EuroCollege Hogeschool

*Teaching and Examination regulations (Art. 7.13. WHW [Higher Education and Academic Research Act])
for the Bachelor degree programmes*

International Hotel & Hospitality Management®

BRIN number: 27WC

Isat code: 39275

1.   The board of the institution prepares teaching and exam regulations for every degree programme or group of programmes.

These Teaching & Examination Regulations were prepared by the Executive Board on:

1 December 2014

Chairman of the Executive Board name: *drs*. **P.V.C.E. van de Walle**

Chairman of the Executive Board signature: ....

2a.   Programme contents and associated examinations.

The bachelor degree programme International Hotel & Hospitality Management® contains a foundation phase and two post-foundation phases, consisting of a general phase (1), a specialising phase (2) and professional practice. The foundation phase and the post-foundation phases are concluded with an internship. During the post-foundation phase, the students participate in a real-life senior project.
In the third year of study, the student works on the structure, preparation and implementation of a practical research project.

NB > The foundation year is concluded by a foundation exam (Art. 7.8 paragraph 3 WHW) and consists of a series of examinations.
A **short** overview of the contents of the degree programme and the associated examination is included in **paragraph 2b. A detailed overview is described in the Study guide.**

2b.   The contents of the specialisations within a degree programme:

First year of study

Hotel Management 1&2
Hospitality & Social Hygiene
Bar Establishment
Hospitality Management
Project Management
Restaurant Establishment & Manager Hygiene code
Front Office Management
Hospitality Management

Marketing, Management & Communication 1&2
Marketing & Service marketing
Management
Communication Management
Business management
Quality care
Cross cultural management
English

Hotel management in Practice 1&2
Study and Vocational Guidance 1
Work Orientation Performance 1 + W.O. Report 1
Work-based Learning (BPV) lessons 1
Summer Internship

Second year of study

Hotel Management & Marketing 3&4
International Hotel Management
Strategic Management
Hospitality Marketing

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Event Management / Hotelschool / Business School

F & B Management
Revue Management

Management & Communication 3&4
Sales
Communication & Leadership
Business Management
English
Group dynamics
Ethics

Hotel Management in Practice 3&4
Research & Training for Senior Project Research
Senior Project
Final Internship

Third year of study

Hotel Management in Practice 5 (or 6)
Final Internship
Practical research project
Practical research sessions, support

Cluster further reading
Further reading list

Hotel Management
Social Corporate Responsibility
Innovation
Workshop trends, innovation & hotel

2c. The qualities in the area of knowledge, understanding and skills that a student must have acquired by the end of the programme.

The hotel manager has knowledge, understanding and skills in the following areas:

A   General professional learning objectives

Mission, image and strategic thinking
The hotel manager is able to:
- devise and formulate a mission;
- formulate long-term plans and policies;
- transform a mission into a policy;
- clearly communicate a mission/vision to the staff.

Planning and organisation, general
The hotel manager:
- can organise or reorganise primary and supporting processes based on the policy regarding the (hotel/hospitality) organisation;
- can organise hospitality techniques, processes, and procedures, carry these out successfully and make adjustments if necessary;
- can prepare, carry out and supervise projects;
- can organise, direct, handle and manage the process of briefing, preparation, implementation, and inspection to evaluation and feedback;
- can take into account Corporate Social Responsibility in the preparation of hospitality processes and procedures.

Human resources
The hotel manager:
- knows and can apply HRM theories, labour law and working conditions;
- can budget staff planning in FTE and costs and make and verify monthly forecasts;
- has an understanding of turnover, FTE planning and absenteeism;
- is able to set up an adequate staff policy and implement this;

- can apply HRM tools;
- can find, enthuse and commit talented staff to the organisation.

Commercial, financial and economic areas
The hotel manager:
- has an understanding of the main streams within the company (information, finances, staff and goods);
- can write a business plan that anticipates trends and developments that are taking place within society;
- has basic knowledge of business management and (financial) operations;
- can interpret and create financial documents such as purchasing quotes, sales offers, estimates/task-setting budgets and profit and turnover figures for the company or for projects.
- can apply relevant laws and regulations to this.

Innovation, Marketing & Sales
The hotel manager is able to:
- use different marketing techniques for the different stakeholders of the company;
- develop new and promising hotel and hospitality concepts;
- use his own expertise and creativity for innovations;
- substantiate the profitability of the new concepts financially;
- analyse market, industry, cultural and communication methods of customers and guests;
- write a marketing plan;
- position and sell the company in the market;
- translate sales targets into policy and implementation;
- acquire, offer and sell;
- write a quotation;
- write a sales plan.
- apply new marketing techniques (including social media).

Leadership & coaching
The hotel manager is able to:
- detect intercultural differences and manage these;
- analyse and influence group processes;
- understand people's actions;
- coach and support people;
- work efficiently with others, lead and delegate;
- use meeting techniques to participate constructively in meetings and chair these;
- give and receive feedback effectively.
- set in motion, lead and manage change processes within the organisation;

Quality approach
The hotel manager:
- develop and implement quality care systems;
- has knowledge of quality approach and processes;
- map processes in order to then analyse and improve these;
- develop tools to measure quality and implement these;
- develop and implement systems in relation to complaints handling.

Communication
The hotel manager:
- has meeting techniques to participate constructively in meetings and chair these;
- is able to establish adequate communication (in Dutch and/or English) with staff, customers, clients, employers and other relevant parties;
- can present convincingly;
- is a good listener;
- has effective interview skills;
- has a service and customer-oriented attitude;
- is able to build up and consolidate his network using his social skills;
- can convey enthusiasm and is both an inspiring and motivating person;
- has a sense of service and can convey and radiate this;
- is honest to himself and his colleagues.

- knows about networking and is able to communicate adequately within networks.

B   Subject-specific professional learning objectives
The hotel manager:
- identify general developments and important trends and developments within the hotel industry from a historical perspective based on their knowledge and understanding;
- can translate the trends and developments detected within society / the international hospitality industry into a strategic vision.
- can formulate a future vision of the international hospitality industry;
- has knowledge of hospitality, guest experience and hospitality management;
- can design and (further) develop profitable hospitality concepts that add value.
- has knowledge of various hotels and arrangements;
- has subject and product knowledge to be able to manage the different departments within the hotel (e.g. F&B, housekeeping, front office, revenue management).
- has knowledge of the concept, principles, techniques and models of revenue management and can apply these.
- can establish networking relations with stakeholders within the hotel and hospitality industry from a clear vision of the importance of networking.

C   Personal professional learning objectives
The hotel manager:
- does not have a nine to five mentality and is prepared to work evenings and weekends, or longer than the average 40 hours a week. Is also familiar with the longer working hours that are often linked to seasons.
- is able to integrate and apply available knowledge, skills and attitudes independently;
- can act, make decisions and solve problems independently and is daring in complex situations;
- is an active worker, a doer, who combines dare and creativity with initiative and perseverance;
- can and wants to critically assess his own actions; from self-knowledge to self-management and the development of others;
- has the perseverance to achieve the desired results;
- is decisive;
- is resistant to stress;
- can empathise with others; can relate to the interests and motivations of others (is a good listener);
- can invest in relationships from an inner drive to positively influence the experience of others;
- can show open and hospitable behaviour on a personal level, which is experienced as pleasant and helpful;
- is aware of his responsibilities in relation to the interested to be served;
- has a service and customer-oriented attitude;
- is able to build up and consolidate his network using his social skills;
- as a manager, he has (natural) leadership skills and can communicate his enthusiasm as a stimulator and motivator both internally and externally;
- has a naturally optimistic, cheerful character or attitude, with a good sense of service;
- is able to act with purpose and flexibility;
- is able to work with others;
- is able to lead and accept;
- has (self-)discipline;
- is honest;
- is innovative; knows how to manage a constant process of improvement and innovation.

2d1.   The organisation of the practical exercises; the internships.

Every student of the Bachelor's degree in International Hotel & Hospitality Management®must follow compulsory internships in the industry. The Bachelor's degree involves Work Orientation and a Summer Internship in the first year of study, and a Final Internship in the second year of study. Students will receive 5 ECTS credits for the Work Orientation, 17 ECTS credits for the Summer Internship and 45 ECTS credits for the Final Internship. The internships are characterised by:

- formulated internship objectives;
- sufficient scope and duration;
- development of (internship) activities at Bachelor level;

- development of personal qualities, as well as personal and professional skills;
- development of a more or less independent professional practice;
- adequate mentoring from the host organisation.

The degree programme offers a Work Orientation Handbook, a Summer Internship Handbook and a Final Internship Handbook for the internships. The contents of the Work Orientation, Summer Internship and Final Internship are described further in the Educational Profile in **in the Study guide.**

2d2.   The organisation of the practical exercises; the senior project.

Every student of the Bachelor's degree in International Hotel & Hospitality Management®must participate in a senior project during the post-foundation phase. 9 ECTS credits are awarded for this. The senior project is characterised by:

- formulated project objectives;
- sufficient scope and duration;
- development of activities in a real-life setting at Bachelor level;
- development of personal qualities, as well as personal and professional skills;
- development of a more or less independent professional practice;
- adequate mentoring by the educational organisation.

The programme offers a project handbook for the senior projects. The contents of the Senior Project are described further in the Educational Profile in **in the Study guide.**

2d3.   The organisation of the practical exercises; the practical research project.

Every student of the Bachelor's degree in International Hotel & Hospitality Management® must carry out a practical research project during the post-foundation phase. The subject of the practical research project must be based on a problem detected in the professional practice. By carrying out the practical research project, the student shows that he:

- can apply the knowledge and understanding gained in a research project;
- can find new sources (literature, internet, documents, etc.), can acquire new knowledge and then apply this;
- can perform a practical, applied and/or problem-solving research project;
- can draw relevant conclusions from the results of the research;
- can write a consistent research report, in the form of a practice-oriented research project.

The programme has a handbook for practical research for the practical research project. The contents of the practical research project are described further in **in the Study guide.**.

2e.   Study load of the programme and each of the teaching units that are part of this.

Overview of the programme and the teaching units that are part of it. See **Study guide.**

2f.   *Further rules, referred to in Articles 7.8b, paragraph 6 (WHW) and 7.9 paragraph 5 (WHW).*

Not applicable for higher education that is not publicly funded

2g.   *In relation to which Master's degrees application is given to Article 7.4a, paragraph 7 (WHW).*

Not applicable because this concerns a Bachelor's degree

2h. Number and sequence of the examination, as well as the times at which these can be taken.

The (final) examinations can be taken at a time specified in a plan agreed between the student and ECHS.
For the times <u>when</u> and the order <u>in which</u> the (final) examinations can be taken. See appendix 4.

For the times <u>when</u> and the order <u>in which</u> the (final) examinations can be taken. For detailed plan see **study guide**.

X = examination			pass = satisfactory					
H = resit			pass (3) = satisfactory, weighting					

Exam months / Resit months / Subjects			Oct. Resit	Nov.	Dec.	Feb. Resit	May	June	July Resit
Hotel management 1				X		H			
Marketing, Management & Communication 1				X		H			
Hotel Management in Practice 1				X		H			
Hotel Management 2			H				X		
Marketing, Management & Communication 2			H				X		
Hotel Management in Practice 2									
Summer Internship Performance 2	KIVSF2	Pass	fail = study delay						
Summer Internship Report 2	KIVSV2	Pass	fail = study delay						
BPV lessons 2	BPV2	Pass	fail = study delay						
Project 2 (ABN-World TT-VIP village)	P2	Pass	fail = study delay						
Hotel Management & Marketing 3					X	H			
Management & Communication 3					X	H			
Hotel Management in Practice 3					X	H			
Research and Training for Senior Project Research 3	OND3	pass			x	H			
BPV lessons	KIVBPV3	pass	fail = study delay						
Senior Project 3 (EDP)	KIVSR3	pass	fail = study delay						
Hotel Management & Marketing 4			H				X		
Management & Communication 4			H				X		
Hotel Management in Practice 4			H				X		
Research and Training for Practical Research Project 4	OND4		fail = study delay						
BPV lessons 4	KIVBPV4	pass	fail = study delay						
Senior Project 4 (Enterprise Development Project)	KIVSR4	pass	fail = study delay						
Final Internship 4	KIVSF4	pass	fail = study delay						
Hotel Management in Practice 5/6									
Final Internship Performance 5/6	KIVSF6	pass	fail = study delay						
Final Internship Report 5/6	KIVSV6	pass	fail = study delay						
Practical Research Project 6	KIVSCR6	pass	fail = study delay						
Practice-oriented research sessions, support 6		pass	attendance						

Cluster further reading 6						
Further reading list 6	VDL6	pass	fail = study delay			
Hotel Management 6	**CODE**					
Social Corporate Responsibility 6	ONS6	pass	workshop			
Innovation 6	INO6	pass	workshop			
Workshop trends, innovation & hotel 6	WSO6	pass	workshop			
Resit period 1/3		=	February 2015/ February 2016			
Resit period 2/4		=	October 2015/ October 2016			
Resit rules, see: Study guide Examination Regulations Article 2.2 For calculation of grades, rounding off, clusters and requirements for obtaining the diploma, please refer to: study guide Examination Regulations Article 15						

2i.   Full-time, part-time or dual structure of the degree programme.

The Bachelor's degree in International Hotel & Hospitality Management® as offered by EuroCollege Hogeschool is a full-time educational programme.

2j.   The order in which, the time periods within which and the number of times per academic year in which the opportunity is given to take (final) examinations.

Overview of time periods and frequency of (final) examinations. See appendix 4.

2k.   Validity of successfully passed examinations, subject to the authority of the exam committee to extend the validity.

NB > Examinations taken have a maximum validity of 5 years.

2l.   The examinations are taken orally, in writing, digitally or through skills tests, subject to the authority of the exam committee to provide different formats in special circumstances.

For each teaching unit it is indicated how, where and when the (final) examination will take place.

2m.   Ways in which physically or mentally disabled students are reasonably enabled to take the examinations.

Depending on the physical or mental disability, exam times can be extended or the use of (special) learning aids can be permitted. For every application by a student with a disability, the specific facilities required will be checked carefully and in time. Applications for an extension of exam times, or the use of special learning aids must be submitted **in writing** to the chairman of the exam committee at least four weeks prior to the examination, **stating reasons**.

2n.   Publicity of oral examinations, subject to the authority of the exam committee to provide different formats in special circumstances.

In principle, the examinations are public. A **request to attend** an examination must be submitted at least 3 working days prior to the examination to the chairman of the exam committee.

2o.   Term within which the results of an examination are announced, as well as whether and in which way this term may be changed.

The results of an examination will be announced within 20 working days of completion of the (final) examination period at the latest. If there are reasons to deviate from this term, the chairman of the exam committee may decide that, stating the reasons why, the term will be extended by a maximum of 5 working days.

2p.   Way in which and term during which the person who has taken a written exam will be allowed to view his assessed work.

If a student wishes to view the assessed examinations, he/she must submit a written request for this to the chairman of the exam committee. The student will be given a maximum of 2 hours to view the assessed examinations. Viewing will take place under the supervision of the head of the exam agency of the EuroCollege Hogeschool. The term within which it is possible to view the examinations will end 2 weeks after the announcement of the results, at the latest.

2q.   *Way in which and term during which questions and assignments can be read, posed or issued in the context of a written examination and standards according to which the assessment has taken place.*

During a period of 2 weeks following a written examination, students can read questions and assignments posed or issued in the context of a written examination and the associated assessment standards.

2r*.   The grounds based on which the exam committee can grant exemptions from one or several examinations for previous successfully completed examinations or examinations in higher education, or for knowledge or skills gained outside of higher education.*

The exam committee can grant can exemption from one or several examinations following comparative investigation of the content and level of the examination completed and the examination to be completed, or by gaining detailed information of knowledge and/or skills gained elsewhere outside of higher education. In relation to certificates, diplomas and/or degrees acquired abroad, the exam committee is informed and advised by the "Netherlands organisation for international cooperation in higher education" (Nuffic).

2s.   W*here necessary, the successful completion of examinations can be a condition for admission to take other examinations.*

NB > The successful completion of examinations is a condition for the completion of subsequent examinations, unless specified otherwise by the exam committee.

2t.   Where necessary, the obligation to participate in practical exercises with a view to the admission to take the relevant examination, subject to the authority of the exam committee to grant exemption from that obligation, whether or not imposing alternative requirements.

a. All students are obliged to participate in the practical preparation for professional practice (compulsory internship and compulsory participation in senior projects).
b. Students with demonstrable relevant and up-to-date (prior) work experience of a sufficient period (of time), level and a certain level of independence and at Bachelor level can, on submission of the relevant evidence to the exam committee, apply for/obtain full or partial exemption from the compulsory internship and/or participation in senior projects, and may or may not be subject to replacement requirements. In practice, however, EuroCollege Hogeschool attaches great importance to the following of an intensive and complete programme.

2u.   Monitoring study progress and study support.

The University of Applied Sciences monitors the study progress of individual students through a student tracking system.

During their study, all students can request study support.

2v.   The requirements for the exemption investigation are contained in the teaching and examination regulations.

NB > Students who do not meet the prerequisites referred to in Article 7.24 WHW must at least have a completed HAVO level education. In the exemption investigation (in accordance with Art. 7.29 WHW) students from Dutch-speaking areas, in addition to a good level of Dutch language, are tested in order to assess their mathematics, language skills and intelligence levels. Students who are not from Dutch-speaking areas must have at least an equivalent foreign diploma, propaedeutic certificate, associate degree certificate, bachelor degree, foreign degree or diploma that provides entry to higher education, senior high school e.g. in country of origin, positive 21+ test scores;
Students who are not from Dutch-speaking areas also must meet and make sure that he/she meets the following minimum TOEFL, TOEIC, IELTS and CAE / CPE requirements. See the table below.

TOEFL, TOEIC, IELTS and CAE / CPE requirements

Bachelor Programmes	Toefl scores			TOEIC scores	IELTS scores	Cambridge ESOL - Certificate in Advanced English (CAE) - Certificate of Proficiency in English (CPE)
	Paper	Computer	Internet		Overall	Grades
	550*	213*	79/80*	670*	6.0*	
	575	232	90	720	6.5	CAE -C
	625	263	113	790	7.5	CPE -C

2w   Results rules:

The exam committee of EuroCollege Hogeschool will establish the results rules for every (final) examination.

3.   Exam regulations

Article 15d Passing examinations
The candidate has passed the foundation examination (first year) if:
- All individual vocational subjects (subjects from the Clusters Hotel Management 1, Hotel Management 2) are completed with a pass grade.
- The cluster average of the subjects from the general clusters (Marketing, Management & Communication 1, Marketing, Management & Communication 2) is a full pass grade. The cluster may not contain grades below a rounded-off three.
- For every individual component of the clusters Hotel Management in Practice 1 & 2, the student has achieved at least a (rounded-off) 6 or received a pass mark in the final assessment. No average is calculated for the grades in this cluster.
This gives the candidate 80 ECTS.

The candidate has passed the post-foundation examination (second year) if:

- All individual vocational subjects (subjects from the clusters Hotel Management & Marketing 3, Business, Hotel Management & Marketing 4) are completed with a pass grade.
- The cluster average of the subjects from the general clusters (Management & Communication 3, Management & Communication 4) is a full pass grade.
- A student may fail no more than two (2) subjects in a cluster. If a student fails two (2) subjects, the grades for these subjects can be no lower than a full five (grade 5.0). If a student fails one (1) subject, this insufficient grade can be no lower than a rounded-up 4 (grade 3.5).
- For every individual component of the clusters Hotel Management in Practice 3 & 4[1], the student has achieved at least a (rounded-off) 6 or received a pass mark in the final assessment. No average is calculated for the grades in this cluster.

If a student passes the post-foundation examination (second year), he will have obtained the 80 ECTS associated with the post-foundation phase.

The candidate has passed the post-foundation examination (third year) if he meets all of the following conditions.
- For every individual component of the clusters Hotel Management in Practice 5 (or 6), the student has achieved at least a (rounded-off) 6 or received a pass mark in the final assessment. No average is calculated for the grades in this cluster.
- For every individual component of the clusters Hotel Management 5 (or 6), the student has achieved at least a (rounded-off) 6 or received a pass mark in the final assessment.
- The cluster further reading list is concluded with a (*rounded-off*) pass mark.
- The cluster Hotel Management 6 is concluded with a (*rounded-off*) pass mark.

If a student passes the post-foundation examination (third year), he will have obtained the 80 ECTS associated with the post-foundation (third year) phase.

The student can obtain 240 ECTS within three years.
The student will receive his degree certificate if all study points have been attained.

3.   Exam regulations

The detailed exam regulations are included in the Study Guide.

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[1] Clusters Hotel Management management in Practice 4 and 5: for the Final Internship component, Final Internship 4 and 5 are one internship.