

NHL Stenden International study programmes

Global
campus network

English-taught
programmes

Personal attention

Grand Tour:
study & travel

Excellent career
prospects

12 bachelor
programmes

3 master
programmes

2 associate
programmes



preface

A global campus network

NHL Stenden University of Applied Sciences has its roots dating back to the year 1845. We are an internationally orientated institution, with strong ties to local communities and businesses. Our global campus network is uniquely equipped to educate students from all over the world. Studying at NHL Stenden means expanding your boundaries in ways you may not yet have thought of. We encourage you to take charge of your own study path, so that you can become the best version of yourself, on both a professional and personal level.

If you enrol at NHL Stenden, you will join students from all over the world. It is a truly international experience and you are free to spend part of your studies at one of our global campuses. You will be prepared for a dynamic world, and ready to cross borders.

Our educational concept combines an interdisciplinary approach with a practical focus. This means you get real-world assignments to solve. The practical application of your own innovative solutions is at the core of this method. It is our way to make sure that our students graduate as full-fledged professionals, ready to make a mark in the world. We are looking forward to guiding you on this journey.

Welcome to NHL Stenden!



NHL Stenden International study programmes contents

2	Preface	42	English Language Course
6	This is NHL Stenden	43	Pre-master's programme
8	English-taught programmes	44	Our global campus network
10	Bachelor's programmes	45	Dynamic Student Towns
34	3-year track programmes	50	Study & Travel
35	Experiences @ NHL Stenden	52	Student Housing
36	Master's programmes	54	Admission Requirements



Why NHL Stenden?

"I am at home anywhere, a global citizen and professional. I am curious and I exchange knowledge whenever I can."



NHL Stenden. Groundbreaking.

Life is about breaking through boundaries. At our international university of applied sciences, you will be encouraged every day to discover and develop your talents. It is a journey which surpasses the borders of your education. This means you will look beyond your own field and learn through collaboration with others.

Studying at NHL Stenden is an exciting new experience. You will be asked to voice your opinion and take initiative. In small and personal groups of students, lecturers, and researchers, you will tackle real-life assignments from the actual field. Together you will test your ideas in practice, to make sure they work as expected. You will carry out assignments from both local and international organisations; it is the best way to prepare for your future line of work.

Our global campus network offers you the opportunity to spend part of your study at our campuses in Indonesia (Bali), the

Netherlands, Qatar, South Africa, or Thailand. We call this the Grand Tour; a unique opportunity to study in different parts of the world. You may also choose to exchange to any of over 150 of our partner universities. Whichever destination you choose, you are sure to gain plenty of international and cultural experience.

Studying at NHL Stenden means becoming a strong-willed and resourceful professional, able to act with thoughtful assertiveness. Your views on the world which you will develop, enable you to come up with innovative solutions to any issue. In a rapidly changing world, you will make the impossible possible!



This is NHL Stenden



NHL Stenden University of Applied Sciences has campuses around the world; a global campus network. These campuses are located in Indonesia (Bali, Denpasar), the Netherlands (Leeuwarden, Emmen, Meppel and Groningen), Qatar (Doha), South Africa (Port Alfred), and Thailand (Bangkok). Students from over 90 different countries study at NHL Stenden worldwide.

NHL Stenden's educational concept challenges students to take initiative while solving real-life assignments. Offering students a personal approach is important in this concept. In small interdisciplinary groups, students learn to handle anything they might encounter in their field of choice, and beyond.

High quality and affordable education

All programmes offered in the Netherlands are accredited by the NVAO, Accreditation Organisation of the Netherlands and Flanders. Some of the programmes offered at our locations in Bali and Qatar are also accredited by the NVAO, in the Netherlands, and/or are accredited by local authorities. The NVAO is an independent accreditation organisation, set up by the Dutch and Flemish governments with the primary goal of providing an expert and objective judgement of the quality of higher education in the Netherlands.

"In my fourth year, I got a great opportunity to take up an internship in the States at The Standard, New York. It was an amazing experience in the Room Division department. I spent one year learning and working in the operation department, and now I'm working at The Ritz-Carlton Shanghai, Pudong, as a sales executive. Although it's a new challenge for me, I am confident and looking forward to taking my next step using all of my NHL Stenden experience."

Xiaoxiao Yuan
China

"Moving from a small village in the Netherlands to the Asian metropole Bangkok is a big difference. It was the first time living on my own and travelling so far abroad. I was intrinsically motivated to do the Integrated Digital Marketing minor, because I want to have a career in online marketing. Living abroad in a different environment has made me more open-minded. It was a big step, but I was well prepared and I had a lot of fellow students who were in the same situation."

Marcel Wiersma
The Netherlands

NHL Stenden gets excellent reviews from its students. This is exemplified by 2017 and 2018's National Student Survey. NHL Stenden received great marks for internationalisation, practical skills and the learning facilities. The overall score resulted in a positive ranking nationwide. Almost 80% of all NHL Stenden students is (very) satisfied with their study programme in general.

Learning Companies: Theory meets practice

The in-house Learning Companies are professional training enterprises for specific NHL Stenden degree programmes. Here, you will not only receive regular tutoring, you will also benefit from training in a professional organisation, working on real assignments from external clients and gaining invaluable hands-on experience. The Learning Companies include, among others, our four-star Stenden Hotel in the Netherlands (incorporating restaurants, a conference and events centre, and several campus cafeterias), the four-star MyPond Hotel in South Africa, and a studio for media productions (Netherlands). Each programme has its own dedicated Learning Company or dedicated practical component. The combination of academic and practical/managerial experience not only ensures that you will gain knowledge but also essential skills in your field. Since this is exactly what employers value, as an NHL Stenden graduate you will be assured of a strong position in the international job market.

Internships

Internships provide an essential link between education and employment. An internship usually takes place during the final year, forming a transitional phase from graduation to employment. As a student in one of NHL Stenden's bachelor's programmes, you will spend a significant portion of your studies doing an internship (sometimes paid). NHL Stenden maintains strong links with the business world, giving you access, if eligible, to internships in countries such as the USA, UK, Canada, Germany, France, Spain, the Netherlands and other countries all over Europe. As an intern, you will put your skills and knowledge into practice, gaining work experience within your field of study. A significant number of students end up finding employment at their work experience placements, so you may find that you can start your career immediately after graduation.

Design Based Education

Since we feel it is important that our programmes meet employers' needs and requirements, we maintain close collaborations with industry professionals. All NHL Stenden programmes are in the process of implementing Design Based Education (DBE), an educational concept which emphasises co-creation with regional and international organisations. You will be working on practical assignments in small teams of students, lecturers, researchers, and experts. Together, you will try out and refine your ideas in practice. Special attention will also be paid to your own learning objectives. Our lecturers know you personally and will support you throughout your academic career according to your individual needs. They will help you to acquire all the knowledge and skills you will need to make a difference as a professional in the future.



English-taught programmes

associate programmes (2 years)

deg.	study	level	study type	location	language	study start
Ad	International Hospitality Management	Associate degree	Full-time	Leeuwarden, Emmen	English	Feb, Sept
Ad	Leisure & Events Management	Associate degree	Full-time	Leeuwarden	English	Feb, Sept

bachelor programmes

deg.	study	level	study type	location	language	study start
BSc	Business Administration	Bachelor	Full-time	Leeuwarden, Bali**	English	Feb, Sept
BA	Creative Business, Media Management*	Bachelor	Full-time	Leeuwarden	English	Feb, Sept
BBA	Disaster Management	Bachelor	Full-time	South Africa	English	Jan, July
BSc	Information Technology (IT)	Bachelor	Full-time	Emmen	English	Sept
BBA	International Business	Bachelor	Full-time	Emmen, Leeuwarden, Qatar**	English	Feb, Sept
BA	International Hospitality Management* (Hospitality Management)	Bachelor	Full-time	Leeuwarden, Qatar**, South Africa**, Bali**	English	Feb, Sept
BSc	International Logistics Management (Logistics Management)	Bachelor	Full-time	Emmen	English	Feb, Sept
BEEd	International Teacher Education for Primary Schools	Bachelor	Full-time	Meppel	English	Sept
BEEd	International Teacher Education for Secondary Schools	Bachelor	Full-time	Groningen	English	Sept
BA	Leisure & Events Management	Bachelor	Full-time	Leeuwarden	English	Feb, Sept
BSc	Marketing Management	Bachelor	Full-time	Emmen	English	Sept
BA	Tourism Management*	Bachelor	Full-time	Leeuwarden, Qatar**	English	Feb, Sept

* NHL Stenden also offers some short track programmes. You can find more information on the short track programmes on page 34 of this magazine.

** Students who enrol in study programmes offered at the location in Bali will be registered as students of STIE Triatma Mulya Stenden in Bali.

** Students who enrol in study programmes offered at the location in South Africa will be registered as students of Stenden South Africa.

** Students who enrol in study programmes offered at the location in Qatar will be registered as students of Stenden Qatar.

master programmes

deg.	study	level	study type	location	language	study start
MA	Content & Media Strategy	Master	Full-time	Leeuwarden	English	Sept
MA	International Hospitality and Service Management	Master	Full-time, Part-time	Leeuwarden, Qatar	English	Sept
MA	International Leisure, Tourism & Events Management	Master	Full-time	Leeuwarden, Qatar	English	Sept

certificate course

course	level	study type	location	language	study start
English Language Course (18 weeks)	Certificate course*	Full-time	Leeuwarden	English	Feb, Sept
English Language Course (36 weeks)	Certificate course*	Full-time	Leeuwarden	English	Feb, Sept
Pre-Master Programme (18 weeks)	Certificate course*	Full-time	Leeuwarden	English	Feb

* Please note that, on completion of a certificate course, you will not receive a full degree.

Business Administration

Bachelor of Science (BSc)

Full-time
Leeuwarden
Bali

Introduction

The field of business administration is fascinating and rapidly changing in both education and the industry. Professional management calls for in-depth knowledge, skills and an appropriate attitude. This programme sets out to give you precisely those qualities.

Recent research has shown that the skills that you will acquire in our programme, match well with job descriptions related to business administration. If you have ambitions in this field, this course is the perfect kick-start.

"I chose this course because the knowledge you gain during the lectures and workshops is applied in different real-life assignments. This helps you to get a clear picture of the professional business world. Moreover, the positive aspects of this course are that you foster relationships with the lecturers, which creates the opportunity to use their knowledge and their point of view. It is helpful in understanding the business environment. Business Administration at NHL Stenden gives you a competitive advantage; the traditional way of studying is mixed with a practical approach, which in my humble opinion, is more effective and thorough. This practical method will prepare me for the upcoming challenges in the field of business administration. "

Leonid Mishevski

From Macedonia



The programme

Starting this programme is like joining a company; in the first year, you will enter as a 'new employee', growing gradually within the organisation. In the second year, you will take on the role of a manager with a responsibility to ensure that the organisation runs well and working to improve processes. In the final phase of the programme, you will further settle into the role of a manager, gaining in-depth knowledge of the field. To conclude the course, you will do an internship to demonstrate your competitive edge in the real business world. About 80% of our students find employment immediately as a result of this approach.

Minors

Examples of the minors available to you are:

- > Beyond Better Business
- > Change and Innovation
- > Event Management
- > E-business
- > International Marketing Orientation
- > International HRM
- > Entrepreneurship in action
- > Human behaviour and Enterprise in organisations

Study programme

First year

In the first year, you will learn the basic skills any business expert should master. How do organisations function? You also get to know the operational side of management. This means learning about the day-to-day business of a company, including customer contact. Internal communications are just as important, so this area is highlighted as well. You discover the (international) field, so you know what to expect from your future line of work. Almost every assignment you and your fellow students take on together will be for an actual company. First-year subjects include: Business Law, Marketing, Finance, and Organisational Behaviour.

Second year

In the second year, you will expand on the knowledge you have gained in the first year. Tactical decisions and long-term planning are the focus of this stage. You will revisit a lot of the subjects from the first year, but this time around you will really dive into the specifics. You will gain in-depth knowledge of business processes and crisis management: how do you handle yourself under pressure and within a team? Additionally, you will conduct research for a company, for instance on customer satisfaction.

Years 3 and 4

The final two years of the programme are geared towards your field of interest. You will choose a specialisation (minor) and do an internship at a company where you will further develop your skills. You also have the option to do your minor or internship in a different country, ensuring you of plenty of international experience. The final stage of your course is concluded with a final-year assignment for a company of your choosing. On completion, you will have proven yourself to be a valuable addition to any organisation!

"The internationalisation aspects of the study programme enable students to engage in various educational and personal development activities, through the formal, informal and the hidden curriculum. Both learning and the application opportunities co-exist in a coherent international and intercultural related education context and environment. These interactive and interdependent elements of the curriculum activate students, to develop their international and intercultural perspectives as valuable global professionals and respectful citizens in a continuously challenged and constantly changing world."

Pei Pei Vong, MSc

Senior lecturer & coordinator internationalisation

Career prospects

The Business Administration programme prepares you for a position in senior management. As a business administrator, you would be required to ensure that the part of the organisation you are responsible for performs well. Whether you end up working in ICT, purchasing, finance, facilities management or administration, as a manager you have to know what is needed and how the department can contribute successfully to the greater company objectives. As a graduate of this programme, you will be able to identify problems quickly and you enjoy solving them effectively.

Business Administration is an ideal all-round management programme focused on the internal organisation of a company. You may take on positions such as:

- > **Branch Manager** of one of a company's locations, responsible for the day-to-day running of the branch.
- > **Project Manager** for a profit or non-profit organisation, ensuring that a project runs smoothly from planning to execution to evaluation.
- > **Business Consultant** within a company or with an independent consultancy firm, looking impartially at processes, recognising and analysing problems and providing solutions.
- > As **team leader** you coordinate the activities in a team, represent the team and facilitate its performance.
- > **Account Manager** for a company or non-profit organisation, working on the expanding, development and strengthening of contacts relevant to the organisation.

Creative Business, Media Management

Bachelor of Arts (BA)

Full-time
Leeuwarden

Introduction

This programme prepares you for a career in management or as an entrepreneur in the creative industries, with a primary focus on the field of media and entertainment. Managing creative professionals and creative processes is central to this programme. You will approach management and entrepreneurship in an innovative way and you will learn about current (business) trends and developments in the creative industries. Through the case-based learning approach and other educational methods, you will be encouraged to develop your own vision. With media consumption changing so massively and rapidly, the industry needs professionals with up-to-date knowledge and experience regarding topics like technological changes, consumer behaviour and business models. In this course, you will become that pro-active professional, capable of leading creative teams and able to develop, produce and market cross-media products.

The programme

In this course, you will learn about concept development, media production, cross-media communication, and marketing through a combination of theory and practice.

In the first year, you will be introduced to the industry and its varying processes and learn about different media techniques and tools, and how to connect information and experiences. You will use this knowledge in the creation of your own media product in our Learning Company.

In the second and third year, you will gain more in-depth knowledge about the theories behind media analysis, management, business economics and marketing communication. You will learn to apply this knowledge to practical cases, and to approach issues from a strategic business perspective. During your internship, you will gain practical experience by working with external clients. Additionally, you will gain skills in topics such as research, ethics and management.

Many of the academic team members are active in the creative industries themselves, so throughout your studies you will learn directly from industry experts. In the final stage of the programme, you will bring all your knowledge and skills into practice, working as an intern for a company in the creative industries. We are well-known for our strong links with the creative industries, and many national and international companies prefer working with our students, because they are known for being independent team players and for having problem-solving capabilities.

Minors

In addition to the main programme, you can customise your study by choosing different minor subject to deepen or broaden your knowledge on a subject. You can choose to do your minors abroad at one of our many partner universities, to increase your opportunities and learn about different cultures. You may even choose to do a minor at one of our global campuses in the Netherlands, Indonesia (Bali), Qatar, South Africa, or Thailand.

The minors offered within the Creative Business, Media Management programme include:

- > **Music Management:** You specialise in all aspects of music exploitation and learn what it's like to earn a living working in the music industry.
- > **Intrapreneurship:** During this minor you gain practical experience that helps you strengthen your professional attitude and be entrepreneurial within a self-chosen (network) organisation.
- > **Digital Marketing Strategy in Bangkok:** This minor aims to stimulate your creative skills and to develop hands-on technical skills by means of a complete digital marketing presence, including designing a website and creating a strong corporate design. You will be provided with a better understanding of digital marketing concepts. Bangkok is considered to be the creative hub in the Asia-Pacific region.
- > **Media Innovation in Tourism on Bali:** In this minor, you will be able to develop innovative media products for your clients, all working in the tourism industry on Bali. Your aim is to engage audiences in new ways. While working in multidisciplinary teams, you will make new connections between traditional and new media.





	MODULE 1	MODULE 2	MODULE 3	MODULE 4
YEAR 1 Foundation phase Operational: What?	A Creative business 1 <i>The media landscape</i> This module provides an overview of the ever-changing media industry, and the impact external factors have on organisations.	B Concept 1 <i>The concept</i> A good product starts with a good concept. In this module you will learn about the principles of concept development. You will learn to not only recognise good concepts, but to evaluate them as well.	C Production 1 <i>The product</i> Once a great concept has been developed, you can start to realise your media product. In this module, you will discover what is needed to do this.	D Marketing 1 <i>The market</i> You may have developed a great product, but this is only the start. It is now time to ensure that the product connects with your target group.
YEAR 2 Main phase Tactical: How?	E Creative Business 2 <i>The business model</i> Here you will learn how you design an organisation, and how you should operate within it.	F Concept & Production 2 <i>Creating Media</i> In this module, you will take the lead on an actual project, in which you deal with managing people (in this case Creative Business first year students) and processes. In this way, you discover how to make a product and manage the process behind it.		G Marketing 2 <i>The customer journey</i> Which media do you use in order to reach your target group? Which story do you want to tell? This is what this module will be about.
YEAR 3 Main phase Strategic: Why?	Creative business 3: strategic thinking (30 ECTS) This module begins with a crash course in strategic thinking. This will teach you how various business challenges can be approached strategically. You will then work on projects related to the following three aspects: <ul style="list-style-type: none"> > New business models (business) > Media innovation (content) > Meaningful communication (professorship / marketing communication) 			
YEAR 4 Graduation phase	Placement and graduation project (60 ECTS) You will get started with working in the industry by doing a placement, either at an existing organisation, or else in your own start-up company. Throughout your graduation project, you will solve an issue concerning business, concept/production, or marketing.			

* This schedule is for informational purposes only. The official information is published in the Teaching and Examination Regulations (TER).

Career prospects

If you aspire to working in the magazine world, are tempted by advertising or television, or if you want to become self-employed in creating cross-media formats, this programme fits the bill perfectly. You will learn how to be multi-faceted media professional, able to think in terms of concepts, and manage and combine different media. Whatever line of work you choose, you will find yourself within a field that develops quickly and offers huge opportunities.

A Creative Business, Media Management degree will open up many opportunities for different jobs. Depending on the sector, some possible job titles can be:

> **(Social Media) Marketing Manager:** You are responsible for designing and implementing the marketing plan of a corporate group or brand. You will decide what message is communicated and how

the product or service is marketed online, as well as how to communicate with the various target audiences or demographics.

- > **Content Manager/Online Editor:** You are responsible for publications in the reader market, both online and offline. You will develop and organise activities for the various publications.
- > **Conceptor:** You are responsible for concept development in the marketing of a product, brand or service. This involves responding to customer needs and designing the overall schedule which also specifies the objective, key messages and ideas.

These are just a few examples. Some graduates work as project managers, editors, marketing managers, or as managers in the music and entertainment industry. Others start their own companies or work independently as media specialists and advisors.

Disaster Management

School of Disaster Management
Bachelor of Business Administration (BBA)

Full-time
South Africa

Introduction

This course prepares you for a management role in disaster management; a field in dire need of professionals who know how to act in case of calamities. The number of disasters world-wide is increasing and it is expected to continue to rise as a result of factors like climate change. Because of this, an ongoing professionalisation of disaster management and disaster relieve is needed, which is why we have created the world's first Disaster Management programme. If you wish to make a difference in the world, this course prepares you to accomplish just that.



Application and accreditation

Please note that you must apply directly at Stenden South Africa for this study programme. This degree is accredited by the SA Council of Higher Education (CHE) and the South African Qualifications Authority (SAQA) and benchmarked at NQF Level 8 – an honours level qualification; it is not accredited by the Dutch NVAO.

The programme

Throughout the three years of theory, you will be exposed to many industry visits and industry guest lectures. The entire curriculum is infused with a strong awareness around climate change and the effects that this will have on human populations. The link between environment and people is emphasised throughout. In the third year of study, you will have the opportunity to specialise in a specific area of Disaster Management. These could include:

- > International Relations
- > Food Security
- > Tourism Crisis Management
- > Conflict Resolution
- > Climate Change, Severe Weather, and Disasters



	PERIOD 1	PERIOD 2	PERIOD 3	PERIOD 4
YEAR 1	The Context of Disaster Management Intro to Research	Human Resource Management Business Communication I	Project Management Intro to Economics	Disaster Management Planning and Implementation Disaster Management Communication
YEAR 2	Research Methodology Field Research 1	Logistics Management Business Communication II	Conflict Management Humanitarian Security Law	Disaster Response Role Players and Relationships Intro to Accounting
YEAR 3	Strategic Management and Disaster Management Operations Financial Management	Climate Variability, Severe Weather Patterns Field Research II	Minors: Conflict Resolution Food Security International Relations Tourism Crisis Management	
YEAR 4	Internship Research: Bachelor Thesis			

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Modules include:

- > Disaster Management theory – Logistics Management – Project Management
- > Strategic Management – Financial Management – International Law
- > Human Resource Management – Quality Management – ICT (including GIS)
- > Communication skills in English
- > Climate Variability Severe Weather and Disaster Field Research II

The fourth year consists of a 10-month internship programme. During this period, you will explore the real world of work. Additionally, there is a strong focus on research.

The 4-year curriculum of Stenden South Africa consists of a foundation phase of one year, and a post-foundation phase of three years. All years of the programme are divided into two semesters of two modules each.

Career prospects

As a graduate, you will find yourself highly employable, with career prospects all over the world. Disaster Management specialists are a necessity in every country, as disaster can and does strike at any moment. For these reasons, the demand for people who are professionally trained in disaster management is very high. This leads to growing opportunities for employment in the field of Disaster and Humanitarian Assistance Management.

A degree in Disaster Management grants you access to a wide variety of careers such as in:

- > government departments, (Disaster Management structures);
- > NGOs;
- > agriculture and Climatology/Meteorology;
- > the Insurance and Banking industry;
- > manufacturing and Law enforcement;
- > airports companies, Emergency management;
- > national and International relief/humanitarian organisations;
- > and in Research/Academic organisations.

On graduation, you would have the necessary skills and qualifications to apply for further studies at master's and doctoral level at the University of the Free State, North West University, and Stellenbosch University. Possibilities also exist for further studies internationally.

Information Technology

Bachelor of Science (BSc)

Full-time
Emmen

Introduction

If you are interested in security and the Internet of Things, this programme is exactly what you need. With this degree, you may continue in any direction in the field of information and communication technology. The first year enables you to discover your strengths and areas of interest before choosing a specialisation for the second year. Information Technology is a practical course based on real-life learning.



The programme

This course offers a state-of-the-art programme in Software Engineering. In the first year, the foundations are laid with subjects such as programming languages, connections, databases, and web technology. Alongside the technological subjects, you are taught communication skills for an international environment. You will also learn the different aspects of information technology and how to work in small groups on real case studies. In this process, you will have meaningful and informal contact between with the lecturers. In the second, third and fourth year of the programme, you will specialise in software engineering, do an internship, and complete the course with a final project. A degree in Information Technology gives you considerable work and career opportunities. It also assures you of a strong position in the international job market. You may even choose to start your own business or become self-employed – the choices are practically unlimited.

Workshop

The IT programme in Emmen makes use of the Internet of Things Laboratory (IoT Lab) and has the latest innovative devices available, including a Microsoft Surface Hub, Virtual Reality equipment and robots. Besides this lab, there is also MyConcept, a Fabrication Laboratory where you can use 3D printers to print designs in three dimensions.

Minors in this programme

- > Certified Ethical Hacking
- > IT & Business
- > Certified Secure Programming

It is also possible to do your minors, internship or your final project outside the Netherlands.

Certified Ethical Hacking

Are you eager to learn how perimeter defences work and how you can scan and attack (virtual) networks? Would you like to learn more about how to escalate privileges and how to secure a system? Then this minor might be an excellent choice. NHL Stenden is the only university of applied science in Europe to offer the minor Certified Ethical Hacking (CEH). This is a comprehensive ethical hacking and information systems security auditing programme. It focuses on the latest security threats, advanced attack vectors, and practical real-time demonstrations of the latest hacking techniques, methodologies, tools, tricks and security measures. You will first gain an understanding of how perimeter defences work and then move onto the scanning and attacking of networks. Of course, no real network is harmed during this programme. In addition, students will learn how intruders escalate privileges and which steps they should follow to secure a system. CEH consists of several core modules designed to facilitate a comprehensive ethical hacking and penetration testing training.



	PERIOD 1	PERIOD 2	PERIOD 3	PERIOD 4
YEAR 1	<p>Projects: Professional website, support desk, bot and innovate</p> <p>Courses: PHP, (X)HTML / CSS, databases, digital graphic design, information management, java, networking, C#</p> <p>General skills: Intercultural communication, study career coaching, communication, mathematics</p>			
YEAR 2	<p>Projects: Analysis and advice, realization, design, realization and maintenance. Real-life cases from real companies</p> <p>Courses: Java, media production, IT service management, databases, operating systems, XML, algorithms and data structures, C#, testing, DHTML</p> <p>General skills: Research, English, study career coaching</p>			
YEAR 3	<p>Internship in the Netherlands or abroad</p> <p>Students do their internship at companies like Thales, Topicus and HEXA Innovative Energy Solutions (Fortaleza, Brazil). They carry out internship assignments in the area of app development for business purposes, development of automated test set-ups for security testing, development of business portals or development of games.</p>		<p>Courses</p> <p>Design patterns, IT change management, IT architecture, C#, knowledge management</p> <p>General skills</p> <p>Written communication</p>	
YEAR 4	<p>Minor 1 & 2</p> <p>For example:</p> <ul style="list-style-type: none"> > Certified Ethical Hacking > Secure Programming > IT in Business > Advanced Java > Integrated Digital Marketing (Bangkok) 		<p>Final Thesis</p> <p>Students graduate within companies like KPN, Mydatafactory, Favoritwizard Lda, Neobird GmbH and work on assignments in the area of machine learning, gaming and web applications.</p>	

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Career prospects

This programme is ideal if you are looking forward to developing web applications and software for mobile devices, as well as raising awareness and creating solutions for organisations in the area of information technology security. The programme gives you the knowledge and skills to become a software developer, programmer, or systems engineer. Information technology jobs use a universal language in a world in which automation and digitalisation are increasingly important. We have connections with many professional companies where you can do your internship, such as Microsoft, Google, IBM, ING Group, ABN AMRO, Atos, Centric, and many more.

Information Technology opens up great opportunities for an international career.

After graduating in this challenging field of work, you could take on a position as:

- > **Software Engineer**, developing specific software for companies and institutions, so that their clients can be better served and their market share increases.
- > **Developer** of new electronic payment systems, popular games, or in the field of web development.
- > **IT Consultant**, either self-employed, or for a company.
- > **Certified Ethical Hacker** as an advisor on IT security matters.

The chances of finding a job after graduating in Information Technology are excellent.

International Business

Bachelor of Business Administration (BBA)

Full-time

Leeuwarden and Emmen

Qatar

Introduction

The International Business programme at NHL Stenden prepares you for the global corporate world. It provides you with a solid foundation in all aspects of business management, enabling you to develop the strong business sense and intercultural skills you will need to achieve a company's international goals. If you are curious about other cultures and eager to enter the world of international business and trade, this course will be everything you need.

The programme

The English-taught International Business Programme offers you the possibility to gain deep knowledge in different business cultures through our multicultural student community, our international faculty and international business networks. Learn how international organisations operate and how they market their products or services. It provides you with a strong foundation in marketing and sales, economics, organisational theory, management skills, and other areas related to business management and administration. You will learn to identify and seize business opportunities, develop a strong business sense, and gain intercultural skills. International businesses recognise in our graduates well-rounded professionals ready to thrive and succeed in today's international business environment. You will develop the ability to act both independently and as a member of a multicultural team anywhere in the world. Work side by side in international project teams with other students, lecturers, researchers, and experienced professionals on solving real-world cases. Lecturers provide guidance and share their knowledge of the field. They will help you to achieve the level needed to take on the international market and get a flying start at an ambitious company.



Practical assignments

Put theory into practice by immersing yourself in integrated project work. Collaborate in multicultural teams and take advantage of a network of leading international organisations.

Studying and interning around the world

Our International Business programme also offers many opportunities to gain practical experience worldwide. Take part in international projects to get a taste of different business cultures. You may go on an exchange to one of more than a 150 partner universities, or study at one of NHL Stenden's international campuses in Qatar, South Africa, Thailand or Bali (Grand Tour).

You can get further acquainted with different nations and cultures during your internship and final-year project. You may choose an internationally orientated Dutch company, or a business elsewhere in the world, such as Australian Superyachts (based in Sydney), Volkswagen, Huawei and Tommy Hilfiger. There are plenty of international internships right here in the Netherlands as well, like Douwe Egberts, Holland Trading Group, and dairy company Friesland Campina. Whatever route you choose, you will gain ample international experience.

International projects

When studying International Business, you will participate in several international projects such as WOW Berlin or a Student Trade Mission. You will gain active, hands-on experience in what it is like to work internationally in an unfamiliar setting, and you will learn to deal with uncertainties. You will be collaborating with other international students to deliver great results.

PERIOD 1

PERIOD 2

PERIOD 3

PERIOD 4

YEAR 1

Explore international business

Gain basic knowledge of the international business world. You will learn how organisations and people in them interact. You will learn the following key topics:

- > Organisation & people
- > Personal development
- > English business communication
- > Second foreign language
- > Project: international business rating

Marketing across the globe

You will discover how a product or service will be placed in (international) markets. You will discover how to align customer needs and wants to turnover. You will learn the following key topics:

- > Marketing
- > Sales
- > English business communication
- > Second foreign language
- > Project: marketing campaign

Operations management

When doing business internationally, there are many processes to take into consideration. You will gain all knowledge during this module to be successful in doing so. You will learn the following key topics:

- > Operations
- > Supply chain
- > English business communication
- > Second foreign language
- > Project: supply chain process

International financial management

You will discover the financial structure and processes of an organisation. Furthermore, you will learn how to assess financial risks. You will learn the following key topics:

- > Finance
- > Accounting
- > English business communication
- > Second foreign language
- > International field trip
- > Project: due diligence

YEAR 2

International business planning

You will gain in-depth knowledge on how to optimise the supply chain within companies and organisations. You will be part of a team of multicultural students and lecturers working on an assignment which has been proposed by an external commissioner. You will be expected not only to gather data, but analyse it as well. The key topics in this semester are:

- > Organisation & people
- > Personal development
- > Supply chain optimisation
- > Intercultural awareness
- > English business communication
- > Second foreign language
- > Third foreign language (Emmen)
- > Elective courses (Leeuwarden)

International business strategy

With a strategic view of the past and the future, you will learn to understand companies. You will build up deeper knowledge in marketing, sales, and finances. This knowledge will be put to use in a project where you will work intensively with an organisation with international ambitions. The key topics in this semester are:

- > Marketing
- > Sales
- > Finance & accounting
- > Second foreign language
- > English business communication
- > International field trips
- > Third foreign language (Emmen)
- > Elective courses (Leeuwarden)

YEAR 3

Study abroad

You will have the possibility to study abroad for a semester! For example, you may go on Grand Tour to study at our campuses in Indonesia (Bali), the Netherlands, Qatar, South-Africa or Thailand. You may also choose to study at one of over 150 of NHL Stenden's partner universities (of applied sciences) around the world.

Internship

You will have the chance to intern at an internationally orientated company. You will conduct research, which will ultimately lead to your graduation in the fourth year.

YEAR 4

Specialisation

You will broaden your knowledge in one of the specialisations offered and you will become an international business expert. You may choose from among these specialisations:

- > International marketing & sales (Leeuwarden & Emmen)
- > International business strategy (Leeuwarden & Emmen)
- > International logistics & supply chain management (Emmen)
- > International financial management (Leeuwarden)

Graduation project

You will complete your programme by conducting research and become a strategic advisor at an organisation. Your conclusions and recommendations will set new goals for the company's international ambitions.

* This schedule is for informational purposes only. The official information is published in the Teaching and Examination Regulations (TER).

Career prospects

Armed with a bachelor's degree in International Business, you will be ready to make an impact in global business and trade. Along with the knowledge of how organisations work and the skills necessary to do business internationally, you will possess the understanding necessary for working in cross-cultural environments. You will be able to identify and grasp business opportunities that reach beyond borders.

A bachelor's degree in International Business opens up positions such as:

- > **International Marketing Manager**, responsible for selling a company's products or services worldwide. Understands the international market and functions at a strategic level.
- > **Account Manager**, represents an organisation across the world, liaising with both current and future clients.
- > **Export Manager**, liaises with many different parties, serving as an intermediary between buyer and seller.

- > **Corporate Communications Manager**, responsible for organisational communications, ensuring employees across the company share the same goals and follow the same procedures. Brings the company's story to the international market.
- > **Branch Manager**, in charge of an international branch of a large organisation.
- > **Product Manager**, responsible for the international success of a company's product or service, making decisions regarding its development, production, and marketing.
- > **Business Development Officer**, able to discover and translate (international) market trends and customer needs into a profitable business model for their organisation. They are an important connector between the marketing, sales, and research departments.

International Hospitality Management

Hospitality Management
Bachelor of Arts (BA)

Full-time / 3-year track / Short Track
Leeuwarden / Qatar / Bali /
South Africa (Bcom)
Associate degree
Emmen and Leeuwarden

Introduction

This programme at Stenden Hotel Management School enables you to develop the wide range of skills required in today's dynamic and intercultural world of hospitality. We offer 'real-world learning' through our learning companies, including our own 4-star Stenden Hotel. You will study management cases from the hotel industry, have close interaction with the professional field, and do a 10-month paid internship. During all this, you will develop the essential skills required by hospitality employers. You will achieve this by learning and working, ensuring your high employability upon graduation.



Stenden

Hotel Management School

The programme

"No theory without practice", in this course we will put you straight to work in our own learning company, the 4-star Stenden Hotel. Its facilities include a restaurant, conference rooms, canteen, café, and bar. You will start out in service positions and progress to supervisory positions in the second year. In the third year, you will take on the responsibility for an entire department and learn about important aspects of management. During the 10-month management internship in the final year, you will put theory into practice in an external hospitality business. Upon graduation, you will receive a Bachelor of Arts, an internationally recognised degree that offers global opportunities.

International focus

Hospitality is a global industry that requires internationally mobile employees. Many multinational companies such as Hilton, Marriott, and Starwood, offer management programmes to young internationally mobile graduates. Our programme is developed with this in mind. Our internship office, which has excellent industry connections and enjoys a global reputation, prepares paid placements worldwide for 4th year students in countries such as the US, Australia, South Africa, UK and many other European and Asian countries.

A world of opportunities

The hospitality sector is an international work field and our programme reflects this. Part of the programme is therefore offered abroad at one of our campuses in Indonesia (Bali), Qatar, South Africa, or Thailand. This is called the Grand Tour. You may also choose to exchange for one semester in the hospitality sector at one of the many partner universities around the world. Stenden Hotel Management School offers a world of opportunities.

International reputation

Stenden Hotel Management School in Leeuwarden offers the largest hotel management programme in Europe. The programme is awarded with a distinctive feature in 'real-world learning.' Internationally, the programme is rated as one of the best and is known for its modern, innovative and dynamic education. The programme has repeatedly been voted number one by both students and experts in the field.

Stenden Hotel Management School is the second institution in Europe to be accredited for its outstanding programmes by the International Centre of Excellence in Tourism and Hospitality Education. The programme is furthermore the first in Europe to be awarded with the European Certificate for Quality in Internationalisation by the European Consortium for Accreditation in Higher Education.

Your personal career coach

We think that attention to hospitality is of the utmost importance. This is reflected in the personal attention and coaching that you will receive when doing this course. At the start of your studies, a personal career coach will be assigned to you. This coach will accompany you during your studies and will advise you in your personal development.



Real World Learning

At Stenden Hotel Management School, you will get the personal attention you need as you set out to discover your own world views. With Real World Learning, we will help you find your place in the Hospitality branch. You will learn to act in a smart and deliberate way, even when facing setbacks. There will be a lot of opportunities for you to deal with real guests from actual companies, while growing into a strong-willed and resourceful professional. You will be encouraged to take initiative and to work on innovations in Hospitality, together with others. When, where, and with whom you do this is up to you for the most part. One thing is certain: you will collaborate with people from all over the world.

Because of this strong link with the local and international industry, the programme has been accredited by the Accreditation Organisation of the Netherlands and Flanders (NVAO) with the special feature "Real-World".

Real World Learning
HOTEL MANAGEMENT *The Art of Hospitality*

Curriculum in development

At the moment, the curriculum is being renewed. As soon as we have more information about this, we will share it on our website.

Stenden Hotel

The 4-star Stenden Hotel is a commercial hotel business. This means it is bookable on sites such as booking.com. Therefore, national and international business and leisure guests visit the hotel for overnight stays, conferences, meetings, and F&B. The 28 hotel rooms have an average occupancy rate of 70%, which allows you to learn and practice in a real-life business setting.

Numerous specialisation possibilities

You can do minors at all international campuses of NHL Stenden. Possible minors in which you can specialise are:

- > Cruise Management
- > International Relations
- > Spa and Health Business Concepts
- > Food & Beverage Management
- > Advanced Wine Management
- > Event Management
- > Gastronomy

The programme is offered at all international campuses except in Thailand, so you will have the option to do regular modules abroad as well.

3-year track or Short Track

There is a possibility to shorten the programme with a minimum of 1.5 years, up until 3 years, depending on the level of your prior education and/or work experience.



Career prospects

The degree Bachelor of Arts in Hospitality Management is ideal if you are seeking a management career in a hotel, restaurant, resort, or conference centre. The programme also prepares you for a wide range of positions in management or consultancy in the service sector and is an excellent basis for employment or further study. The international character of the programme, and the 10-month management level internship, opens up opportunities after your graduation to find work in a variety of countries and to develop a global career.

With a degree in Hospitality Management, you could take on a position as:

- > **Food and Beverage Manager** for a large hotel or resort, managing and organising the entire department.
- > **Rooms Division Manager** for a large hotel or conference centre, managing the front office and housekeeping staff.
- > **Convention Bureau Manager** responsible for the day-to-day management of conventions and events.
- > **Banquet Manager** coordinating and executing the details of events and meetings in a hotel.
- > **Sales Manager** representing a chain of hotels and arranging package deals with corporate clients.

Of course, these are just a few examples. Some graduates work as advisors for event management agencies, or even as financial controllers. This all-round programme provides graduates with unlimited career opportunities.



International Logistics Management

Logistics Management
Bachelor of Science (BSc)

Full-time
Emmen

Introduction

This programme prepares you for the broad field of International Logistics and Economics with the main focus on process optimisation in organisations, chains, sustainability, and green logistics. This is your ideal course if you are naturally interested in subjects such as trade, economics, purchasing, business economics and administration, business processes, marketing and the legal aspects of logistics.



The programme

You will deal with two phases in this programme: the foundation year (the first year) and the main phase. In the foundation year, you will be introduced to the various aspects of the logistics process, from marketing, production, and logistics, to internal organisation and purchasing. You will develop skills in logistics, communications, and commerce. In short, you will get acquainted with a diverse range of subjects.

Green Logistics

Improving the sustainability of organisations is one of the key trends of our time – one that presents both opportunities and threats.

About the Department

Green Logistics has the expertise available to support businesses, governments, lecturers and students in this process. Are you interested in sustainability and environmental awareness? Green Logistics is a key component of your studies and integrated into the curriculum. As a student of Logistics Management, you can also participate in various research and projects in which this department is involved.

Practical experience

The knowledge acquired in the first year represents the basics for the main phase of the programme. During the subsequent three years, you will build up knowledge and experience, for instance, through projects investigating the logistics process from raw material to final product. Throughout the entire programme you get to work in small groups on real business cases, bringing theory and practice together in a challenging and enjoyable way.

Graduation within a company

The main phase of the programme includes an internship. It forms an important part of the course, enabling you to apply your knowledge and experience to practice. Rewarding and enlightening, the internship is excellent preparation for your career, giving you the chance to find out about the various professions and positions in the sector and to discover which profession would most suit you. You will prepare yourself to work towards any of the following functions: a logistics manager, planner, or purchasing manager, to name a few. The programme concludes with a practical final project, centred around a particular issue. You will do this for a company or organisation, which may even be your future employer. Minor subjects play an important role in gaining further in-depth knowledge. You will gain a specialisation in a specific field of interest. You may, for instance, choose to do the Green logistics minor, which is one of the specialisations offered by Logistics Management.

Logistics Management is a broad professional field in which economically orientated logistics experts focus on process optimisation in organisations and chains.

PERIOD 1

PERIOD 2

PERIOD 3

PERIOD 4

YEAR 1

Orientation Year: You learn to work independently, make decisions, assume responsibility, further develop your social skills, and build networks.

Central themes: Logistics design, organisation and logistic flows, process control and, chain management

Subjects: Logistics, marketing, warehouse, transport, operations management, stock, purchase, supply chain management

Skills: Research, written and oral communication, ICT, intercultural, sustainability, languages, advise

YEAR 2

You learn to work in multidisciplinary teams and are able to not only reproduce knowledge, but apply it as well. By the end of your second year, you will operate at the level of an assistant logistics specialist.

Central themes: The occurrence, the process, the chain, the network

Subjects: General economics and business economics, disaster relief management, management and ethics, human resource management, international law, procurement, sustainable logistics, AO and ERP, E-logistics, international logistics, supply chain management, trade and globalisation

Skills: Research, business conversations, ICT, inter-cultural, sustainability, languages, analyse data

You learn to direct your own studies and apply the knowledge and skills you have acquired in practice. By the end of your third year, you will operate at a project manager's level.

YEAR 3

Internship

In the third year you will do an internship at a company of your choice. You work on assignments such as the improvement of processes and IT in a warehouse, or developing a planning system for a transport company.

Minor 1

Example minor Green Logistics:

- › Green bio-based in the Supply Chain
- › Green Logistics
- › Green Awareness and Business Models
- › Green Business Ethics and Law
- › Effective Project Management 1
- › Green Procurement

Minor 2

Example minor Green Logistics:

- › Effective Projectmanagement 2
- › Green Marketing & Strategy
- › Green Quality & Reporting
- › Green Economics

This is the stage where you further specialise and prepare for entry into the professional world. By the end of your fourth and final year, you will have attained the level of a logistics manager.

YEAR 4

Practical logistics assignment

- › Supply Chain: Innovation and Change
- › Management
- › Leadership
- › Change Management
- › Improvement Methods
- › Supply Chain Innovation
- › Logistics Consultancy

Final thesis

The final step is a graduation assignment. You work on assignments such as examining the influence of a new packaging machine on the activities in a warehouse, or the improvement of inventory control by implementing a central warehouse.

* This schedule is for informational purposes only. The official information is published in the Teaching and Examination Regulations (TER).

Career prospects

A bachelor's degree in International Logistics Management enables you to take on the management of essential business processes. After graduation, you will be able to oversee aspects such as the optimal flow of goods, planning, warehousing and transport, or manage a production department. The programme offers you a bright national or international future at companies, government authorities, or non-profit organisations. The Netherlands is proud of its reputation for having a healthy investment environment for international companies and of its role as a logistics hub in Europe.

There is significant demand for International Logistics Management graduates, both in the Netherlands and abroad. After graduating, you may take on positions such as:

- › **Logistics Manager:** Planning, steering and coordinating the processes within a company in order to keep quality high but costs low whilst ensuring goods are moved and stored efficiently.
- › **Planner:** responsible for the correct and timely delivery of orders, managing stock, monitoring transport costs and planning and liaising with carriers.
- › **Purchasing Manager:** responsible for a company's purchasing policy, possessing smart commercial insights and knowledge into how the company and the market operate so as to be able to determine appropriate purchasing strategies.

These are just a few examples, of course. Some students get jobs as production managers or logistics consultants, working either for a company or in a freelance capacity.

International Teacher Education for Primary Schools

Bachelor of Education (BEd)

Full-time
Meppel

Introduction

The International Teacher Education (ITEps) programme prepares students for a career as a teacher in an international primary school. NHL Stenden in Meppel offers teacher education for international schools. You hold a Bachelor of Education degree. ITEps is the only teacher education course worldwide that focuses on teaching at international primary schools.



The programme

NHL Stenden in Meppel works with a number of other European universities as well as with representatives from the world of international education. The programme therefore has a truly international character and provides teacher educators and previous international and local primary school teachers and interculturally competent lecturers familiar with the curricula and needs of international schools.

Strong basis

In the first year of the programme the emphasis is on English and Math. You work on your own personal development in the language, providing a strong basis to help you through the course and the rest of your study. The focus is also on English in the classroom, how to teach children to read and write, for example, and some of the underlying popular theories of first and subsequent language acquisition. The first year of the programme includes subjects such as Educational Studies and Democratic Citizenship, and throughout the year teaching is practiced in international and Dutch bilingual primary schools.

The education is partly organized in design based projects, what offers students the opportunity to master their own learning and works with 'real life' issues.

In order to obtain your foundation (first year) certificate, you need to have obtained a C1 level of English. The first year English programme is designed to support you in reaching this level. A native speaker also teaches this part of the English course.

"I'm a fourth year student in ITEps and I love it – it enables me to work anywhere in the world with children. I love the totally different approach to teaching and learning – the student-centred model. I enjoy the group activities and the fact that you learn by doing. Be prepared for a lot of hard work, lots of fun, lovely teachers and unforgettable experiences with great opportunities to get to know new people from all over the world."

Michaela Nosková

Czech Republic, fourth year student International Teacher Education for Primary Schools



YEAR 1	YEAR 2	YEAR 3	YEAR 4
English Educational Studies Teaching Experience Democratic Citizenship Coaching Support Lessons Math Research	Educational Studies Teaching Experience Research Coaching English Math Democratic Citizenship	Educational Studies Teaching Experience Research Coaching Optional subject (see Electives)	Educational Studies Teaching Experience Research Thesis Optional subject (see Electives)
Student organized study days (an ED needed) in year 1-4. International week carried out by teachers from foreign universities and international schools and organisations.			

* This schedule is for informational purposes only. The official information is published in the Teaching and Examination Regulations (TER).

Challenging teaching-practice placements and interesting subjects. Each course year includes regular school-based experience, which is challenging and fun, and you learn a lot. From almost the first week of the course, you will make regular visits to an international school, first to observe and then to carry out tasks based on your work in college. There can also be a period of practice in a Dutch bilingual primary school for your familiarity with the national education system. After the first year, you learn how to carry out practical research and follow a choice of optional subjects (see the table on the left). Part of the course requirement is that you spend at least a full semester at another university that has been approved by the programme. You finish the programme with your final teaching experience combined with your research thesis either in the Netherlands or abroad.

ITEps offers you a truly international environment with a diverse student body (over 35 nationalities) and staff.

A bright future

You want to continue your studies and train for a career that really appeals to you. You also want to enjoy the best time of your life as a student. The future could not be brighter. In the new ITEps programme you don't get a Dutch teaching qualification. To get one you will have to finish the additional short track programme (6-12 months). NHL Stenden's International Teacher Education (ITEps) programme combines your career with travel and adventure. And if that is what you are looking for, then ITEps is the course for you. It is the only Bachelor of Education degree in the world that qualifies you to teach at almost all international primary schools all over the world.

Electives

- > Art and Culture
- > History and Geography
- > Religion and Intercultural Understanding
- > Physical Education and Health
- > Science and Technology
- > Inclusive Education

More information

nhlstenden.com/iteps
 meppel@stenden.com
 www.iteps.eu



"ITEps is the perfect course to set me up for my dream career. I am getting to know different cultures and I am gaining an insight into the reality of children who live as global citizens."

Melany Mistrigo
Italy, fourth year student International Teacher Education for Primary Schools

Career prospects

On completion of the four-year programme you can work at an international school in the Netherlands or abroad. Your employment opportunities are literally global and the job prospects are excellent.

Teaching at an International Primary School

At an international school you will work with children from many different nationalities and cultures. They will all have different school backgrounds and have different language abilities. In addition to teaching, you will also consult with the parents and, when necessary, work with the children to prepare them for their next move to a different country. It is a fascinating and challenging job.

Teacher at a Dutch Primary School

On graduation, you officially hold a Bachelor of Education degree. After finishing ITEps it's possible to acquire the Dutch teacher qualification in a short track course (6-12 months). An excellent command of the Dutch language and a pass mark in all of the entrance tests are required to participate in this short track course.

International Teacher Education for Secondary Schools

Bachelor of Education (BEd)

Full-time
Groningen

Introduction

If you would like to work with young people and you are open to new cultures, teaching abroad may suit you perfectly! International Teacher Education for Secondary School (ITEss) will attract students from different countries. In this international setting, the course prepares you for a career in the growing world of international schools. In this four-year programme, you will acquire the knowledge and the skills to work confidently in various types of secondary schools. You will learn to teach your subject in practice periods at international or bilingual schools in the Netherlands, Europe, and beyond.

The programme

The programme is offered in English for students with various national, cultural, and educational backgrounds. At international secondary schools, you will work with learners in the age group 11 - 16. You will develop an open mindset, seeking to include learners with varying abilities, cultural perspectives, and values. The course has a very clear programme structure which helps you to focus your attention and achieve your goals. The international setting is evident everywhere and the course offers many practical tasks in co-creation with schools. In your third year, you will spend six months at a partner university in another country.



ITEss subjects

In September 2019, four subject fields are on offer: Mathematics, History, German, and English. You choose one subject, and you may add another subject during your stay at a partner university in the third year. In the next few years, we intend to add more subject fields in Groningen, for example: Geography, Science and Arts.

Mathematics

There is a huge demand for mathematics teachers at international schools. They are much needed to help young people develop their skills of logical problem-solving. With the ongoing technological developments, we will need many scientists and mathematicians in the future, and you can be the one to help educate them.

History

When studying History at ITEss, you are on your way to making young people aware of history's influence on the world around them. Your teaching will enhance their understanding of what drives societies, past and present.



YEAR 1	YEAR 2	YEAR 3	YEAR 4
English Educational Studies Teaching Practice Democratic Citizenship Main subject field*	Educational Studies Teaching Practice Research Support lessons Main subject field*	Educational Studies Teaching Practice Research Support lessons Semester at partner university abroad**	Educational Studies Teaching Practice Research Thesis Main subject field*

* Main subject fields: Mathematics or German or English or Social Studies/History

** Five or six months abroad: extra subject field or specialisation

*** This schedule is for informational purposes only. The official information is published in the Teaching and Examination Regulations (TER).

German

For young people who grow up in an international environment, it is an advantage to be able to speak various languages. Many international schools therefore need experts in the German language. At ITEss, you learn about German and about the rich culture of German speaking people. You will discover how to teach German as an attractive, additional language.

English

English is spoken as a first language in many countries and is used as an additional language by millions of people across the globe. English is the language of communication in most international schools. At ITEss you will learn about English and about the various cultures of speakers of English. After graduation, you will be ready to teach English as an additional language.

Additional information

This programme is offered in cooperation with the University of South-Eastern Norway, University College Absalon (Denmark), and the Education University of Hong Kong.

More information and contact

www.nhlstenden.com/itess



International Teacher Education
for Secondary Schools



Career prospects

On completion of this programme, you will be ready for teaching at international and bilingual secondary schools. In this creative and meaningful job, you will work with learners in the age group between 11 and 16.

There are more than 8,000 international schools across the world. Many learners have parents who work in a country for some years and then move on. Classes often include local learners who want to improve their English and prepare for international higher education. This degree opens up job opportunities such as:

- > Teacher at an international secondary school
- > Teacher in bilingual education

Students may enrol in Dutch regular teacher education programmes to obtain a Dutch teaching license.

Leisure & Events Management

Bachelor of Arts (BA)
Associate Degree

Full-time
Leeuwarden

Introduction

The Leisure & Events Management programme prepares students for a career in a fascinating industry that spans events, recreation, tourism, arts, culture, sports and media. Students are challenged to make a difference in the international sustainable leisure industry. The mission and vision of NHL Stenden's Leisure & Events Management programme are reflected in every stage of the course.

The programme

In this course, you will learn to organise and coordinate free-time experiences. You will also develop a solid understanding of marketing communication, new earning models, the use of social media, socially responsible entrepreneurship and communication. In addition, you get to gain practical experience working in the leisure industry. In the first year of the programme, you will learn about the various developments in the leisure industry. You will also gain knowledge of concept development and management skills. An important component of the first academic year is the new business concept, Young Entrepreneurship, in which you will set up your own business. The emphasis in the second year is on organising an event or festival for a company in the leisure industry. During this phase you will learn about project management, creativity, concept development and research. During the second year, you will work one day per week for a leisure company for six months to gain real-life experience. The third year focuses on strategic management and creating networks, followed by 6-month optional minor subjects as specialisations. In the fourth year, you will be required to complete an 8-month international or national internship. The programme will be concluded by writing your thesis.

International focus

This programme is renowned for its practical and international approach. Guest speakers, business presentations, setting up a company and field trips are all part of the course. With its internship office, NHL Stenden offers a broad range of intern positions worldwide and in the Netherlands, like possibilities at event organisations, sport marketing agencies, airlines, and many more.

Graduation profiles (specialisations)

Leisure & Events Management offers three graduation profiles:

- > Event Management
- > Art & Culture Management
- > Sports Management

You will also have the possibility to choose other minors offered by NHL Stenden or to go on Grand Tour or International Exchange.

Event Management

Events are increasingly used to intensify customer/consumer relations. It is therefore not surprising that the industry expresses a need for well-trained, all-round event managers. These event managers are so versatile and knowledgeable that they can be employed anywhere in an organisation. Students are trained to become allround MICE (Meetings, Incentives, Conferences and Events) organisers with theoretical and practical experience. Students are able to create experiences for different stakeholders. In this minor you will also work on assignments for clients from the industry. An international field trip is also part of the study programme.

Art & Culture Management

In the third year, you get to choose two minors in Arts & Culture Management. You will become acquainted with the management processes in an arts company. This includes theatres, music halls and museums. At the same time, you will conduct research into the actual provision of theatrical and visual arts. Students will experience various live expressions of art by going to performances and museums.





The things you will do and learn

- | | |
|---------------------------------------------------------|------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Concept development | <input type="checkbox"/> Creative Thinking |
| <input type="checkbox"/> Leisure theories | <input checked="" type="checkbox"/> Experience Marketing |
| <input checked="" type="checkbox"/> Event Operations | <input type="checkbox"/> Event Marketing |
| <input type="checkbox"/> Co-creating | <input checked="" type="checkbox"/> 8-month internship |
| <input checked="" type="checkbox"/> Entrepreneurship | <input type="checkbox"/> The impact of Leisure & Events |
| <input type="checkbox"/> Working on projects | <input checked="" type="checkbox"/> Fieldwork |
| <input checked="" type="checkbox"/> Placemaking | <input type="checkbox"/> Creating meaningful leisure experiences |
| <input type="checkbox"/> Presenting and pitches | <input checked="" type="checkbox"/> Directing projects, such as events |
| <input checked="" type="checkbox"/> Event Design | |

* Leisure & Events Management is working on some improvements in the curriculum. Changes in our curriculum can be found on our website www.nhlstenden.com.

Sports Management

In the third year, you may choose the specialisation Sports Management. If you do so, you will be actively involved in sports for the final 18 months of your studies. You will do two Sports Management minors. These offer you all of the specific starting qualifications that are of importance in the sports sector.

European Tourism Futures Institute (ETFI)

Leisure & Events Management works closely with its research institute European Tourism Futures Institute (ETFI). This institute specialises in the development and application of scenario planning for the tourism and leisure industry today, and in the future. It aims to create a common vision of all key stakeholders by actively involving them in the co-creation and implementation of the scenarios.

Centre of Expertise Leisure, Tourism & Hospitality (CELTH)

NHL Stenden is a partner in the CELTH. The CELTH focuses on developing and spreading knowledge about leisure, tourism and hospitality to make sure that this domain will be better equipped to boost sustainable economic development.



Career prospects

As a graduate, you will be expected to have developed a sustainable vision on leisure time, be able to think strategically, have a multidisciplinary approach and be able to act as the hub in management, decision-making and consultancy positions. You could take on a position as:

- > **Event Manager** for a sports marketing company developing new concepts for sports events, integrating sustainable initiatives and executing the concept in collaboration with the client.
- > **Programme Manager** for a large pop stage deciding which bands will play, taking care of the negotiations and coordinating the shows.
- > **Marketing and Communications Manager** for a theme park working with a team of communication staff to ensure that the park and each of its attractions are uniquely placed in the market.
- > **Project Manager** for a museum advising on and developing the set-up of cultural education programmes.

Because Leisure & Events Management is a broad management programme, you can also work in other service industries or start your own business. There is a world of opportunities for Leisure & Events Management graduates.

Marketing Management

Bachelor of Science (BSc)

Full-time

Emmen

Introduction

This broad commercial programme prepares you for a career in the dynamic field of digital marketing and international business. You will obtain the skills to investigate markets and understand consumers. The focus of the programme will be on the (online) introduction of new products and services and the strengthening of a market position. Become the new generation digital marketer with an international mindset, by joining this programme.

Focus on international and digital marketing

The Digital Revolution has had a massive impact on the world we live in. Consumers, customers and employees are flooded with information all day long and are becoming increasingly critical in their demands and expectations. How do you persuade consumers to invest their time and money in your product? How do you make potential new customers and international customers aware of your products and concepts?

The field of marketing is concerned with building customer loyalty for a specific brand or product, as well as maintaining relationships. You can create strong brands by listening closely to your customers, collecting and analysing the correct data and information, which serves as the basis for your strategy.

The programme sheds light on the latest trends and developments in marketing, including digital marketing. In addition to studying theoretical subjects, you will also acquire real-life experience by working in project teams with your fellow students. Our Emmen campus will grant you opportunities for an international career in marketing and it is your gateway to new markets.



"Marketing is my favourite subject. This programme is the perfect follow-up to my year in the States. People here are from all over the world, there are exciting practical assignments and lots of opportunities to distinguish yourself."

Karoline Jagel

From Germany, student Marketing Management

Reasons to study Marketing Management

This course integrates the latest trends and developments in online and offline marketing. The programme focuses on innovation, the world of the future, and how people work in modern-day marketing departments. You will acquire up-to-date knowledge about international marketing. From day one you will be able to translate your newly acquired knowledge into practical cases and projects. NHL Stenden has been strongly committed to internationalisation since its inception. Our Grand Tour programme will give you the opportunity to make use of our global campus network, with locations in the Netherlands, Indonesia (Bali), Qatar, South Africa, and Thailand.

Year 1

Getting to know Marketing Management

You will immerse yourself in the world of marketing and communication. Your playing ground will be the entire world, where you will learn all about cultural differences in companies. You will gain insights into (online) marketing and sales marketing. You will discover that the knowledge of your (potential) customers is the key to success. The subject Research teaches you which areas you need to observe closely. You will learn to lead meetings, conduct business and give presentations. Various projects and case studies will allow you to apply both your theoretical and practical knowledge. Individual supervision is extremely important at this stage of your studies.

Year 2

In-depth knowledge

In this year, you will work in project teams on assignments from the industry. For instance, you may conduct international market research, or develop marketing and communication strategies. After this, you will present your findings to your client. These projects are enriched with classes on varying subjects.

Design Based Education

With Design Based Education, you will work on a real-life case. This case offers a mix of business and pleasure in which students can put theory into practice. One of the projects could be to create an export or marketing plan for a company that wants to gain ground in a new market. As an example, our first-year students develop marketing communication tools for a company in our network. You may, for example, work on promotional videos, which would mean that you get to work on story boards, film, and edit videos for marketing purposes.

Connecting with customers

Face-to-face meetings remain the most personal and effective form of communication. Interviews, meetings and focus groups provide you with excellent opportunities to get to know your customers. A face-to-face meeting is not always possible, but today's digital media fortunately allow us to contact customers on a highly personal level through other channels. Based on the clicking patterns on a website, for example, you can identify visitors' profiles in real-time and respond to them on this basis. You can adapt your services based on frequency, offering a first-time visitor to the website a different proposition than a person who has visited it numerous times before. While you want to entice the former, with the latter you will be looking to strengthen your relationship with them.

Year 3

Internship and international opportunities

The third year is all about personal development and a continued acquaintance with the professional field. You will do a 6-month internship at an internationally orientated company in the Netherlands or elsewhere in the world. Next to that, you will choose a minor subject that fits your preferences, knowledge, and skill set. You may choose to do a minor at one of our campuses around the world, or spend part of your study at one of over 150 of our partner universities of applied sciences.

Year 4

In-depth studying and graduation

In year four, it is time to dive even deeper into the world of marketing management and other specialisation subjects. You will conclude your studies with a final project, at an internationally operating organisation of your own choice. You will conduct research for this organisation and advise them. You will put to practice all the knowledge and skills that you have gathered over the years and it is a great stepping stone to your first job.

Career prospects

The curriculum for this programme is multi-faceted and versatile. After completing the programme, you will be a marketing expert with skills you can use anywhere in the world.

It is a stepping stone to an international career, for example as:

- > **International Account Manager**, represents an organisation across the world, liaising both current and future clients.
- > **Marketing Manager**: You will be responsible for determining the company's marketing strategy and positioning, often in conjunction with other departments within the company.
- > **Product Manager**: You will serve as a liaison among customers, suppliers, and internal departments such as Purchasing, Product Development and Sales. You will focus on the development, manufacture and marketing of the product.
- > **Market Researcher**: You will be involved in exploring products, trends, markets, image and customer satisfaction. In addition to collecting and analysing data, you will provide answers to a wide variety of questions; which social media are best for reaching your customers? How do you make a product appealing to younger customers?

Tourism Management

Bachelor of Arts (BA)

Full-time/short track/fast track

Leeuwarden

Qatar

Introduction

Tourism is and always will be an important economic driver. All over the world, the tourism sector is growing, offering opportunities for those with an entrepreneurial spirit and an open mind. This programme enables you to develop your professionalism in a curriculum that covers several disciplines. You will be training to become a tourism manager who, through mastery of practical skills, has the ability to work in an international context. By bridging divides between economics, ethics and ecology, you will contribute to the further professionalisation of the tourism industry.

The programme

Sustainable tourism is at the core of this programme. You will learn to prioritise the needs of the community and the environment at a tourist destination. Learn about the impact that tourism has on different cultures and examine which economic factors play a role. The first year includes a visit to a European city and a rural tourist area, followed by a field trip to the Mediterranean in the second year. You will be introduced to all aspects of a managerial position and are taught how to market a product or service using specific marketing tools. To connect theory to the real world, you will practice and work with a management simulation game in the third year. In the final year, you will do a 7-month paid internship at an industry-related company and write your bachelor's thesis. Upon graduation, you will be able to find work anywhere in the world.



Minor

Possible minors in which Tourism students can specialise are:

Community Based Tourism (Thailand): covering small-scale tourism in developing countries in collaboration with development organisations and the tourism industry.

International Destination Branding (Qatar): explores how events are used to create a brand identity and make a destination competitive.

Online Marketing and Revenue Management (South Africa): introduction to online marketing and revenue management, pricing and channel management, the related online systems, and above all, the relevance and application for small and medium-sized entrepreneurs in the tourism industry.

Tourism Geography & Planning (Leeuwarden): a pre-master programme on geography and tourism. This pre-master is a collaboration with University of Groningen. You will also have the possibility to choose other minors offered by NHL Stenden or to go on Grand Tour or International Exchange.

View the complete list of minors on the website.

European Tourism Futures Institute (ETFI)

Tourism Management works closely with its research institute ETFI. This institute specialises in the development and application of scenario planning for the tourism and leisure industry today, and in the future.

Centre of Expertise Leisure, Tourism & Hospitality (CELTH)

NHL Stenden is a partner in the CELTH. The CELTH focuses on developing and spreading knowledge about leisure, tourism and hospitality to make sure that this domain will be better equipped to boost sustainable economic development.

International Accreditation

NHL Stenden has been welcomed a Full Member of THE-ICE and is the second institution in Europe to be accredited by THE-ICE.

According to THE-ICE, Tourism Management delivers "highly competent graduates who are fully prepared for professional positions in today's industry."



ACCREDITED MEMBER



Accredited to meet THE-ICE Standards of Excellence

	PERIOD 1	PERIOD 2	PERIOD 3	PERIOD 4
YEAR 1 A general introduction offering a broad overview of the most significant issues in the tourism industry. This year focuses on the main aspects of tourism, such as the role of nature, organisations, markets and other tourist resources.	Introducing the Tourism Profession (Trends, Socio-cultural, Economy, Environment, External Influences) > English > Personal Professional Development > Management Skills	Organisation & Personnel 1 (Personnel Management, Middle Management, Strategy, Leadership) > English > Business Economics > Intercultural Sensitivity > Management Skills > Personal Professional Development	Exploring Tourism Marketing with a focus on use of marketing by Tour Operators > English > Business Economics > Management Skills > Intercultural Sensitivity > Personal Professional Development	Tourism Product > Qualitative Research > Management Skills > Intercultural Sensitivity > Personal Professional Development
YEAR 2 You will study the sustainability of tourism and learn to find the right balance between nature, profit and human welfare.	Organisation and Personnel 2 (HRM Theory and Skills) > Foreign Language > Business Economics > Management Skills > Personal Professional Development	Tourism Resource Development (Natural Resources, Cultural Resources) > Foreign Language > Quantitative Research > Management Skills > Personal Professional Development	Destinations Marketing and Management > Foreign Language > Business Economics > Management Skills > Personal Professional Development	Tourism Industry Operations > Foreign Language > Management Skills > Personal Professional Development
YEAR 3 In the third year of the programme, you develop your professionalism, using all knowledge, attitudes and skills gained in the first years.	Strategic Management (Strategy Development, Strategy Positioning, Strategic Choices, Implementation of Strategic Decisions and Value-based Strategy) > Personal Professional Development	Research You work on a variety of practical research tasks in order to develop business skills and competencies. > Personal Professional Development	Minor You may choose to take on a minor subject in the Netherlands or go on Grand Tour or international exchange.	Minor You may choose to study minors in the Netherlands or participate in the NHL Stenden University's Grand Tour or in the international exchange.
YEAR 4 Internship and dissertation.	Internship and dissertation	Internship and dissertation	Internship and dissertation	Internship and dissertation

* This schedule is for informational purposes only. The official information is published in the Teaching and Examination Regulations (TER).

Short Track Programme

The Short Track Tourism Management Course enables international students to obtain a BBA in Tourism Management through accreditation of their prior learning and work experience. The programme varies between 1.5, 2 and 3 years, depending on your prior experience and qualifications.

3-year track

Tourism Management offers a 3-year track programme for students with a suitable high school diploma (entry level for academic universities). This programme consists of 180 European credits (60 credits per year) and is a shorter, more intense bachelor programme. Students entering in our 3-year track programme have the chance of obtaining their bachelor's or master's degree within 4 years. For more information and the admission requirements, check www.nhlstenden.com.

"I've taken full advantage of the international opportunities at NHL Stenden. I've studied in Argentina for six months and did my internship at a resort in the Maldives. After graduating, I moved to Sri Lanka to work as a manager at different hotels. Currently, I am back in the Maldives, where I co-founded Guesthouse Bliss in 2017. Tourism Management really contributed to where I am today."

Anne van Hoey Smith

Alumna Tourism Management, The Netherlands

Career prospects

This international course prepares students for a management, consultancy or advisory position in the tourism industry. Graduates get to work on the development of new tourism concepts and products and contribute largely to the professionalisation of the field of tourism. It is a broad programme focused on sustainable tourism and the graduate's future role in the industry. The programme literally takes students anywhere and has an international character. A degree in Tourism Management could provide career opportunities as:

- > **Purchasing Manager** purchasing travel products such as hotel rooms, apartments and flight seats, negotiating prices, and negotiating partnerships with companies providing transfers and excursions at the place of destination.
- > **Marketing and Communications Manager** for a city marketing agency, responsible for and ensuring that visiting tourists know what is going on in town and attracting new tourists.
- > **Regional Manager** of a travel agency acting as the first point of contact for the travel agency managers and providing the link between head office and the agencies.
- > **Policy Officer** for the civil services liaising between government, companies and other organisations.

These are, of course, just a few examples. Some graduates become self-employed or work as advisors. The career opportunities with this all-round programme are numerous.

3-year track programmes for selected students

NHL Stenden introduces 3-year tracks for several of its regular programmes. These include International Hospitality Management, Creative Business (Media Management) and Tourism Management.

The 3-year track programmes

The 3-year programmes are shorter and more intense versions of our regular 4-year bachelor programmes. On graduation, you will be awarded with the same European bachelor's degree as the regular 4-year programme.

The entry requirement for these 3-year tracks is a high school diploma that gives you access to your country's highest education. Additionally, you will be assessed on the skills and competencies that you will need to be admitted to the programme.

More information about the content of these 3-year track programmes and their selection criteria can be found in the programme section at www.nhlstenden.com.

International Hospitality Management



Creative Business (Media Management)



Tourism Management



Experiences @ NHL Stenden

"I chose to study at NHL Stenden because it gave the most complete information about the studies and the life of an international student in Leeuwarden. Even though my career is not in the hospitality industry, the programme has presented me with challenges and given me skills that I still use every day. I have developed a good work ethic and have risen to the challenges – that has determined my success in my Sales/Business roles. I am able to deal with people from all walks of life since I have progressed from Hospitality to Real Estate to Defence to Aviation. Aviation was my dream and I regret nothing in getting here. The IHM programme gave me a sound basis for management. So, don't give up on your aspirations even when consumed by daily routines. How you deal with the hands-on experience and the theoretical knowledge will determine your attitude and your success."

Marat Askhadullin

Alumnus International Hospitality Management

"NHL Stenden has a strong focus on practical learning and hands-on experiences, this is always valuable in your future career. I have met so many people from all over the world. I have made long-term friends from all nations and especially learned how to cope with people from different countries. NHL Stenden truly is a home away from home and a great career start opener! Currently, I am working in Hilton Beijing in China as a Front Office Management Trainee."

Hisi Ko

Student International Hospitality Management

"Creative Business, Media Management develops the potential you didn't know you had; my self-confidence is thriving and my management skills are getting better every day! The practice I get in chairing meetings, coming to decisions and multi-tasking are so valuable! I have learnt to be a multi-tasker, and manage my own personal growth."

Radina Michaylova

Student Creative Business (Media Management)

"We felt very welcome at NHL Stenden. The tutors and staff were always ensuring we had a fantastic time. With Tourism Management, we had the opportunity to travel to many countries in Europe. NHL Stenden also helped us in getting an internship at Walt Disney world. It has been an amazing four years, which changed our life for the better. We travelled, learned, and grew beyond belief. We would highly recommend anyone to study Tourism Management at NHL Stenden."

**Meetali Sahay
Deven Sahay
Meenakshi Sahay**

Alumni Tourism Management

Content & Media Strategy

Master of Arts (MA)

Full-time
Leeuwarden

Introduction

In this programme, you will learn how media content can contribute to organisations and their stakeholders. You will develop content and media strategies at a master's level, helping organisations to achieve their communication goals in a meaningful way. There is an increasing demand for content and media strategists; analytical professionals who contribute to organisational goals by strategically using media content. If this sounds like you, this first-of-its-kind course is the perfect choice.

Developments in digital media and the resulting changes in consumer behaviour are forcing organisations to engage in a dialogue with their internal and external stakeholders. Traditional communication theories and applications no longer suffice. That is why organisations are strongly focused on the creation and distribution of media content to achieve their goals.



Who is this programme for?

With this course, you are set to earn a Master of Arts in Content and Media Strategy. This is a full-time, one-year (60 ECTS) programme. It has been developed for inquisitive students with a related bachelor's degree, who want to pursue a master's degree.

The programme

We have developed a new master programme that prepares you to become an expert content and media strategist who is able to deliver great value to a broad variety of organisations. Most of the programme will be taught by a core team of lecturers who have been highly involved with the development of this course. These lecturers have extensive experience in teaching bachelor and master programmes. They have relevant work experience and an up-to-date professional network. To help you become a content and media strategist, they will guide you in your development. You will discover new perspectives, insights, and worlds. Your own input is essential too. We believe in co-creation, through which we learn with and from each other.



Building Block 1 Content Strategy (15 EC)	Building Block 2 Content Creation (15 EC)	Building Block 3 Content Implementation (15 EC)
The two courses in this block introduce you to the concept of content and media strategies. They give insight into the theoretical and strategic foundation for content and media strategic decision-making as well as customer journey research and management.	In the two courses of this block you will gain deep knowledge and understanding of how to create value for all organisations and stakeholders through meaningful media content.	During the two courses of this block you learn how to choose the most effective context and distribution for media content based on strategic, theoretical, creative and research-driven considerations.
Graduation Portfolio (15 EC)		
You will demonstrate your master's level based on a Full Circle Assignment in which you develop a content and media strategy for a real-life organisation. You will also write a Reflection Report in which you provide evidence of your learning experience throughout the study year, highlighting your individual progress and development.		

* This schedule is for informational purposes only. The official information is published in the Teaching and Examination Regulations (TER).

- > This is a one-year full-time programme (60 ECTS) with a study load of 40 hours a week.
- > The programme is structured around three themes that represent the content and media strategy development cycle: content strategy, content creation, content implementation.
- > Evaluation and research is an integral component of every aspect of a content and media strategy and is therefore integrated in the three building blocks.
- > You will work thematically on real-life cases throughout the courses. To demonstrate your master's level, you will individually develop a content and media strategy for an organisation of your choice.
- > You will work on your personal development throughout the year with the support of a personal coach.

Career perspective

Your future employers may be organisations that create and/or distribute media content to achieve strategic goals, but also media publishers and agencies. Content and media strategy is relevant to all stakeholders in the communication process. This degree may open up career opportunities such as:

- > Brand manager
- > Content strategist
- > Marketing strategist
- > Digital marketing specialist
- > Brand publisher



International Hospitality and Service Management

Master of Arts (MA)

Full-time & part-time
Leeuwarden
Qatar



Introduction

Service provision is an integral and vital part of all business activity, which has now extended to banking, retailing, hospitality, insurance, and healthcare. More than 60% of the European workforce and 80% of the American workforce is currently engaged in a more broadly defined service sector. Creating service orientation is also high on the agenda of the public sector and traditional production industries. The main challenge in service management is building the organisation's structure, strategies, processes, and culture around the customer. It involves a change of focus from products to customers. Understanding and creating customer expectations, creating employee commitment, and turning the physical environment into an effective 'service scape' are all elements of effective service management.

What is in it for me?

- > Gain a master's degree (MA) within 14 months.
- > Active involvement in research projects as part of the Academy of International Hospitality Research (AIHR).
- > An optional 5-week practice period in the 4-star Stenden Hotel.

Programme overview

The master programme in International Hospitality and Service Management is designed to help organisations to meet these challenges. This extensive and stimulating programme covers marketing and communication, human resource management, quality management and the financial and technological aspects of service delivery. The programme takes a broad look at service delivery, including aspects of sustainability, intercultural communication and leadership skills.

Programme Learning Outcome

Through successful completion of the programme, you will master sustainable approaches to hospitality and service management and applied research. This will enable you to work, and potentially become a leader, within the international service industry.

Career perspective

Many alumni are decision-makers and leaders in diverse companies in the hospitality and service industry. This industry includes a variety of sectors, from hotels, restaurants, retail and financial services to medical and paramedical institutions, schools and other public organisations. The programme prepares you for a broad range of career opportunities. Our graduates perform successfully in positions such as:

- > Management consultant for service organisations
- > Hotel general manager
- > Senior academic
- > Corporate policy advisor

Module 1 Setting the framework : the past (10 wks)		
Principles of Hospitality & Service Management (10)		Research 1: Defining a Contemporary Topic (5)
Module 2 Operationalizing the framework: the present (10 wks)		
Service Performance Improvement (5) Sustainable Value Creation in the Hospitality Industry (5)		Research 2: Thesis Proposal (5)
Module 3 Beyond the framework: the future (10 wks)		
Strategic Human Resource Management (5) Financial Decision Making (5)		Research 3: Data Collection (5)
Module 4 master's thesis (10 wks)		
Elective (one of the following):		Research 4: Analysis and writing (10)
Managing Events Organisations (5)	Entrepreneurship and Innovation (5) AIHR Projects (5)	
Module 5 Writing master's thesis		
		Optional: 5-week practice period in Stenden Hotel

* This schedule is for informational purposes only. The official information is published in the Teaching and Examination Regulations (TER).

Applied Research Units

NHL Stenden's research units bring together people from the hospitality industry and professors/researchers from universities of applied sciences. In recent years, professors of applied sciences have been inaugurated at NHL Stenden. Our professors of applied sciences provide the link between industry and academia to create knowledge circulation and knowledge development, professionalisation of lecturers and curriculum renewal. For the Master of Arts/Master of Science in International Hospitality and Service Management, the Academy of International Hospitality Research (AIHR) provides a rich research context with professorships in:

- > Hospitality Studies
- > Sustainability in Hospitality and Tourism
- > Innovation in Hospitality

"The modules covered gave me a fantastic overview of what a business is like in the real world. From finance to human resources, marketing and sustainability... every module is adapted to the principal factors of business today meaning when I graduated, I knew how to talk... and do business!"

Andy Heyes

Alumnus Master IHSM

Accreditations

The master programme in International Hospitality and Service Management is accredited with a triple 'good' rating by the Dutch and Flemish Accreditation Organisation (NVAO), which makes this programme the best in the field. The programme was the first to be accredited in Europe by the International Centre of Excellence in Tourism and Hospitality Education (THE-ICE). Stenden Hotel Management School was also the first school in the Netherlands and the first Hotel Management School in Europe to be awarded the prestigious ECA Certificate for Quality in Internationalisation.



International Leisure, Tourism & Events Management

Master of Arts (MA)

Full-time
Leeuwarden
Qatar

Introduction

The master programme in International Leisure, Tourism & Events Management provides you with in-depth knowledge and qualitative skills to build your international career prospects. Leisure and tourism are regarded as key drivers for economic progress and for their power to generate jobs and income. The social and environmental impacts should not be overlooked: they affect the quality of life of tourists and locals. The programme prepares you to become a responsible future leader. In this programme, emphasis is placed on a sustainable approach towards leisure and tourism and the impact on quality of life. The programme will enhance and stimulate your innovation and creativity, and prepare you to meet the challenges of a dynamic and rapidly changing industry.

What's in it for me?

- > The programme is accredited with a triple 'good' rating by the Dutch and Flemish Accreditation Organization. This makes the programme one of the best in its field in the Netherlands.
- > Gain a master's degree within 14 months.
- > Active involvement in real research projects as part of the European Tourism Futures Institute (ETFI). ETFI is a leading institute with a unique position in Europe and is a specialist in the field of futures studies and scenario planning for leisure and tourism. ETFI supports the tourism industry with research to design strategies, business models and concepts for the future.



- > Learn how to work with scenario planning, an essential skill for leisure, tourism and event managers.
- > Adjusted fee structure for EEA students, thanks to investments by the Dutch government.

Programme Overview

The programme is characterised by an underlying past – present – future structure. Established theory will be explored (the past), as well as current cases and contemporary issues. To provide a future perspective, scenario planning will feature in the development of policy and planning in leisure and tourism. Students are stimulated to think creatively about the future direction of the industry and their careers. They will deepen their professional knowledge and identify new opportunities for career and personal development.

Programme Learning Outcome

On graduating, you will have demonstrated a critical awareness of responsible approaches towards developments in the leisure and tourism industry and a comprehensive understanding of applied research. As such, you are ready to become a responsible leader within a dynamic international community.

Module 1 Setting the framework : the past (10 wks)		
Theoretical Perspectives on Leisure & Tourism (10) Explores contributions of philosophy, psychology, sociology, geography and economics to L&T. Sustainability is a core element.		Research 1: Defining a Contemporary Topic (5)
Module 2 Operationalizing the framework: the present (10 wks)		
Quality of Leisure and Tourism (10) Analyses quality aspects of Leisure & Tourism in the context of quality of human life from a multidisciplinary aspect, within the context of Community Development.		Research 2: Thesis Proposal (5)
Module 3 Beyond the framework: the future (10 wks)		
Policy and Planning & the Future of Leisure & Tourism (10) Explores the frameworks and issues for the development of policy in Leisure & Tourism Incorporating scenario planning methods in conjunction with ETFI		Research 3: Data Collection (5)
Module 4 Master thesis (10 wks)		
Elective (one of the following):		Research 4: Analysis and writing (10)
ETFI Projects (5)	Entrepreneurship and Innovation (5) Events: Planning & Impact (5)	
Module 5 Writing Master Thesis, submission / completion		

* This schedule is for informational purposes only. The official information is published in the Teaching and Examination Regulations (TER).

Career Perspective

The master in International Leisure, Tourism & Events Management prepares you to become a responsible future leader in the leisure and tourism sector, a segment of the labour market that is still expanding and is now established as one of the most important sectors of the global economy.

A dynamic and rapidly changing industry that is in need of innovative and creative employers. These developments require specialists, who are able to meet the challenges of the industry. The programme stimulates you to develop these skills and to be that specialist.

Our graduates typically find jobs in:

- > Policy and Planning
- > Management Consultancy
- > Research and Education
- > Consultancy and Development
- > Management and Coordination
- > Marketing

Applied Research Units

NHL Stenden's research units bring together people from the industry and professors/researchers from universities of applied sciences. In recent years, professors of applied sciences have been inaugurated at NHL Stenden. Our professors of applied sciences provide the link between industry and academia to create knowledge circulation and knowledge development, professionalisation of lecturers and curriculum renewal. For the master in International Leisure, Tourism & Events Management, the European Tourism Futures Institute (ETFI) provides a rich research context with a Professorship in Scenario Planning.

Accreditations

The master programme in International Leisure and Tourism Studies is accredited with a triple 'good' rating by the Dutch and Flemish Accreditation Organization (NVAO), which makes this programme one the best in the field. The programme was the first in Europe to be accredited by the International Centre of Excellence in Tourism and Hospitality Education (THE-ICE).

"I wanted an English programme in the tourism field, an international student body, and a programme with a focus on strategy, analysis and planning. I got what I wanted and more. The programme is dynamic and I can easily travel to other countries from here. The lecturers know I want to get the best out of myself; they are professional and they treat us as equals during class discussions. I also liked the personal development programme. Through studying International Leisure, Tourism & Events Management I have grown as a person and a professional."

Abyatar Abyatar
Alumnus from Indonesia



English Language Course

Prepares students for the IELTS exam, studying at NHL Stenden and living in Europe

Leeuwarden

Introduction

Thanks to its global footprint, NHL Stenden attracts students from all over the world. The English Language Course helps these students to reach the required level of English (IELTS 6.0 for undergraduate programmes), and helps them to settle quickly into a new culture and study style.

If you do not have a sufficient level of English to enrol in one of our bachelor or master programmes, you can take a short or long English prep-course. To be accepted into the English Language Course, you need to pass an English proficiency test with the minimum scores listed below:

English language requirements for bachelor programmes

Short English Language Course (18 weeks/one semester)

- > A high school graduation diploma from an accredited institution.
- > Academic IELTS 5.5 (4.0 for each sub skill).
For more information: www.ielts.org.
- > TOEFL iBT 525 (paper-based), 196 (computer-based) and 70 (internet-based). For more information: www.toefl.org. Original test results must be directly sent from the Educational Testing Service to NHL Stenden. The TOEFL institution code for NHL Stenden is 9215.
- > Cambridge ESOL score FCE-C (162–168).

Long English Language Course (36 weeks/two semesters)

- > A high school graduation diploma from an accredited institution.
- > Academic IELTS 5.0 (4.0 for each sub skill).
For more information: www.ielts.org.

- > TOEFL iBT 500 (paper-based), 173 (computer-based) and 60 (internet-based). For more information: www.toefl.org. Original test results must be directly sent from the Educational Testing Service to NHL Stenden. The TOEFL institution code for NHL Stenden is 9215.
- > Cambridge ESOL score FCE-C (160–161).

English language requirements for master programmes

Pre-master programme (18 weeks/one semester)

- > Academic IELTS 5.5 (4.5 for each sub skill).
For more information: www.ielts.org.
- > TOEFL iBT 525 (paper-based), 196 (computer-based) and 70 (internet-based). For more information: www.toefl.org. Original test results must be directly sent from the Educational Testing Service to NHL Stenden. The TOEFL institution code for NHL Stenden is 9215.
- > Cambridge ESOL score FCE-C (162–168).

Long Pre-master programme (36 weeks/two semesters)

Via a combination of NHL Stenden's Short English Language Course and the pre-master programme:

- > Academic IELTS 5.0 (4.0 for each sub skill).
For more information: www.ielts.org.
- > TOEFL iBT 500 (paper-based), 173 (computer-based) and 60 (internet-based). For more information: www.toefl.org. Original test results must be directly sent from the Educational Testing Service to NHL Stenden. The TOEFL institution code for NHL Stenden is 9215.
- > Cambridge ESOL score FCE-C (160–161).

Course Content

The English language is naturally the central focus of the course, with the aim being for students to achieve an IELTS 6.0. The course is taught by teachers from different cultures who are mostly native speakers, qualified and experienced in second language teaching. You will benefit from their expertise and their understanding of the complexities of learning a second language at a high level, as well as the latest technology. The classes include speaking, listening, reading, writing, grammar, vocabulary and business English, as well as IELTS exam skills. At the end of the course you will take an on-site IELTS exam.

Personal coach

You will be assigned a study coach, who will be responsible for guiding your academic progress throughout the course. The teachers will regularly discuss your progress with you and will intervene in time to offer guidance and avoid problems.

Start of the programme

You may start this programme either in September or February. The pre-master programme starts in February only.

"My goal is not only to pass the IELTS, but also to come into contact with real English. When I start my main study programme at NHL Stenden, I will know how to communicate with students from other countries and teachers."

Liu Chang Yuanyuan (Stephanie)

Pre-Master's Programme (one semester)

Goal of the Programme

The Pre-master programme is especially designed for international students and combines intensive academic English language training, study skills lessons and academic lectures to ensure swift adaptation to NHL Stenden's Master's programmes. You will gain greater confidence in expressing yourself and feel more comfortable when engaging with fellow students, lecturers and professors in the master programmes. You will also be able to perform better academically and tackle complex research projects in an effective and professional way. This is an excellent platform for a successful career in industries like hospitality, tourism or services, providing added value for your personal and professional development.

After successfully completing NHL Stenden's Pre-master programme including an IELTS exam, you are guaranteed entry into both the master in International Hospitality and Service Management and the Master in International Leisure and Tourism Studies.

The programme is taught on NHL Stenden's Leeuwarden campus with full access to the library (including digital) and all other facilities at NHL Stenden.

The Pre-master programme is also accessible for students who already meet the entry requirements for the master programmes but simply want to refresh or upgrade their knowledge and academic skills.



Subjects

Academic English is a key subject in the Pre-master programme, which is fairly different from regular English language training. You will spend approximately 3 hours per day on a combination of:

- > Writing (essays, research reports and dissertations)
- > Listening (following lectures with ease, taking notes in lectures)
- > Reading (reading for specific academic purposes, learning specific strategies for effective reading)
- > Speaking (presenting findings, chairing and taking part in group discussions)
- > Grammar (improving grammar skills to an academic level)
- > Pronunciation
- > Research and statistics (an introduction).

To ensure your swift integration into the master programmes, you will spend another 4 hours per week on specific academic subjects related to the fields of service, leisure and tourism including:

- > Quality management
- > Policy & planning
- > Research
- > Forming concepts
- > Sustainability strategies
- > Strategic management
- > Market value creation.

Admission

To qualify for the pre-master programme you will need:

- > A bachelor's degree, preferably in hospitality, tourism, business or economics, with other subjects being considered as well.
- > An IELTS score of at least 5.5 or TOEFL scores of 525 (paper-based), 196 (computer-based) or 70 (internet-based)
- > An intake interview.

Start of the programme

The pre-master programme starts in February only. If your IELTS score (or TOEFL equivalent) is 5.0, we suggest that you start with the English Language Course in September and progress to the pre-master programme in February.



Our global campus network

NHL Stenden University of Applied Sciences consists of multiple campuses spread across the globe. Each location adds unique qualities to this global network. The locations are based in Indonesia (Bali), the Netherlands, Qatar, South Africa, and Thailand.

The Netherlands

The Netherlands has an open and internationally orientated society. This is why other languages are widely spoken. Approximately 90% of the Dutch population speaks English and familiarity with French and German is common. International students will find studying in the Netherlands to be safe and affordable. Dutch education is respected worldwide because of its high quality standards. A degree acquired in the Netherlands opens up a wide range of job opportunities anywhere in the world.

International trade has been the cornerstone of the Dutch economy since the 17th century. Located in a delta where several major European rivers flow into the North Sea, the Netherlands was ideally situated to become a centre of trade and transport. Today, Rotterdam is the largest European seaport and Amsterdam Airport Schiphol is one of the four main European airports. The Netherlands is one of the world's top ten biggest exporting nations. Logistics and distribution are key strengths in an economy rated as the 16th largest in the world, in a country with only 17 million people. It has been open to people of non-Dutch origin for a long time. It is attractive because of freedom of thought, speech, and religion as well as commerce. Today it is home to over 190 different nationalities.

Dynamic student towns



Leeuwarden

Leeuwarden is situated in the north of the Netherlands, about 140 km north-east of Amsterdam and only 100 km from the German border. The historic city centre not only boasts a captivating cultural heritage, but also numerous cafés, boutiques and small shopping streets.

There is a wide range of facilities available, including gyms, cinemas, theatres, bars, nightclubs, department stores and a shopping mall. Because of the city's size and the excellent cycling network, every location in Leeuwarden is easy to reach by bike. There is also much to do, see, and experience beyond the cities' boundaries. The Wadden Sea (UNESCO World Heritage) and its four islands, for instance, is only a short trip away. It is a haven for both pristine nature and water sports and a must-see for anyone staying in the north of the Netherlands. Additionally, fast train services link Leeuwarden to Amsterdam and Schiphol Airport, Groningen Airport Eelde, and the rest of the Netherlands and Europe. Leeuwarden is a perfectly-sized, dynamic and international student city, full of warm-hearted people who welcome students with open arms.

The Leeuwarden campus

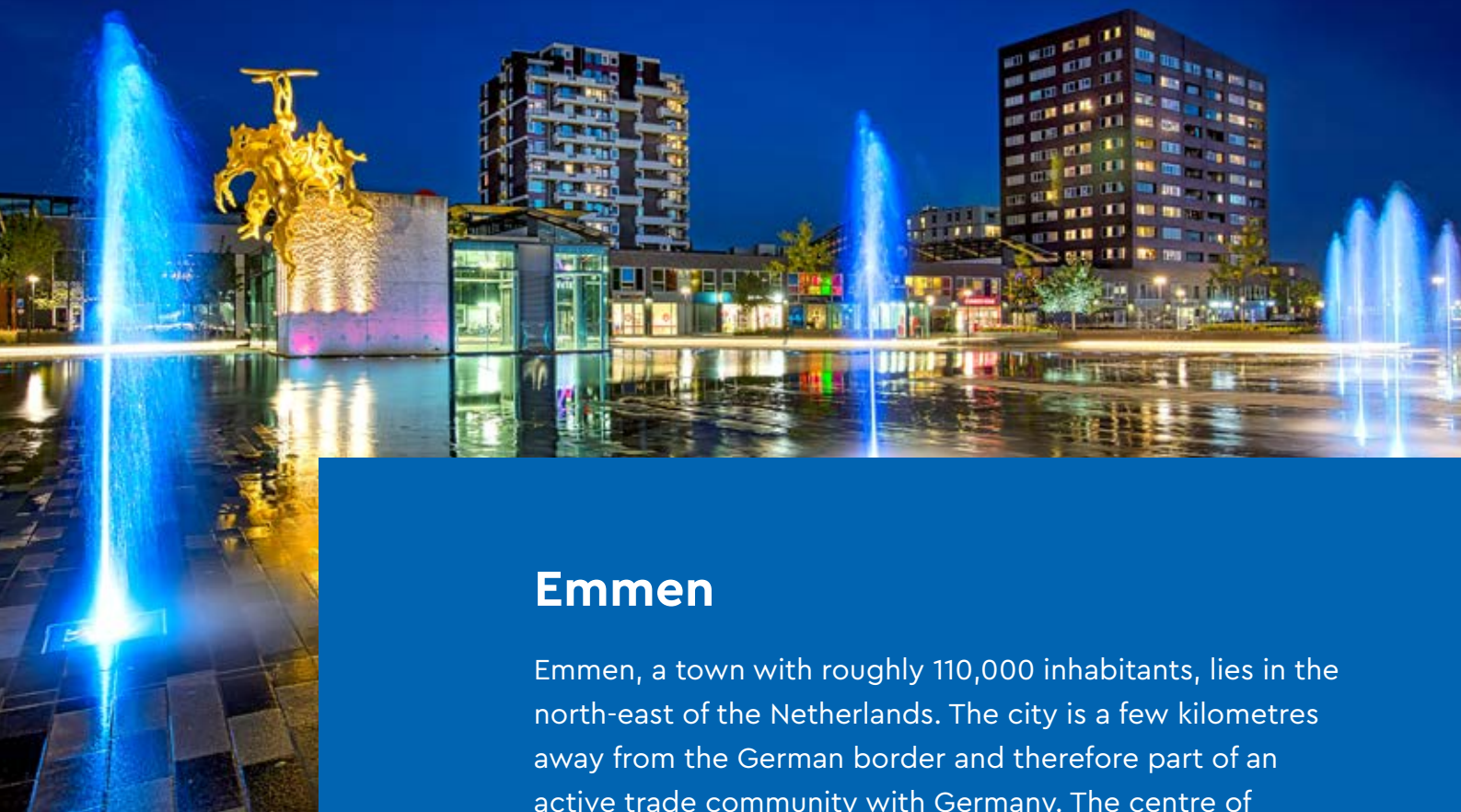
NHL Stenden Leeuwarden is home to around 25,000 students from 85 countries. Its applied research is the essential link between the programmes and the professional field. The campus has modern buildings with state-of-the-art teaching facilities, due to continuous improvement, expansion, and innovation. Students enjoy fantastic open study spaces with a range of IT and conference options. The campus houses numerous facilities, like libraries, a bank, and even a hairdresser. There is also an on-campus job agency for easy access to paid work. There are plenty of affordable possibilities to work out or practise various sports at a stone's throw from campus.

"Leeuwarden is an attractive and cosy student town, filled with positive feelings. There are a lot of things to do on the weekend. What I like most is getting around the city by bike. For students who like an active lifestyle, Leeuwarden offers many indoor and outdoor sport facilities."

Martin Kusnedelchev

From Bulgaria





Emmen

Emmen, a town with roughly 110,000 inhabitants, lies in the north-east of the Netherlands. The city is a few kilometres away from the German border and therefore part of an active trade community with Germany. The centre of the town hosts Wildlands Adventure Zoo Emmen, one of Europe's finest and most-visited zoos.

Sports lovers will feel right at home, with 13 sports centres and 8 swimming pools to choose from. A single sports card gives students access to all of the sports facilities at an attractive price. Emmen is a friendly, laid-back town, with plenty of bars and cafes for a night on the town. You will have no trouble finding accommodation – NHL Stenden operates several student residences with fully furnished rooms. Emmen is considered to be a centre for innovation in a range of fields. The local economy also offers plenty of opportunities for internships and excellent prospects for graduates of economics.



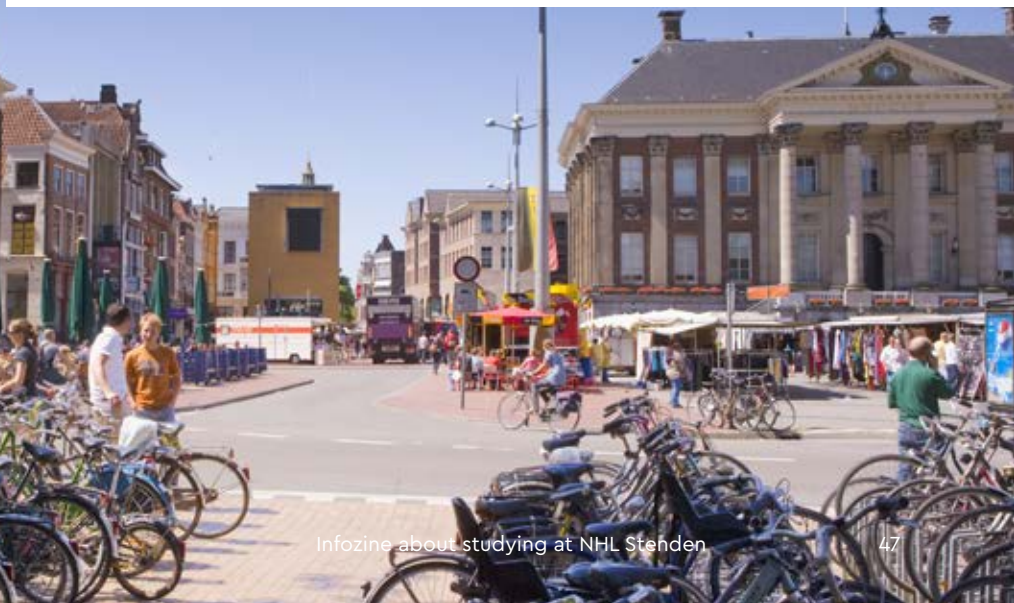
Meppel

The cosiest and most intimate of the NHL Stenden campuses, the Meppel location offers the International Teacher Education for Primary Schools (ITEPs) programme. Despite its small size and community of around 230 students, Meppel is a campus with a strong international focus and its students and lecturers originate from a variety of countries. Everything – from theatre and cinemas to bars and clubs – can be easily reached by bike within 15 minutes. The city's picturesque canals and ample parks give the city a warm and welcoming feel.



Groningen

The Groningen location offers the International Teacher Education for Secondary Schools (ITEss) programme. Much like Leeuwarden, Groningen is also a well-known student city; around 200,000 of its inhabitants are students. There are plenty of places to spend your free time in the bustling city centre, like pubs, restaurants, theatres, cinemas, and museums.





Doha, Qatar

www.stenden.edu.qa

Qatar is centrally placed among the states of the Gulf Cooperation Council. The country is quickly developing a reputation for world-class sporting, education and cultural facilities. Qatar is also becoming recognised for its high concentration of upscale luxury hotels, restaurants, museums, retail complexes and events facilities. The campus benefits from a large number of PhD-qualified and highly respected faculty members drawn from all over the world. It also has strong partnerships with the industry, working closely with international hotel chains, tourism organisations and businesses. Graduates at the Qatar campus are highly sought after by the industry.

The Qatar campus currently offers these bachelor programmes: International Hospitality Management, Tourism Management, and International Business and Management Studies. Students interested in these study programmes must apply directly at Stenden University of Applied Sciences – Qatar.

You may choose to pursue a dual bachelor degree; a Dutch degree combined with a Qatari degree. To obtain a Dutch degree, you are obliged to study one year at our campus in the Netherlands.

You may also choose to pursue a local, Qatari bachelor degree only. For more detailed information about our degrees, please visit our website.

Bali, Indonesia

www.triatmamulya-stenden.ac.id

Bali is the tourist capital of Indonesia with a fast-growing hospitality industry and associated business ventures. As a growing corporate destination, it offers an impressive range of international-standard meeting facilities and conference venues. The campus in Bali is located in the main tourism area in the southern region of the island. At the campus you will be welcomed in a pleasant, professional study environment, with a friendly, family-like atmosphere. Bali is considered to be one of the most welcoming places that you will experience and is a relatively safe and affordable place to live. The Bali campus has all the state-of-the-art facilities you need for professional learning.

The Bali campus currently offers these bachelor programmes: International Business Administration, International Hospitality Management. Students interested in these study programmes must apply directly at Triatma Mulya Stenden.

You may choose to pursue a dual bachelor's degree; a Dutch degree combined with an Indonesian degree. To obtain a Dutch degree, you are obliged to study one year at our campus in the Netherlands.

For more detailed information about our degrees, please visit our website.



**STIE
Triatma
Mulya**

in cooperation with

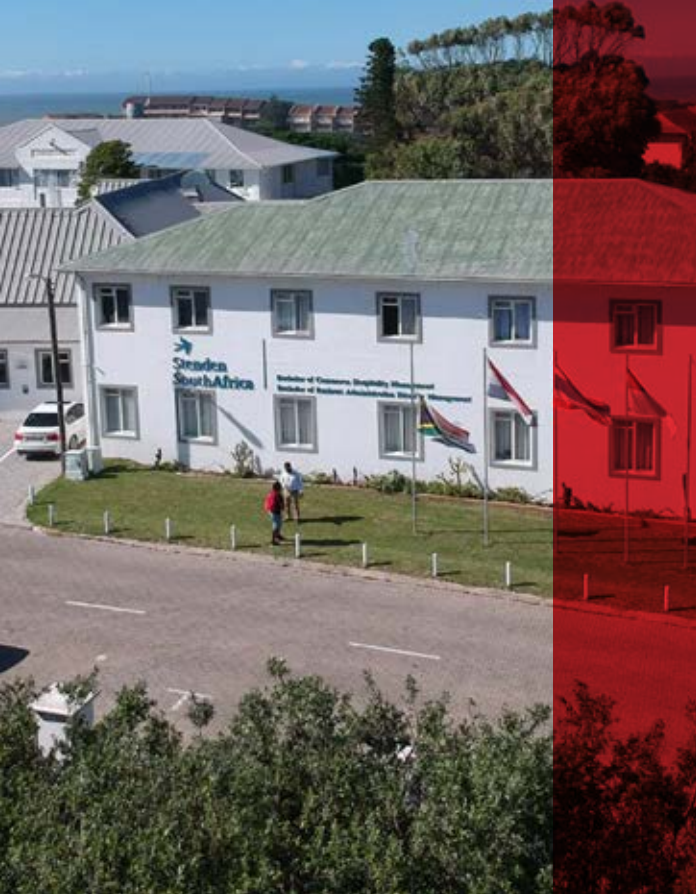


Stenden





Stenden
South Africa



Port Alfred, South Africa

www.stenden.ac.za

Stenden South Africa is a private higher education institution offering a 3 year Bachelor of Commerce Degree in Hospitality Management, as well as a 4 year BBA Degree in Disaster Management, both of which are internationally recognised. Our campus offers accommodation and meals, as well as many other facilities for the students. More information is available on our website www.stenden.ac.za. You may visit the campus at any time – please feel free to make an appointment for a tour.

The campus currently offers these bachelor programmes: Hospitality Management, Disaster Relief Management. Students interested in these study programmes must apply directly at Stenden South Africa.

As for the IHM programme, you may choose to pursue a local, South African bachelor degree or a dual bachelor's degree; a Dutch degree combined with a South African degree. To obtain a Dutch degree, you are obliged to study one year at our campus in the Netherlands. The Disaster Management programme offers a local degree. For more detailed information about our degrees, please visit our website.

Bangkok, Thailand

nhlstenden.com/en/thailand

As a diverse economic and political union, Bangkok boasts unparalleled academic, internship and employment opportunities for students interested in exploring new grounds. The city with over 12 million inhabitants is home to many Dutch companies, international headquarters, and multinational organisations. These are integrated in the minor programmes via joint projects, field trips, and guest lectures. The Bangkok campus partners with Panyapiwat Institute of Management, Asia's leading corporate university.

The campus currently offers a diverse range of minor subjects like International Relations, Integrated Digital Marketing, Spa and Health Business Concepts, Event Management, Community-Based Tourism, and Marketing and Management in Asia. If you are interested in these minor subjects, you must apply directly at Stenden Thailand, or go there as part of NHL Stenden's Grand Tour programme.



Stenden
Thailand



Study & Travel



World of Opportunities

You will have the opportunity to broaden your horizon by travelling to different countries and experiencing various cultures during your studies. At NHL Stenden, this opportunity is available to all students with no delays in the programme. You can do part of your study at one of the locations in NHL Stenden's global campus network. We call this the Grand Tour; a unique opportunity for students to enrich their international education experience. You may also choose to exchange to one of our partner institutions worldwide.



"At school we had classes in intercultural management as well and we had to keep a diary and keep track of interesting intercultural differences. This helps you in becoming more aware of the differences and helps you gain an understanding of the new culture you are living in."

Christa Leenheer

*Alumnus Event Management,
went to Bali*

DREAM EXPLORE ACHIEVE



Grand Tour

The Grand Tour grants you the opportunity to study at any location in our global campus network: the Netherlands, Indonesia (Bali), Qatar, South Africa, or Thailand. Local teachers and students make studying at any Grand Tour destination a truly international experience. The Grand Tour offers various study options, ranging from minor to major courses of study. The Grand Tour team will actively assist you with your preparations for your international experience.

www.nhlstenden.com/grandtour

Exchange

You can expand your international network by taking up an exchange programme at one of our partner universities in countries like the US, Australia, Chile, Sweden, the UK, Hungary, Spain, and many others. An exchange programme gives you the opportunity to take courses offered at a university abroad and learn from different lecturers. With more than 150 universities to choose from, it should be easy to find one with just the right combination of courses, facilities, and environment to meet your personal and academic needs and interests.

www.nhlstenden.com/exchange

"If I had to describe my time in Qatar in one word it would be AMAZING. I met the most amazing people, did so many fun things and learned so much. One advice I can give is to have an open attitude. Realize that you are going to a very different culture and you are a guest in their country so try to adapt to their way of life and respect it, even though it might be very different from yours."

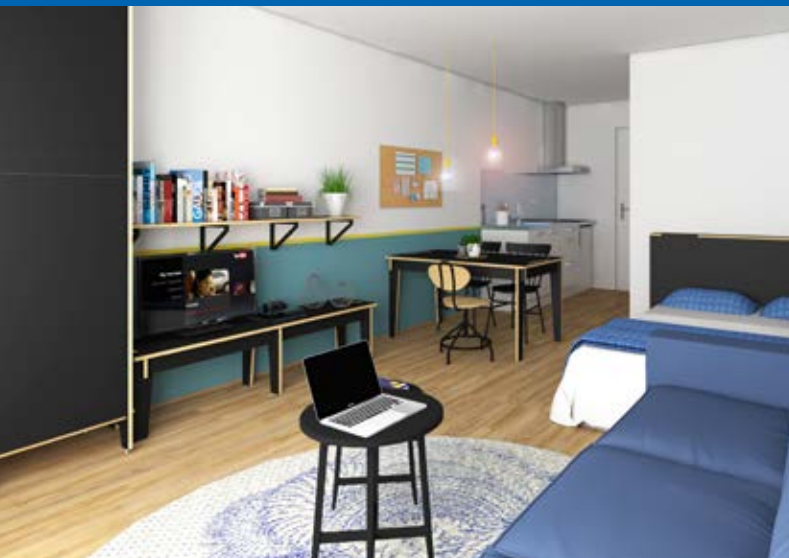
Inge Brands

*Alumnus Creative Business,
went to Qatar*

Internship abroad

A marketing traineeship at a 5-star hotel in Los Angeles or a logistics project at BMW in Germany? An internship abroad allows you to immerse yourself in a different culture while learning about the industry. You will have the chance to develop interpersonal communication skills, leadership skills, and to increase your understanding of the world around you. NHL Stenden has links with companies all over the world which enables you to enhance your international work experience.

Student Housing



Students from Europe have access to accommodation through our housing partner StudentStay.

Alternatively, you may seek housing on your own or with friends on the private market.

Students from outside Europe even have access to 100% guaranteed accommodation for their first year of study at our Leeuwarden campus!





At NHL Stenden we understand that moving away from home is an exciting prospect. That is one of the reasons why we prioritise student accommodation for our incoming international students. In the Netherlands, NHL Stenden works together with StudentStay, offering a range of modern, furnished, comfy and secure accommodation in very close proximity to the campuses in Leeuwarden, Emmen and Meppel. Student accommodation in general is quite affordable in the north of the Netherlands, compared to the bigger cities in the west. Indonesia, Qatar, South Africa and Thailand offer on-campus housing.

Tip:

Check the "Leeuwarden Housing Market" group on Facebook. International students frequently use this group to share information about housing in Leeuwarden.

StudentStay is currently located in Leeuwarden, Emmen and Meppel:
www.studentstay.com



Admission requirements

Language requirements for bachelor and master programmes

International students need to provide an official English-language certificate. NHL Stenden accepts the IELTS and TOEFL official language tests and the Cambridge Certificate of Proficiency in English. Exceptions are made for students, who have had English as educational language during their preparatory education. The language requirements for EEA students are the same as for Dutch students. Please check our website for the up-to-date language requirements.

Academic requirements for bachelor programmes

- > Academic IELTS 6.0 (with a minimum of 5.0 for each skill), TOEFL 550 (paper based), 213 (computer based) and 80 (internet based), Cambridge ESOL score FCE-C (169, or higher). IELTS and TOEFL certificates are valid for 2 years. Cambridge certificates are valid indefinitely.
- > International Baccalaureate (IB) Diploma or European Baccalaureate Diploma.
- > High School diploma from an accredited institution.
- > Four GCSE/GCE 'O' level passes (final grade A, B or C) and two 'AS' level passes. These six passes combined must all be in different subjects.
- > Associate, bachelor's or master's degree.


Academic requirements for master programmes

- > Academic IELTS 6.0 (with a minimum of 5.0 for each skill), TOEFL 550 (paper based), 213 (computer based) and 80 (internet based), Cambridge ESOL score FCE-C (169, or higher).
- > Bachelor's or master's degree

Application deadlines

Please check www.nhlstenden.com for updated information on application deadlines.

Please visit the websites of our locations in Indonesia, South Africa and Qatar for updated information about the academic requirements.



"The interesting thing was being guided by NHL Stenden students for the day. It was very nice to get to know the students and hear them talk about their own experiences. The days I spent at NHL Stenden were really memorable, and I hope to study there after my graduation!"

Elizaveta Suderevskaya

From Russia

Visit us at the International Open Days. Experience the world of NHL Stenden!

We invite you to visit NHL Stenden in the Netherlands during one of our International Open Days. The day is full of interesting activities, allowing you to get acquainted with NHL Stenden and its educational programmes, and the opportunity to meet NHL Stenden students, professors and people from all over the world is guaranteed. You just need to get here and we will take care of the rest!

Our upcoming Open Days are on the following dates:

- > 17 November 2018
- > 9 February 2019
- > 5 April 2019
- > 7 June 2019

Meet NHL Stenden worldwide

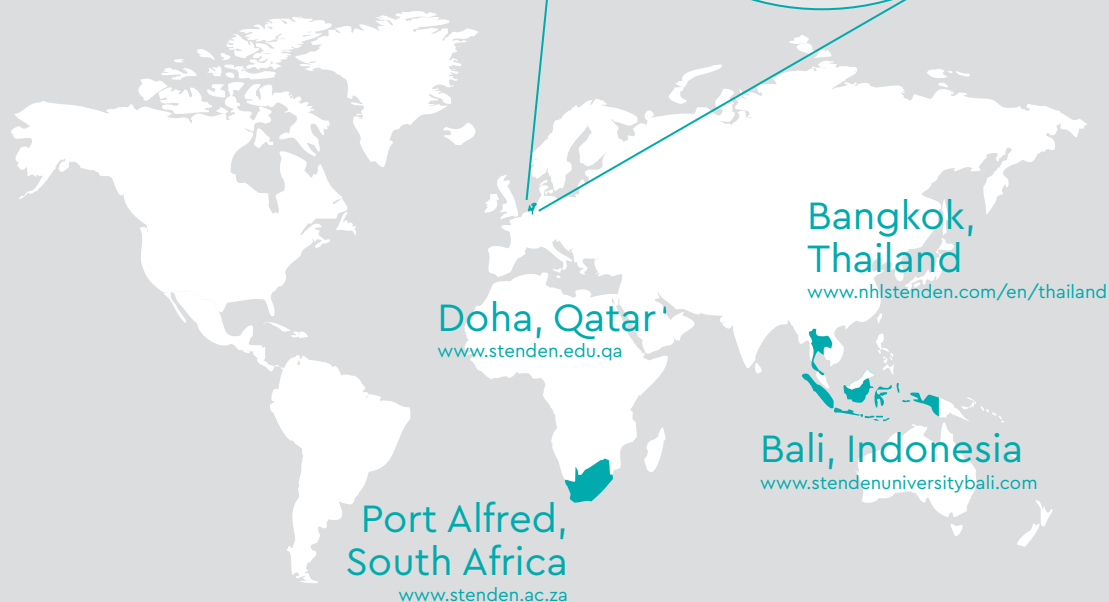
NHL Stenden representatives visit fairs and organise seminars in a number of countries. Please check the calendar on our website www.nhlstenden.com to find out when we will be visiting a location near you.



See you
@ NHL Stenden!
Open days
17 November 2018
9 February 2019
5 April 2019
7 June 2019



NHL Stenden campuses worldwide



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Edited by: Marketing Department NHL Stenden

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com for more information. Any references to
'NHL Stenden' should be understood to mean
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