

HM Curriculum

First year / Semester 1 & 2

Quarter 1	Exam	Quarter 2	Exam	Quarter 3	Exam	Quarter 4	Exam
World of Hospitality Management World of Hotel Management 5 PF (I) <ul style="list-style-type: none"> Introduction to the ins and outs of hotel operation, e.g. Food & Beverage, Rooms Division Learning about key figures and ratio's and menu engineering Exploring different types of hotels and hotel chains Field trips and workshops 		World of Hospitality Management World of Hotel Management 5 PF (G) <ul style="list-style-type: none"> Introduction to the international and broad field of the hospitality, the primary, secondary and tertiary sectors Developing a hospitable attitude from a intercultural perspective 		World of Hospitality Management Hospitality: The Practice 5 PF (I) <ul style="list-style-type: none"> Industry experience: gaining practical insight in hotel operations by working 8 days in various departments Combining theory (from quarter 1 and 2) and practice by carrying out several assignments Reflecting on professional development and the performance of the hotel 		World of Hotel Management Hospitality: The Advice 5 A (I) <ul style="list-style-type: none"> Advising an actual client from one of the three sectors on a real problem related to sustainability Using research skills (interview, survey, multi-criteria analysis) and risk management to support bold choices 	
Hospitality Marketing 5 A (I) <ul style="list-style-type: none"> Applying and deeping knowledge of (digital) marketing by developing a distinctive hotel concept Presenting concept and motivating choices via the tailormade website using e.g. segmentation, targeting and positioning and SEO and SEA insights 		Organizational Behaviour 5 A (I) <ul style="list-style-type: none"> Balancing interests between organisational and staff interests using insight into e.g. organisational culture, leadership and management performative labour, sustainability and business ethics Providing advice in the role of members of the works council on several announced changes by the hotel's management 		Hospitality Accounting 5 WR (I) <ul style="list-style-type: none"> Introduction of basic economic concepts of financial management for the hotel industry Assessing the hotel performance by analysing the financial statements using ratio's and the differences between budget and actual numbers Putting together the income statement, cash flow statement and balance sheet Applying operational leverage, VAT, and labour expenses 			
Event Organisation & Communication (EVCOM) 5 A (I) <ul style="list-style-type: none"> Training hospitality communication skills Preparing a simulated event as tool to acquire basic knowledge of event and project management, skills in cooperation with team members and in communication with various stakeholders Reflecting on 3 P's (person, process, product) 		EVCOM continued 5 PF (I) <ul style="list-style-type: none"> Execution of live event for real client is both purpose and means to use taught structure and skills of former quarter Reflecting on 3 P's: <ul style="list-style-type: none"> Person (reflection on 360° feedback from group members) Process (evaluation of cooperation with internal and external stakeholders) Product (evaluating quality of (partial) products) 		Smart Hotels 5 PF (G) <ul style="list-style-type: none"> Creating a prototype for a Smart Hospitality Solution using Design Thinking The prototype is based on technological innovation in which possible (safety) risk, ethical boundaries and social impact are taken into account 			
Business English 1 5 PF (I) <ul style="list-style-type: none"> Communicating professionally in advanced English to guests, colleagues and other stakeholders using digital storytelling Speaking skills (grammar, discourse management, pronunciation, etc.) Writing skills (grammar, communicative achievements, content) Language skills (vocabulary) Intercultural awareness 				Le monde du français 1 5 A (I) <ul style="list-style-type: none"> Using an additional modern foreign language in social settings to support guest and employee interaction. French or German at CEF A2 level, or Spanish at CEF A1 level Intercultural awareness 	Die Welt auf Deutsch 1	El mundo en español 1	
Total EC Quarter 1: 15		Total EC Quarter 2: 20		Total EC Quarter 3: 10		Total EC Quarter 4: 15	



Core tasks

Supporting the hospitality business

Running the hospitality business

Innovating the hospitality business

Reflective Practioner

Abbreviations

- O Oral exam
- A Assessment
- PF Portfolio
- WR Written exam
- C Course work
- D Digital exam
- (I) Individual
- (G) Group

HM Curriculum


Main phase 1 / Semester 3 & 4

Quarter 1	Exam	Quarter 2	Exam	Quarter 3	Exam	Quarter 4	Exam
Innovative Entrepreneurship 5 WR (I) Data Driven Entrepreneurship <ul style="list-style-type: none"> Using technology and quantitative research methods to analyse data in different ways in the fields of revenue management, review analysis and risk management Translating outcomes into substantiated managerial decisions/actions to seize market opportunities 		Innovative Entrepreneurship 5 A (G) F&B Concepting <ul style="list-style-type: none"> Development of an innovative and successful F&B concept, based on trend analysis and marketing insights from data analysis Sales pitch of the developed concept, including financial substantiation, in front of a jury 		Operational Internship 10 C (I) Student works in a company as intern for a minimum of 90 days.		Operational Internship cont. 20 A (I) The Journey Through analysis of feedback received during an internship the student reflects on own progress towards reaching professional and personal goals set at the start of the internship journey. In a final interview the student shares results of reflection with coaches. The student receives a performance evaluation and discusses with the findings with his/her coaches. The student also gives a short insight in the envisioning of chosen organisational work processes.	
Hospitable HRM 5 C (I) <ul style="list-style-type: none"> Analysing HRM policies with focus on leadership, diversity & inclusivity and relationship between manager and employee Using qualitative research methods to collect insights about HRM in hotel industry, taking various stakeholders into account Gathering insight in relevant labour law consequences Creating a hospitable and inclusive organisational culture 				Envision It The student maps a (part of) a work process which is focused on interaction between guests/users/employers and argues about stakeholder's expectations and organisational choices relevant for a smooth run of that work process. The student links the chosen process to the relevant trends and developments in the industry and elaborates on an impact which an application of a certain development will have on the analysed works process within an internship organisation. The student also specifies consequences of the "envisioned" modernisation of a workprocess for the key stakeholders.			
Event Management <ul style="list-style-type: none"> Designing, planning and organising an event for a real-life client Using Event Design Canvas and project management skills to successfully organise the event Developing and demonstrating sales skills 		Event Management cont. 5 PF (I) <ul style="list-style-type: none"> Execution of live event, using taught structure and skills of former quarter Reflection on product, process and person Showing professional attitude throughout the semester in contact with various internal and external stakeholders 					
Business English 2 5 PF (I) <ul style="list-style-type: none"> Speaking skills (grammar, discourse management, pronunciation, etc.) at CEF B2 level Writing skills (grammar, communicative achievements, content) at CEF B2 level Language skills (vocabulary) Intercultural awareness Communicating professionally in advanced English to guests, colleagues and other stakeholders 							
Le monde du français 2 Die Welt auf Deutsch 2 El mundo en español 2 5 A (I) <ul style="list-style-type: none"> Using an additional modern foreign language in social settings to support guest and employee interaction French and German at CEF B1 level, Spanish at CEF A1-A2 level Intercultural awareness 							
Total EC Quarter 1: 10		Total EC Quarter 2: 20		Total EC Quarter 3: 10		Total EC Quarter 4: 20	



Core tasks

 **Supporting** the hospitality business





 **Running** the hospitality business

 **Innovating** the hospitality business

 **Reflective** Practitioner

Abbreviations

- O Oral exam
- A Assessment
- PF Portfolio
- WR Written exam
- C Course work
- D Digital exam
- (I) Individual
- (G) Group

Quarter 1	Exam	Quarter 2	Exam	Quarter 3	Exam	Quarter 4	Exam						
<h3>Smart Solutions Semester</h3> <p>Professional field of the future</p> <p>The Saxion Smart Solutions Semester prepares students for the professional field of the future, where they are expected to be flexible and work in multi-disciplinary teams</p> <p>Smart Solutions Semester 20 PF (G)</p> <ul style="list-style-type: none"> Experiencing growth in the ability to work interdisciplinary in a team Learning to approach a practical issue using research techniques and to come up with a number of suitable smart solutions in the form of professional products Applying the knowledge acquired in the first two years within the context of an innovative and relevant issue Gaining new knowledge from both the perspective of own study programme (extending in-depth knowledge) and from other perspectives and disciplines (broadening knowledge) Professionally representing the knowledge base of own field of expertise, explaining and arguing own perspective vision and critically questioning the perspectives of others while linking them to their own knowledge base <p style="text-align: right;"> </p>				<h3>Strategic Hotel Management</h3> <table border="0"> <tr> <td> <p>Strategic analysis 5 A (I)</p> <ul style="list-style-type: none"> Analysing the internal and the external environment (the destination and market) of the organisation Defining issues which can be areas of tension and that require strategic choices </td> <td> <p>Strategic advice 5 PF (G)</p> <ul style="list-style-type: none"> Advising an operator on the potential of a certain brand in a specific location Defining objectives based on research Presenting the strategic advice in an attractive and convincing manner </td> </tr> <tr> <td> <p>Business simulation (hots) 5 WR (I)</p> <ul style="list-style-type: none"> Applying planning and control Choosing an operations strategy Improving revenue management and investment decisions </td> <td> <p>Implementation plan 5 C (G)</p> <ul style="list-style-type: none"> Translate strategic advice into implementation Covering 4 domains (finance, communication, HRM and Quality Control in a visualisation), Understanding cultural implications of change within an organisation Solving a change issue with the use of change management theory </td> </tr> <tr> <td colspan="2"> <p>Change and Resistance 5 A (I)</p> <ul style="list-style-type: none"> Foreseeing resistance as a result of new (strategic) implementation Applying a change strategy with appropriate interventions to anticipate this resistance <p style="text-align: right;">  </p> </td> </tr> </table>				<p>Strategic analysis 5 A (I)</p> <ul style="list-style-type: none"> Analysing the internal and the external environment (the destination and market) of the organisation Defining issues which can be areas of tension and that require strategic choices 	<p>Strategic advice 5 PF (G)</p> <ul style="list-style-type: none"> Advising an operator on the potential of a certain brand in a specific location Defining objectives based on research Presenting the strategic advice in an attractive and convincing manner 	<p>Business simulation (hots) 5 WR (I)</p> <ul style="list-style-type: none"> Applying planning and control Choosing an operations strategy Improving revenue management and investment decisions 	<p>Implementation plan 5 C (G)</p> <ul style="list-style-type: none"> Translate strategic advice into implementation Covering 4 domains (finance, communication, HRM and Quality Control in a visualisation), Understanding cultural implications of change within an organisation Solving a change issue with the use of change management theory 	<p>Change and Resistance 5 A (I)</p> <ul style="list-style-type: none"> Foreseeing resistance as a result of new (strategic) implementation Applying a change strategy with appropriate interventions to anticipate this resistance <p style="text-align: right;">  </p>	
<p>Strategic analysis 5 A (I)</p> <ul style="list-style-type: none"> Analysing the internal and the external environment (the destination and market) of the organisation Defining issues which can be areas of tension and that require strategic choices 	<p>Strategic advice 5 PF (G)</p> <ul style="list-style-type: none"> Advising an operator on the potential of a certain brand in a specific location Defining objectives based on research Presenting the strategic advice in an attractive and convincing manner 												
<p>Business simulation (hots) 5 WR (I)</p> <ul style="list-style-type: none"> Applying planning and control Choosing an operations strategy Improving revenue management and investment decisions 	<p>Implementation plan 5 C (G)</p> <ul style="list-style-type: none"> Translate strategic advice into implementation Covering 4 domains (finance, communication, HRM and Quality Control in a visualisation), Understanding cultural implications of change within an organisation Solving a change issue with the use of change management theory 												
<p>Change and Resistance 5 A (I)</p> <ul style="list-style-type: none"> Foreseeing resistance as a result of new (strategic) implementation Applying a change strategy with appropriate interventions to anticipate this resistance <p style="text-align: right;">  </p>													
<p>Bold Leadership 5 D (I)</p> <p>(License-specific module within 3S)</p> <ul style="list-style-type: none"> Searching for multiple value creation instead of simply economic value Analysing and critising the practice of Bold Leadership in this paradigm shift Reflecting on own role (personal, company and society) Training of (writing) skills in arguing, discussing and convincing <p style="text-align: right;">  </p>		<p>Complex Issues 5 D (I)</p> <p>(License-specific module within 3S)</p> <ul style="list-style-type: none"> Writing a project proposal for a complex issue Selecting a project from personal motivation Using a theoretical framework and project management Including a financial paragraph <p style="text-align: right;"></p>		<p>Business English 3 5 D / A (I)</p> <ul style="list-style-type: none"> Selecting, reading, understanding and communicating current events and relating these to developments in the tourism/hotel industry Striving for positive change for all using multi stakeholder dialogue, in which students are trained to set up and engage in integral dialogue Speaking skills (grammar, discourse management, pronunciation, etc.) at CEF C1 level Writing skills (grammar, communicative achievements, content) at CEF B2 level Language skills (vocabulary) Intercultural awareness <p style="text-align: right;"></p>									
<p>Total EC Quarter 1: 10</p>		<p>Total EC Quarter 2: 20</p>		<p>Total EC Quarter 3 & 4: 30</p>									



Core tasks

 **Supporting** the hospitality business

 **Running** the hospitality business

 **Innovating** the hospitality business

 **Reflective Practioner**

Abbreviations

- O Oral exam
- A Assessment
- PF Portfolio
- WR Written exam
- C Course work
- D Digital exam
- (I) Individual
- (G) Group

Quarter **1** Exam Quarter **2** Exam

Minor

Students choose a minor from a broad pallet of possibilities:

• HBS minors:

Management Internship (HBS students only):

- students spend 5 months at a hospitality organisation, carrying out complex tasks and working on a management 'challenge' within the internship organisation. The term 'manager' is broadly defined by HBS. It not only refers to a manager of people, but also to a manager of means, manager of facilities, manager of processes, or manager of information exchange. This way students experience a range of managerial aspects within the organisation. The management 'challenge' relates to a case or bottleneck, which needs to be addressed, but due to lack of time is not solved yet. The company tutor is directly involved in the evaluation of the results of the project and the hospitality performance of the intern

• Saxion minors (other academies than HBS). View offer at saxion.nl/opleidingen/minoren

• Minors outside Saxion

- Transfer minor (to an academic Master Programme)
- Minor at other university in the Netherlands via kiesopmaat.nl (permission Exam Board needed):
- Study abroad, e.g. at the universities:
 - Institut Paul Bocuse in Lyon France
 - Vives Hogescholen in Brugge in Belgium
 - Universitat Autònoma de Barcelona Spain
 - Humber Institue of Technology and Advanced Learning in Toronto Canada
 - Taylor's University Kuala Lumpur Malaysia

Assessments and learning outcomes differ per minor

Total EC per semester: **30**

Quarter **3** Exam Quarter **4** Exam

Young Professional Semester

The grand finale of the programme! Here, the student (young professional) shows that he/she is capable of individually tackling a complex issue from the industry. The result of five months' work, the professional product, can take various forms, so that there is room to deliver what the client needs. In short, the perfect opportunity to show that the young professional is ready to start professional life.

Professional Product

25 PF (I)

- Realising a professional product for an external client and in that way solve the topic at hand
- Applying knowledge acquired in former years of study
- Showing an investigative attitude, collecting and assessing data, as well as trends and developments, on relevance for the professional product to be realised
- Demonstrating creative skills, and where needed, innovative capacity
- Professional performance is part of the assignment and is assessed



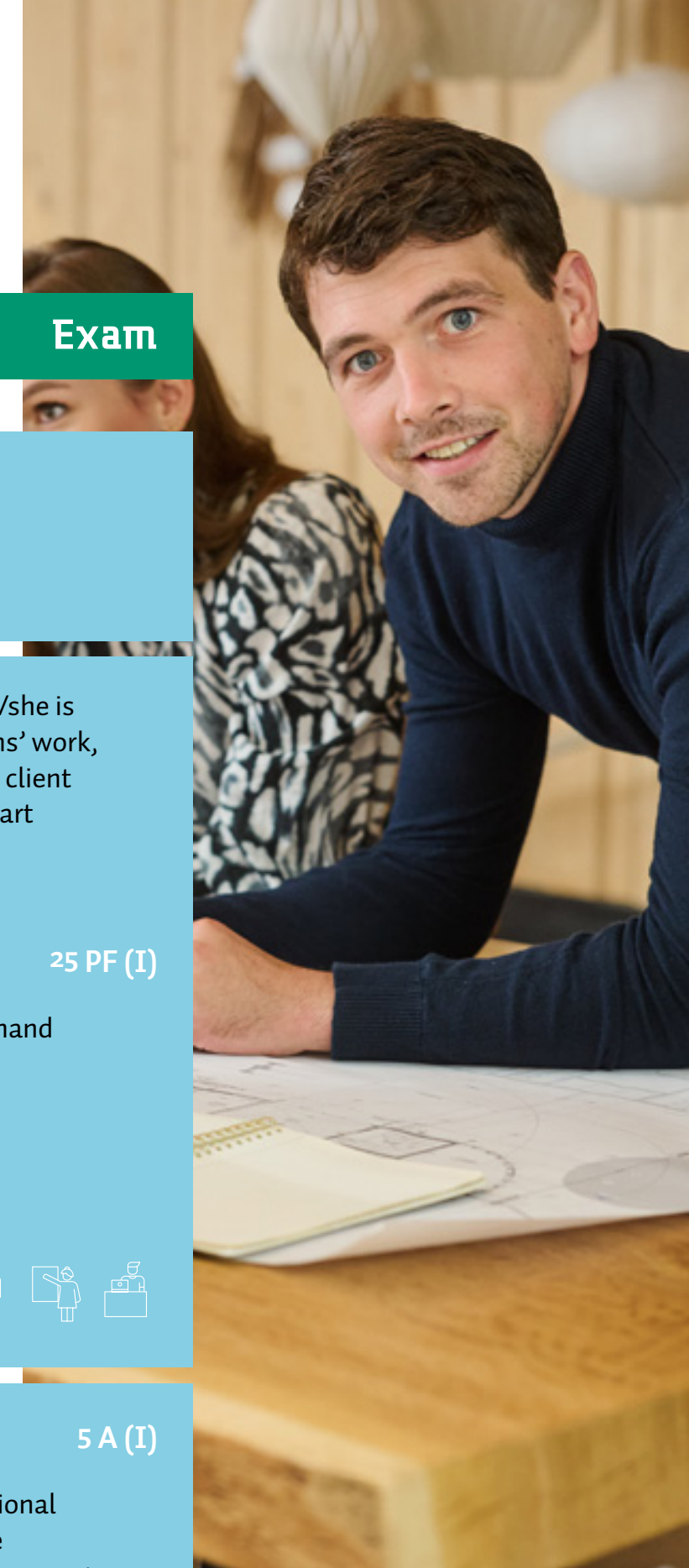
Final interview

5 A (I)


- Reflecting on personal development and contribution to solving problems in the professional practice, based on professional products the young professional realised throughout the programme (product) and on meaningful experiences which had impact on his/her development (process)
- Presenting a glimpse of future role in the industry. What contributions may be expected, related to trends and developments in the field? What aspects does the young professional want to further develop in and why? What contributions the young professional expects to make in the future when it comes to solving problems?




Total EC per semester: **30**



Core tasks

 **Supporting**
the hospitality
business

 **Running**
the hospitality
business

 **Innovating**
the hospitality
business

 **Reflective**
Practioner

Abbreviations

- O Oral exam
- A Assessment
- PF Portfolio
- WR Written exam
- C Course work
- D Digital exam
- (I) Individual
- (G) Group