.</p>
Literature*	<p>Ethics: Roorda, N. (2012) Fundamentals of Sustainable Development. Routledge: New York.</p> <p>Business Law: N.A. Jansen (2014), Law &amp; Self-Regulation. Legal and Business Perspectives. VU Boekhandel: Amsterdam</p> <p>Business Law: Lectures lecture will be made available. Lecture notes provide a summary of the topics discussed during the lecture and may contain links to articles and others sources of information that provide more detailed information on specific aspects of the topics discussed during the lectures.</p>
Assessment & Criteria	presentation (25%)

	written exam (75%)
Prerequisites	

Course Code	EHM2.OB-01
Course Title	<b>ORGANISATIONAL BEHAVIOUR</b>
Course Coordinator	Joseph Roevens roevens.j@buas.nl
Language of Instruction	English
Semester	September – January
Teaching Hours	10 x 90 mins
Mode Of Delivery	Lectures & Workshops (dialogues)
ECTS credits	3
Learning Outcomes	<ol style="list-style-type: none"> <li>1. To organize people</li> <li>2. To structure organisations</li> <li>3. To lead people and motivate them</li> <li>4. To set up a proper strategic Human Resources Management cycle</li> <li>5. To deal with different national cultures</li> <li>6. To deal with different organisational cultures (cross culture)</li> </ol>
Brief Description	<p>Organisational Behaviour focuses on people: how to organise and structure, how to lead and follow, how to set up a proper strategic Human Resources Management cycle, how to deal with different national and organisational cultures. As the OB course focuses on the behavioural aspects of working with people within organisations, it provides (additional) theoretical backing for the courses: Management Development Program, Business Law &amp; Corporate Social Responsibility, and Operations Management. As the Economics course is based on specific psychological assumptions about human nature, OB offers supporting and competing theoretical views, building up students critical thinking skills. OB offers specific theories and models of investigation; and the cultural sensitivity of investigating.</p>
Literature*	<p>All slides from the given lectures , including accompanying texts in added notes</p> <p><input type="checkbox"/> Articles on N@tschool for dialogue workshops:</p> <ul style="list-style-type: none"> <li>- Workshop 1: 2OB DIAL1 Group Learning via Dialogue</li> <li>- Workshop 2: 2OB DIAL2 The Millennial Generation</li> <li>- Workshop 3: 2OB DIAL3 The Darwinian workplace</li> <li>- Workshop 4: 2OB DIAL4 Ricardo Semler: won't take charge</li> </ul> <p><input type="checkbox"/> King, D. &amp; Lawley, S. (2016, or, 2015). Organisational Behavior. 2nd or 1st edition. Oxford: Oxford University Press. ISBN 978-0-19-872402-5 (Copies in Library. No purchase requirement.)</p> <p><input type="checkbox"/> Huczynski, A. and Buchanan, D. (2013) Organisational Behavior. 8th edition, Edinburgh: Pearson</p>

	Education Limited. ISBN: 978-0-273-77481-5 (Copies in Library. No purchase requirement.)
Assessment & Criteria	multiple choice exam (100%)
Prerequisites	

Course Code	EHM2.IA-01
Course Title	<b>INVESTIGATIVE ABILITIES</b>
Course Coordinator	Jelmer Weijsschede weijsschede.j@buas.nl
Language of Instruction	English
Semester	September – January
Teaching Hours	45 contact hours
Mode Of Delivery	Lectures & Workshops
ECTS credits	6
Learning Outcomes	<p>After completing Investigative Abilities in semester 3, with respect to design you will be able to:</p> <ul style="list-style-type: none"> <li>•reflect on (wicked) problem descriptions and create provisional goals for an intended artefact;</li> <li>•formulate design demands and assumptions;</li> <li>•understand generating processes and ways to influence them;</li> <li>•generate alternatives for improvement and or construction of related material or immaterial artefacts;</li> <li>•evaluate designs and consider alternatives to improve them, and relate this to the iteration of the process.</li> </ul> <p>With respect to (quantitative) research, you will be able to:</p> <ul style="list-style-type: none"> <li>•distinguish between research philosophies, approaches, and methods;</li> <li>•perform a basic literature study to collect relevant information on a particular topic;</li> <li>•write objectives and research questions within a commissioned assignment given by different types of commissioners;</li> <li>•formulate appropriate research strategies and research designs (e.g., experiment, cross sectional design, case study, design) for particular research problems;</li> <li>•understand how research quality is assessed, and evaluate the quality of research yourself (i.e., reflect on validity, reliability, replicability, and utility);</li> <li>•choose research methods commonly used under each research strategy (e.g., survey, interview, scenario writing);</li> <li>•explain different sampling strategies, and their strengths and weaknesses in different contexts;</li> <li>•name different levels of measurements and standard descriptive statistics for each level of measurement;</li> </ul>

	<ul style="list-style-type: none"> <li>•formulate hypotheses and interpret accompanying statistical analysis (correlation / association) for decision making purposes;</li> <li>•correctly apply an appropriate referencing style (Harvard) to refer to sources used in academic writing, thereby avoiding potential issues with fraud or plagiarism.</li> </ul>
Brief Description	<p>students will learn both scientific and designerly ways of investigating. As an investigator, you need the ability to apply and reflect upon different research philosophies, approaches and methods. As a designer, you need the ability to create, generate, converge and diverge. During the lectures about imagination and design, the Imagination day and the Engineering day, you will get familiar with generation techniques and decision and evaluation techniques. Moreover during lectures related to quantitative research methods you will get acquainted with issues such as research design, sampling and data analysis.</p>
Literature*	<ul style="list-style-type: none"> <li>- Gray, D. E., 2014, Doing Research in the Real World, 3rd edition, London, UK: Sage.</li> <li>- Hanington, B. &amp; Martin, B., 2012, Universal Methods of Design, 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions. Beverly, MA: Rockport Publishers.</li> </ul>
Assessment & Criteria	<p>Individual Reflection Paper: Pass/Fail (conditional requirement) Written Exam: (100%)</p>
Prerequisites	

Course Code	EHM2.IP1-01
Course Title	<b>INTEGRATED PROJECT: DEVELOPING PEOPLE &amp; ORGANISATIONS</b>
Course Coordinator	Joseph Roevens Roevens.j@buas.nl
Language of Instruction	English
Semester	<b>December– January (last 4 weeks of the semester )</b>
Teaching Hours	160 hrs ( 4 week project)
Mode Of Delivery	<p>The lectures are plenary sessions with all students currently following the Project, and are interactive overview sessions. In wk49 its purpose is to show students an example of how to set up a good “investigation”/ a good analysis and turn it into a good IP presentation on Video. The students are expected to have studied (e.g. for the exam) all topics of the 4 courses and have had Lumina and several MDP-trainings prior to this lecture.</p> <p>Q&amp;A sessions (Q&amp;A) During the weekly 1 hour Question &amp; Answer sessions all course</p>



	experts will be available to answer CONTENT related questions. You may also upload a pilot of your video on Youtube prior to the Q&A(s), for us to discuss in
ECTS credits	6
Learning Outcomes	<p>Upon completion of this Project, students should be able:</p> <ol style="list-style-type: none"> <li>1. to look at what happens in Industry via different perspectives/ lenses/frameworks/theories</li> <li>2. to set up Group Research using the appropriate Investigative Abilities' methods</li> <li>3. to relate the theories/perspectives of Organizational Behaviour to its practice in Industry</li> <li>4. to relate the theories/perspectives of Business Law &amp; Ethics to its practice in Industry</li> <li>5. to relate the theories/perspectives of Macro-Economics to its practice in Industry</li> <li>6. to create a coherent story, in the form of a Presentation, or, of a Documentary, on Video</li> <li>7. to present a coherent story around two questions: "how does theory match with practice?" and "how do the 4 subjects interrelate" logically within a 17-20min. time limit</li> <li>8. to work effectively in a small team of 5-6, with different personalities and sometimes also different cultural backgrounds.</li> <li>9. to do "project management" within a short time-frame</li> </ol>
Brief Description	The Integrated Project offers students the opportunity to combine the knowledge & skills that they gained in the Module's courses (Organizational Behavior, Management Development Program, Business Law & Corporate Social Responsibility, Investigative Abilities and Economics) and relate Theory to Practice in a Group Assignment (7 students/group): a 20min Video Research Documentary.
Literature*	see prerequisites
Assessment & Criteria	a 20 Min video research documentary
Prerequisites	EHM2.IA-01 / EHM2.EC-01 / EHM2.BLE-01/ EHM2.OB-01

Course Code	EHM2.MDP-EX-TR1-01
Course Title	<b>MANAGEMENT DEVELOPMENT PROGRAMME</b>
Course Coordinator	Janneke van Hoek hoek2.j@buas.nl
Language of Instruction	English
Semester	September – January
Teaching Hours	4x 4 hours (mandatory)
Mode Of Delivery	interactive training sessions
ECTS credits	2
Learning Outcomes	In this semester the focus of the Management Development Programme is on personal development, professional development

	and study approach. On one hand you will get trained in self-management that refers to intra-personal methods, skills and strategies. This will support you directing your own activities towards the achievement of your objectives. On the other hand you will get training in Leadership skills, Team Dynamics and Application skills. Next to this you will be offered individual coaching which is focused on being successful in your study and career choices.
Brief Description	<p>Although the exchange programme is not similar to the regular Management Development Programme, the exchange students will participate in the training sessions together with the students who participate in the regular Management Development Programme. All training sessions are visible in the schedules. For hand in dates see the schedule below.</p> <p>There are different sessions offered during this course:</p> <ul style="list-style-type: none"> <li>• Lumina 1 &amp; 2</li> <li>• Team Dynamics 1</li> <li>• Team Dynamics 2</li> <li>• Conflict management</li> </ul>
Literature*	Lumina
Assessment & Criteria	The testing is based on active participation during the training sessions. You will be issued a 'Pass' for the course, if you attend all sessions (as indicated above). If you miss out on any of the sessions, you need to take a resit. The resits will consist of assignments, which are to be found on natschool and will be published after the training. For the hand in dates of the assignments and resits see the schedule below:
Prerequisites	

Course Code	EFM2.MLS.EM-02
Course Title	<b>MANAGEMENT AND LEADERSHIP SKILLS: EVENT MANAGEMENT</b>
Course Coordinator	Wil Gooskens Gooskens.w@buas.nl
Language of Instruction	English
Semester	September – January
Teaching Hours	Pm
Mode Of Delivery	Lectures, Tutor Meetings, organising an event
ECTS credits	2
Learning Outcomes	<p>After completing this theme, students:</p> <ul style="list-style-type: none"> <li>• are able to design a feasible event concept (including: description of the event and the event theme, description of the goals of the event, timing of the event, global F&amp;B concept (if applicable))</li> <li>• are able to apply event marketing to the approved event concept</li> <li>• are able to format a preliminary event budget, including a complete overview of all expected costs and revenues</li> </ul>

	<ul style="list-style-type: none"> <li>• are able to apply financial management including budget, break event calculation, cash flow and calculation of prices</li> <li>• are able to write a feasible script which will be the basic foundation of the event</li> <li>• are able to execute the event based upon the approved concept plan and approved script</li> <li>• are able to operationalize the script during the event execution</li> <li>• are able to evaluate the concept plan, financial plan, marketing strategy, script and event execution</li> <li>• are able to understand the process of generating profit</li> </ul>
Brief Description	The importance of the theme event management lies in the opportunity for students to show their entrepreneurial skills by organising and executing an event. The content of the course focuses on applying the basics of event management, with special emphasis on the crucial role of marketing and budgeting. Profit which results from events will be transferred to corporate social responsible charity causes. Within the context of a project team, students focus on understanding theories and models related to Event Management and how to apply them in a practical situation. In addition, students will apply their hospitality and communication related skills, that they practiced in year 1, in a real-life situation.
Literature	Wagen van der, L (2008). Event management. Sydney: Pearson Education Australia.
Assessment & Criteria	group grade ( 50%): preparation, event, report individual grade (50%): participation & individual input
Prerequisites	

Course Code	EHM2.DE-01
Course Title	<b>DUTCH LANGUAGE &amp; CULTURE</b>
Course Coordinator	Frank van Heijningen Heijningen.f@buas.nl
Language of Instruction	English
Semester	September – January
Teaching Hours	10 hours
Mode Of Delivery	Lectures + Excursion
ECTS credits	2
Learning Outcomes	To apply the knowledge and understanding of Dutch culture and society obtained in the Dutch Culture and Society course as well as reflect on your own experience of living abroad in The Netherlands
Brief Description	The focus is mainly on speaking skills, acquiring Dutch phrases, vocabulary and idioms; practising grammar, practising pronunciation and listening skills. The objective is to reach A1 by the end of the year.

	A document which describes the criteria for reading, speaking, listening and writing as laid down in the European Language Framework, can be found at our LMS – Cum Laude.
Literature*	Taal Vitaal Nieuw, Nederlands voor Beginners. Suggested books will be available from the NHTV library.
Assessment & Criteria	report & video
Prerequisites	

**A sneak preview...**



### **Useful Information**

*Note: a **laptop** is needed for optimal performance.*

#### Dresscode

Certain visits / guest lectures / presentations require **correct and formal attire**. We do not impose uniforms, but **Business suit & tie (men)** and two piece suits (women) will be required at certain instances

#### Sibelicious

The programme boasts its own training facility, called Sibelicious, in which students are given operational duties. The following areas are part of Sibelicious:

- Reception hall with Visitor Centre
- Service desk
- Executive meeting rooms/ Board room
- Restaurant
- Kitchen
- Coffee Corner
- Grand Café
- Taste Lab



Sibelicious enables first year students to gain experience in taking overall charge of a hospitality business under the guidance of a management team of second year students. This means that students are responsible for generating new business, making price quotations, organizing meetings and events, pre production and retrospective costing and after sales. It goes without saying that the institute is ultimately responsible for monitoring the quality of the students' performance and for coaching the students who work in Sibelicious.



You received a letter with information about your personal login credentials. From this moment onwards you can use these credentials to log in to the portal as well as the other NHTV systems. You can log in to your personal portal via <http://myportal.buas.nl/> For some additional support, if needed, you are referred to the 2<sup>nd</sup> instruction video on your personal page. In addition, you will need to use your login details from now on to make payments in the webshop <https://more.buas.nl/ECP> (e.g. for participation in the introduction event).

Through the [Portal](#) you can enter your e-mail account (add tile: BUas), Cum Laude Learning (add tile) and Osiris (add tile). Cum Laude Learning and Osiris are the two most important applications for students of Breda University of Applied Sciences.

**Cum Laude** (LMS) is the electronic learning environment of BUas. It is used for, for instance:

- \* Course information: course descriptions, assignment descriptions, etc.
- \* Hand-in assignments
- \* Information on examinations: exam schedule, exam regulation, exam room division etc.
- \* General information: year planning, curriculum information, regulations, etc.

**Osiris** is a student monitoring system in which your academic progress, such as your marks and ECTS, are monitored.

If you have any problems logging in, please contact the [servicedesk](#).

#### MyBUas App

'MyBUas'. This student app provides mobile access to information about your study schedule/roster, marks, and BUas news. The app is compatible with Android (PlayStore) and iOS (AppStore).

#### Additional Costs

The principle of student exchange implies that students can study one semester at a partner university, while paying tuition fee at the home university. No additional costs will be charged, with the exception of school related activities that are not included in the tuition fee.

For the introduction days an extra € 135 will be charged for the participation in the so-called → **InterSib 2019**. That is including two overnight stays and full board (only in case you would like to participate).

And another **€ 100** for those students who will participate in the Dutch Language Programme – Basis Dutch (offered 13 February 2019 till 1 June 2019). \* to complete your enrolment, you are required to transfer 100 euro to the BUas account.

By passing the final test in the last week of the course the fee will be refunded to you completely.

