



Work with our students



Hotel

PLACEMENT AND GRADUATION ASSIGNMENTS



DISCOVER YOUR WORLD

BUas.nl

 **Breda**
University
OF APPLIED SCIENCES



As a partner in the hospitality industry, we would be happy to work with you. The students of our professional bachelor's programme of Hotel Management can set to work for you on a placement or graduation assignment.

Hotel Management

Our English-taught bachelor's programme in Hotel Management prepares students for careers in the international hospitality industry. The programme has a practical orientation and is delivered by highly qualified and international lecturers with extensive professional experience.

The first year of study focuses on theoretical knowledge in Business Administration as well as practical courses in Culinary, Restaurant, Reception and Conference services.

The main phase of the degree programme is structured around the following themes:

- > Developing People and Organisations
- > Managing Business Performance and Innovation
- > Discovering the International Hospitality Industry (Placement)
- > Creating Excellence in Hospitality Management

Students perform a 24-week work placement in year three and they complete their degree by means of a graduate research project in their final year of study.

We are Breda University of Applied Sciences

Some 7,000 students from over 100 countries are studying at our international higher education institute. Our campus is situated in the south of the Netherlands, in the city of Breda, only 100 km from both Amsterdam and Brussels. Our institute, formerly known as NHTV Breda, was founded in 1966 as a provider of bachelor's courses in tourism and leisure, and in this field it is currently the largest and leading education institute in the world. New professional and academic bachelor's and master's programmes have been developed since then. Today we offer degree programmes in the domains of Games, Media, Hotel, Facility, Logistics, Built Environment, Tourism and Leisure & Events.

PROGRAMME FACTS

- > English-taught
- > 4 years, 3-year track available to pre-university graduates
- > 24-week work placement in the third year
- > Graduate research project of 6 to 9 months
- > Degree title: Bachelor of Arts
- > Career examples: general manager, food & beverage manager, rooms division manager, hospitality consultant, concept developer, entrepreneur



COURSES TAUGHT IN THE PROGRAMME

SUBJECTS	YEAR 1		YEAR 2		YEAR 3		YEAR 4	
	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8
Operations Management	•			•				
Management Information Systems (MIS)	•			•				
Management Development Programme (MDP)	•	•	•	•		•		
Finance		•						
Economics		•	•					
Marketing		•		•				
Business Law & Ethics		•	•					
Investigative Abilities		•	•			•		
English & French/German/Spanish	•	•	•	•		•		
Organisational Behaviour			•					
Accounting				•				
International Work Placement					•			
Sustainable Strategic Business Design						•		
Graduation Phase							•	•



Good to know

- > Our Hotel Management programme has received official accreditation from the Accreditation Organisation of the Netherlands and Flanders (NVAO).
- > It has been awarded a label of excellence by the Dutch government for close cooperation with the Hotel Management industry.
- > Top ratings in Dutch higher education league tables, such as Keuzegids HBO and Elsevier Beste Studies.
- > International recognition by the UN World Tourism Organization and the International Centre of Excellence Tourism and Hospitality Education (ICE) underlines the quality of our education.
- > The programme also received a Certificate of Quality in Internationalisation (CeQuint) by the European Consortium for Accreditation in higher education (ECA).
- > Talented students are invited to join the Hilton Class.

My second family away from home



Working at the prestigious Cape Grace Hotel in Cape Town means being embraced in a warm bath of the most incredible and lovely people. I could not think of a better opportunity than spending my time as a trainee for the Cape Grace Hotel in a great cross-cultural setting. I work as an all-round trainee, which means that I work for another department every few weeks. I really love this, because it gives me an insight into the hotel operations in no less than fourteen departments! You can hardly get a broader basis for your further career in the hotel industry."

Astrid Kramer

Hotel Management student
Doing her work placement at Cape Grace Hotel in Cape Town, South Africa





Placement and graduation assignment

Do you have an challenging placement position or graduation assignment? Why not consider engaging our talented students?

Practical learning experience

Our Hotel Management students are keen to acquire international experience in hotels around the world. The aim is for the student to fully assist in the day-to-day operations. As part of their placement the student will also develop specific assignments and produce detailed reports on their findings with conclusions and recommendations which could be of use to your organisation.

Student availability

Our students are available for a full-time work placement of 24 weeks during two periods in the calendar year:

- > June/July/August to January
- > February to July/August

In their last year of study, our students are available for a graduation assignment for a duration of between six to twelve months.

Why work with our students?

Our students completing a work placement in your organisation can be expected to:

- > participate in day-to-day tasks
- > be able to analyse a problem or issue
- > be able to carry out specific assignments and contribute to implementation processes
- > operate effectively in an international working environment
- > be able to work in a flexible, creative, independent, communicative and solution-oriented manner





How can our students help you?

As a part of the work placement learning experience, students complete a number of reports and assignments during the 24-week period. One of these is a Company Assignment, the subject of which is agreed between the student and the placement host company. The Company Assignment is designed to add value to the organisation. A few examples of project-based assignments can be found below.



Operations

- > Enhancing knowledge of Front Office staff regarding F&B offerings
- > Benefits and drawbacks of outsourcing housekeeping services
- > Improving productivity in F&B-related departments
- > Conducting a cost-benefit analysis of improving service levels in the executive lounge
- > Introducing sustainable/ecological ways of working, such as recycling

HR and Training

- > Improving the quality of information available to international trainees
- > Maximising the effectiveness of new employee introduction programmes
- > Creating or improving training manuals, standard manuals or employee handbooks
- > Analysing and interpreting employee retention and turnover data
- > Examining how to best adapt to different generations of employees (X, Y, Z) in hotel operations

Guest Satisfaction

- > Improving the VIP policies and procedures
- > Enhancing the guest arrival experience
- > Analysing the most frequent complaints, including an improvement plan
- > Studying sustainable policies and their impact on guest satisfaction and loyalty
- > Enhancing the experience of children staying in hotels

Sales & Marketing

- > Exploring the topic of e-commerce and social media in brand recognition, loyalty and booking patterns
- > Planning and implementing an F&B promotional campaign
- > Carrying out market research and developing a marketing plan for the hotel's outlets
- > Improving revenue management at Front Office
- > Developing recommendations for improving enrolment performance of loyalty programmes



How does it work?

The practical details

On these two pages you will find practical details regarding work placements and graduate research projects.

The work placement

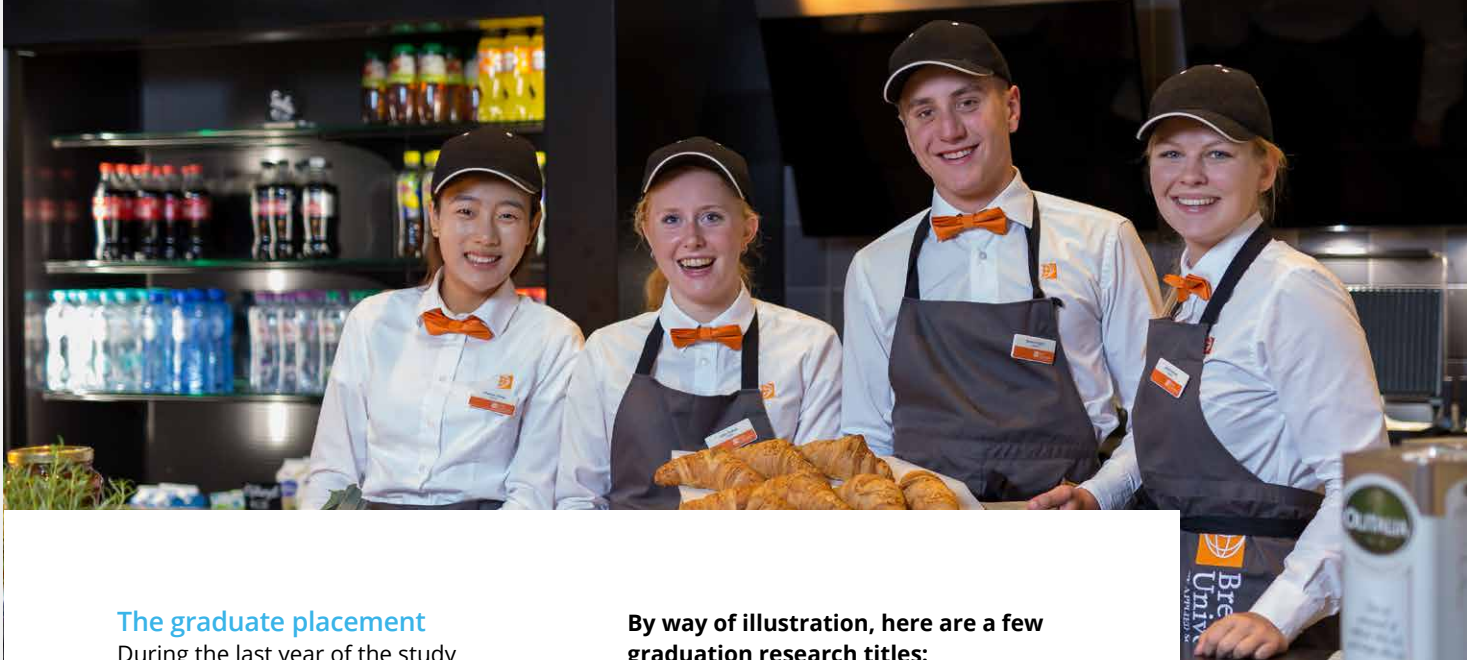
The work placement is an important component of the study programme, aimed at giving students the opportunity to apply their acquired knowledge and skills to real-life, professional situations in order to learn from this process.

- > During the placement period, students will be required to develop several competencies (or develop them further) as defined by the degree programme staff.
- > Possible departments include: Front Office, Food & Beverage, Banqueting & Events, Housekeeping, Human Resources, Sales & Marketing, Revenue Management and Accounting.
- > All placements are completed outside the Netherlands.
- > All students are assigned a placement coach (lecturer) for the duration of the placement. The coach will visit the student on location at mid-point and will take the opportunity to meet with your management team members with whom our students have most contact. This will allow for a review of performance and for the planning of the second half of the placement.

Requirements by host companies

- > We would require you to appoint a company supervisor for the purpose of introducing the student to your employees, supervising the student's performance and assignments, and having regular progress assessments.
- > Your company would also be responsible for the work schedule and planning of the various tasks to be carried out by the student.
- > Students are responsible for their insurance, travel arrangements and related costs as well as their work permit or visa if required. Arrangements in terms of monetary allowance, company clothing, meals, etc. will be stipulated in a placement agreement to be approved by all parties.





The graduate placement

During the last year of the study programme, the student will put the acquired knowledge to use during a graduation placement. During this placement of between 6 and 12 months, the student will also complete a graduation assignment leading to a graduation thesis.

During this placement the student will be supervised by a lecturer who will be evaluating the student's research project.

Should you be interested in working with our graduating students, these are the requirements on the part of your organisation:

- > A company supervisor would need to be assigned to the student for the purpose of introducing the student to your employees and assisting the student in the choice of graduation project and assignments.
- > While you may expect the student to be able to work independently, the time spent on guidance and support is estimated to be around one hour a week.
- > The student might need access to selected company information and data, subject to confidentiality restrictions.
- > Students are responsible for their insurance, travel arrangements and related costs as well as their work permit or visa if required. Arrangements in terms of monetary allowance, company clothing, meals, etc., will be stipulated in a placement agreement to be approved by all

By way of illustration, here are a few graduation research titles:

- > How Hotels Can Compete with Airbnb in the Age of Authenticity
- > Instagram as a Marketing Tool for Boutique Hotels
- > Diversity Management in the Dutch Hospitality Industry - A Case Study on the Employment of Mentally Disabled People at Dutch Hotels
- > The Effect of Employee Motivation on Turnover Rates and Retention in the Hotel Industry
- > The Male Perspective on the Underrepresentation of Women in Senior Management Positions of Hotels.
- > Influence of Cultural Differences on Leadership Styles
- > Employee Behaviour and Organisational Change

How to submit your vacancy

Should you have a suitable and challenging work placement or graduation assignment, please inform us by submitting your offer via:

PlacementHM@buas.nl.

For any questions, please feel free to send an e-mail to our placement office and we will contact you as soon as possible.





We would be happy to work with you!

We and our students are always keen on gaining valuable practical experience in renowned organisations in the hospitality industry.

Do you have an interesting placement position or an intriguing research assignment for one or more of our students? We would be happy to work with you.

Mgr. Hopmansstraat 2
4817 JS Breda

P.O. Box 3917
4800 DX Breda
The Netherlands

PHONE

+31 76 533 22 03

E-MAIL

PlacementHM@buas.nl

WEBSITE

www.buas.nl



EDITORS

Breda University of Applied Sciences
Marketing and Communication

GRAPHIC DESIGN

Waldo van Bokhoven | BOWfor
Arno van der Linden | BUas

PHOTOGRAPHY

Andy van Tilborg
Hilton Amsterdam Airport Schiphol

PRINT

Notten Grafische Oplossingen

April 2019 edition

No rights can be derived from
the information in this prospectus

DISCOVER YOUR WORLD



Breda
University
OF APPLIED SCIENCES

BUas.nl