

apply your previous acquired knowledge. These partners are located in the Netherlands as well as in many other countries around the world.

The third and fourth year

Built on the knowledge of events management you have gained in the first and second year, you will have the option to follow a semester "Hospitality in International Events" during which you learn about the organisation of large scale (international) events. The third and fourth year also includes a 'minor' semester. It provides you with the opportunity to specialise in a subject of your choice. You can choose between various optional semesters, either at the Hospitality Business School or at other faculties at Saxion or even study abroad. Another option is to fill in your minor with a management internship.

During the last phase you will follow a semester aimed at strategic issues in your specialisation. Finally, you carry out a thesis project for a company or a research project for the Knowledge Centre Business and Hospitality. For the genuine globetrotter, HBS offers the possibility of following the thesis semester abroad.

After having obtained our international recognised Bachelor of Business Administration (BBA), you may also choose to continue your studies in Saxion's master programmes. An MBA, an MA in Management, an MSc in Facility Management and an MSc in Real Estate Management, are some of the possibilities. Feel free to ask for further information at our Master's Office.

Take on the Asia track

Saxion Hospitality Business School offers students the unique possibility to be part of the astonishing developments in tourism and hospitality in China and South East Asia. Thailand, Vietnam and Indonesia are just three excellent examples to link up with. By means of case studies, internships, research projects, study abroad and study tours you will become an expert in connecting tourism and hospitality between two cultures.

More information & enrolment

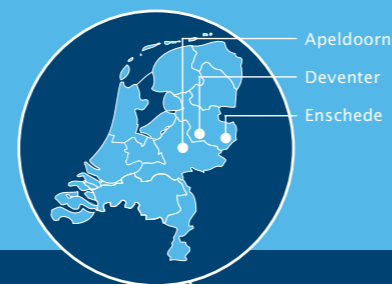
For more information, please visit www.saxion.edu. You can also send questions by e-mail to hbsfrontoffice@saxion.nl or contact us by phone (+31) (0)570 – 60 34 00.

Would you like to enrol?

Please go to www.studielink.nl (for students within the Netherlands and Germany), or www.saxion.edu/application-form (for students from other parts of the world).

Your profile

- Enterprising
- Service-oriented
- Result-oriented
- Communicative
- Team player
- Enthusiastic
- Organisational talent
- International attitude



Hospitality Business School

International Bachelor Programmes

Hotel Management ■ Tourism Management



Step up to Saxion.

Saxion Hospitality Business School

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7400 AM Deventer,
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Apeldoorn
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saxion.edu



Hospitality Business School A new sense of welcome

Saxion's Hospitality Business School (HBS) in Deventer and Apeldoorn offers internationally recognized bachelor degree programmes in English. With two distinct programmes: Hotel Management and Tourism Management, the Hospitality Business School is anticipating the developments in the international hospitality sector. The market is asking for internationally oriented managers who can work in different cultural settings. Current students appreciate the wide variety of international experiences you can incorporate in your studies by means of internships and study periods abroad and by doing so, to concentrate on a specific field of study and/or region. What makes the programmes truly unique is the possibility to focus on Hospitality and Tourism developments in South East Asia, the most prominent innovative region worldwide in our industry.

Studying at Saxion

With schools in Deventer, Enschede and Apeldoorn, and approximately 23.000 students, Saxion is one of the largest and outstanding institutes for higher education in the Netherlands. Saxion offers a broad range of study programmes and a large number of specialized graduation options or specialisations, both in the Netherlands and abroad. Studying at Saxion gives you the opportunity to align the structure and contents of your studies with your own interests. For example, during your study you can choose for a broadening or deepening minor at the Hospitality Business School or at one of the other faculties of Saxion University. In addition, Saxion is equipped with modern facilities, including an excellent restaurant, an extensive information centre, the Saxion library and a café. In Deventer, where Tourism Management is offered, Saxion can be found within walking distance from the railway station and within just a few minutes' walking distance from the lively, historical city centre. Deventer can be reached in only one hour from Amsterdam and Schiphol Airport. The Hotel Management programme takes place in Apeldoorn. The school is boarded in a characteristic building in the city centre,

close to shops, bars, entertaining area and facing a pleasant parc.

International studies

One of Saxion's main objectives is internationalisation. Over the past few years, the number of international programmes and the number of students have grown considerably. Saxion currently has about 2,000 foreign students. With its English pathways, the Hospitality Business School is anticipating the needs of the business community. Graduates are expected to have a broad and international focus on the hotel and tourism industry, in order to take advantage of the trends and developments in this sector.

Are you a hospitality entrepreneur?

As a hospitality manager or entrepreneur, you will need a number of special skills. Naturally, you should enjoy coming forward to the needs of tourists, visitors or guests, but you also need business insight, commercial talent and management skills. Another essential ingredient is a correct professional and ethical attitude. During your studies, you will learn to translate your guests' wishes into appealing products and services. You will learn to strike the right balance between 'how do I run my company' and 'how do I create a rich experience for my guests'. 'Out of the box' thinking and creativity are typical qualities that are needed to succeed in this industry. In other words, you will learn a special trade.

Hospitality managers are found everywhere in the world in a wide variety of companies, including hotels, tourism businesses, hospitals, banks, holiday parks, catering businesses, party and conference centres, casinos and passenger cruise ships. Do these organisations appeal to you and do you regard yourself an 'international'? If so, then sign up for one of the English programmes of the Hospitality Business School!

Studying at the Hospitality Business School means:

- English as the language of communication

"I enjoyed studying at Saxion every single minute"

'After gaining four years of experience within my study field „Hotel Management“ I can truly say that I enjoyed studying at Saxion every single minute. The course outline and the possibilities to go abroad really made my study an unforgettable and instructive time. Even during challenging times I had the feeling that Saxion Hospitality Business School was guiding and supporting me. One of my personal highlights was the possibility of doing an exchange semester abroad at one of our many exchange universities. In addition to that the internships and the practical research phase, at the end of my study, helped me gaining practical experience that primed me for my later career within the Hotel industry.'



Katharina Wesbuer
4th year of
Hotel Management

- International classrooms
- Studying and working in a multicultural environment
- A study aimed at international trends and developments
- National and international study tours
- Internships abroad with leading international companies
- The possibility to participate in exchange programmes (for example in Hong Kong, Scotland, Spain, Denmark and Austria)
- International guest speakers and lecturers
- Close connections with the industry
- Excellent job prospects

Immerse yourself in the industry

The international programmes at the Hospitality Business School focus on continuous interaction with the industry. During your studies you and your fellow-students will be organising events for internal or external clients, focussing on making your guests feel welcome. In addition, there will be (foreign) field trips, study tours, international internships and exchange programmes. You will be immersed in the world of hospitality business even during your studies. The language of communication is English and classes are taught by Dutch and foreign lecturers.

Study Career Counselling

A Study Career Counsellor will be assigned to each new student. The Study Career Counsellor will coach and advise you during your studies with study matters and questions of a more personal nature.

In the first year the focus will be on familiarising with studying in higher education, using the university's intranet and study planning. After the first year, the Study Career Counsellor can assist you in making choices regarding optional modules, internships, minor programmes and possibilities for study abroad. In the final phase you can consult your Study Career Counsellor about master programmes and career opportunities. Apart from structural meetings with your Study Career Counsellor, you can always approach him or her for questions about your study progress.

Enrolment

Students come to the Hospitality Business School from all over the world: The Netherlands, Germany, Finland, Spain, Russia, and many other countries. Naturally, your pre-training will need to meet the usual entrance requirements for a Dutch university of applied sciences. Specific entry requirements apply to the Hotel Management programme. Please visit www.saxion.edu for up to date information.

Fee structure

Please refer to the www.saxion.edu website for information about the fee structure as different fees apply to different groups of students. The website also contains information about scholarships and additional expenses like books and clothing.

The course programme at a glance

The first year

The focal point of the first year is to offer a full scope of the international hotel or tourism business. In both programmes you will become familiar with the basic principles of the industry. For example, in the hotel management programme you will learn about food and beverage, housekeeping and front office operations whereas in the tourism management programme you will get insight in travel patterns and touroperating. Alongside knowledge of the industry you will learn about marketing, management, economics, research, languages and events organisation. All these modules are rooted in the hospitality and tourism industry. From the second year onwards, each semester will have a specific focus.

The second year

You will do a semester in which you will deepen your knowledge of entrepreneurship in tourism or hotel management. You also will gain practical experience by doing a 5-month internship abroad with one of our business partners. The Hospitality Business School cooperates with a large number of leading companies that offer internships during which you will be able to