



EUROCOLLEGE
UNIVERSITY OF APPLIED SCIENCES

EUROCOLLEGE
LEARNING BY DOING!





Contents

INTRO	EuroCollege University of Applied Sciences Learning by doing!	3
	Get the most out of yourself at EuroCollege	5
	Why opt for private education?	7
	Real clients, real deadlines, real success!	9
VOCATIONAL	Accelerated and coached for your dream career or bachelor degree	13
	Hotel & Events Management®	15
	International Business & Sales®	17
BACHELOR DEGREE	International Business & Entrepreneurship®	23
	International Business & Asian Markets®	25
	International Business & Finance Management®	27
	InternationalEvent Management®	29
	International Hotel & Hospitality Management®	33
	International Tourism & Hospitality Management®	35
ADMISSION	Admission conditions and application, EuroCollege	39
	EuroCollege, the small-scale quality school	41
	Admission to EuroCollege University of Appllied Scienes	43

An aerial night photograph of the Shanghai skyline, featuring the Oriental Pearl Tower and the Huangpu River. The city is illuminated with various lights, and the river reflects the city lights. The image is used as a background for a quote.

“

THE PATH TO SUCCESS
IS TO TAKE MASSIVE,
DETERMINED ACTION!

Anthony Robbins

”

EuroCollege University of Applied Sciences, Learning by doing!

Study at one of the top schools in the Netherlands? The greatest chance of succeeding by taking the fast route? A degree that guarantees a kick-off to a successful career? EuroCollege is the place to be. Our private school has, since 1949, been offering accelerated and supervised Dutch language higher and intermediate studies in international business, enterprise, finance, Asian markets, tourism and hotel and events management.

We teach you how success empowers you. Studying at EuroCollege is challenging, it means taking the initiative and getting to know the real world. Jumping in at the deep end so as to learn faster. It's the best way to guide goal-getters like you on the journey from new student to confident professional. Our graduates are widely sought after in the business sector and that's not for nothing.

LEARNING BY DOING

We are more than convinced that you learn best by doing. Supported, of course, by theory. Whoever wants to be successful in the business community needs to experience, the work methods, environment and mentality of the work place at an early stage. That is why we, as a school, accept real-life assignments from the business community. You play a leading role in the organisation and execution of these assignments at your own level. You experience

how it is to work under pressure for real clients, with actual deadlines and real money.

REAL BUSINESS, REAL EVENTS, REAL HOTELS!

During classes we immerse ourselves in practical experience and vice-versa. Our class teachers come from the business community. Under their supervision, you demonstrate what you have learnt in a real-life project. Whether you organise and execute an event, launch a concept for a new business, develop an online campaign or promote a hotel on the market: you and your team are responsible for the concept, the budget, the progress, the marketing, the organisation and execution. You work as a team, manage conflict, push your boundaries and solve a thousand and one problems on-the-spot.

HBO-BACHELOR STUDIES AT EUROCOLLEGE UNIVERSITY OF APPLIED SCIENCES

you can choose from five accelerated bachelor studies:

- International Business & Entrepreneurship® »
- International Business & Finance Management® »
- International Business & Asian Markets® »
- International Hotel & Hospitality Management® »
- International Tourism & Hospitality Management® »
- International Event Management® »

VOCATIONAL STUDIES AT EUROCOLLEGE

EuroCollege offers the following accelerated vocational courses:

- Event & Hotelmanagement® (niveau 4+) »
- International Business & Sales® (niveau 4+) »

Get the most out of yourself at EuroCollege

Good education motivates, stimulates, guides and helps you realise your dreams and ambitions. At EuroCollege you attend classes given by inspiring, successful teachers from the business community. You are not just a number, but a strong individual that deserves and receives attention. We decide which learning methods suit you best. We create the link between practice and celebrating success. A learning path where pride, fun, freedom and discipline feature strongly. That's how we guide you to the start of your career: your diploma.

PLEASURE AND PRIDE

EuroCollege combines study with fun. You do a lot together. This starts during the introduction days. You get to know your fellow students during e.g. paintball games, go karting, evenings out or a delicious three-course dinner. During the school year, we organise regular local pub nights. These give a feeling of pride and camaraderie when raising a glass to celebrate success like completing a project or passing exams.

A variety of events are organised during your studies, such as the annual gala ball, a trip to Asia or a culinary wine tour. Depending on your course, you can collaborate in different events like charity dinners, networking, drinks evenings and the

kick-off of the second-year senior project season. These senior projects are for many students, the most challenging, educational, fun and impressive experiences of their young lives. »

‘WITH US YOU ARE NOT
JUST A NUMBER, BUT
A STRONG INDIVIDUAL
THAT DESERVES AND
GETS ATTENTION.’

‘YOU DISCOVER ALL KINDS OF OPPORTUNITIES
TO COMBINE STUDYING WITH FUN DURING
YOUR STUDIES.’

FREEDOM AND DISCIPLINE

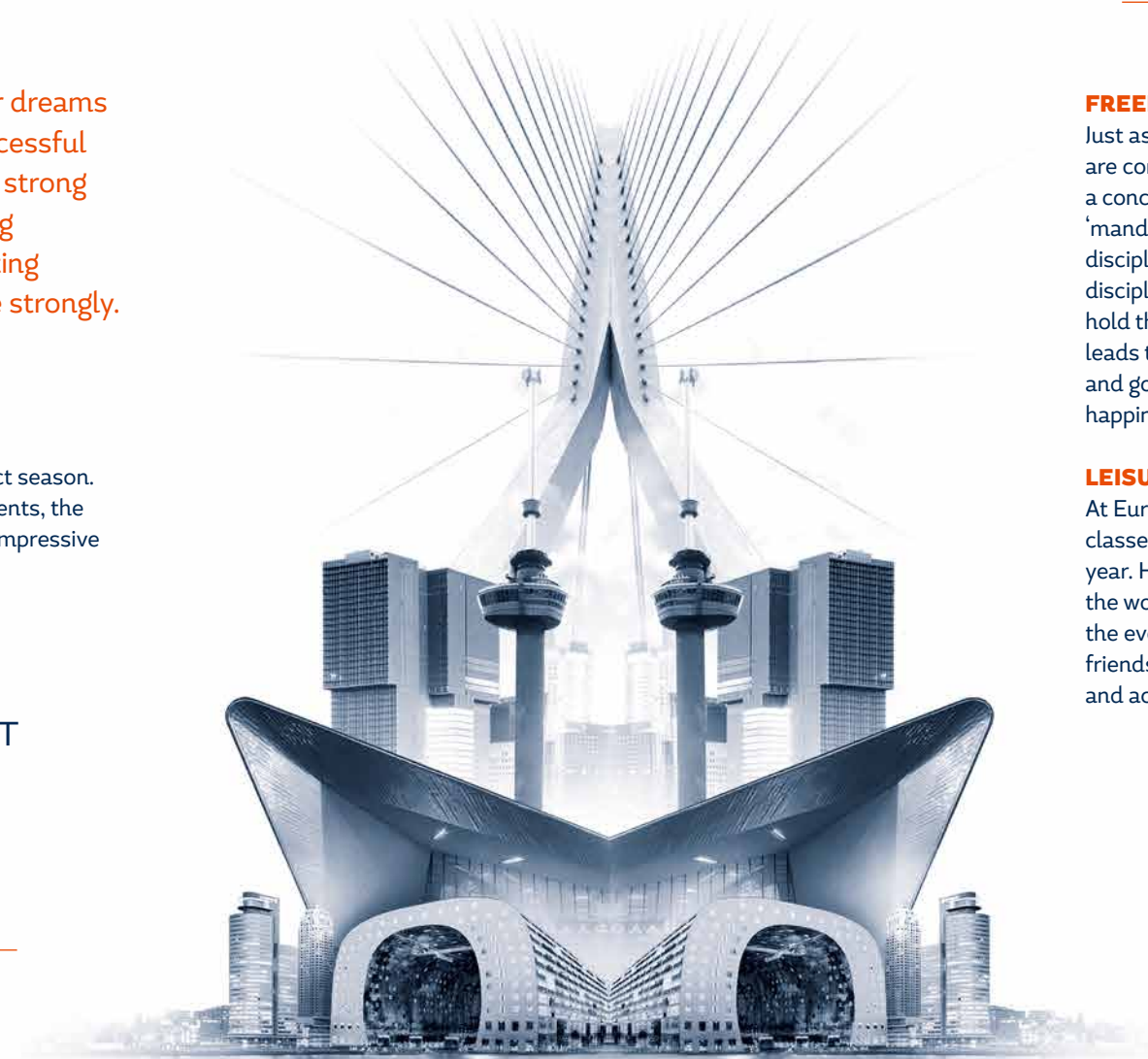
Just as in better companies, we, at EuroCollege, are committed to value and discipline. Discipline is a concept that is often interpreted as ‘not nice’ or ‘mandatory’. However, you achieve a lot more if discipline comes from within. People without discipline become playthings for others and don't hold the future in their own hands. Self-discipline leads to freedom, the chance to be independent and go your own way. Important conditions for happiness and success.

LEISURE AND NETWORKING

At EuroCollege we follow an intensive week of classes. You have five to six weeks of vacation per year. Hence, you become familiar with the pace of the workplace. Of course, you have ample time in the evenings and at weekends to enjoy life with your friends. At EuroCollege you meet interesting people and accordingly, expand your network.

HIGHEST SUCCESS RATE IN THE NETHERLANDS

EuroCollege has the highest success rate in The Netherlands. More than 80% of our students who start our HBO Applied Sciences courses, graduate in three years. At MBO (intermediate) level, 95% gain a level-4 diploma in two years. This is more than double the results of other schools where only 45% graduate within five years. Moreover, thanks to our unique practice-oriented, active approach, our students usually always find jobs right after graduating.



Why opt for private education?

In such countries as Great Britain and The United States, private education is not unusual. Who isn't familiar with names like Oxford, Yale or Lausanne in Switzerland? In the Netherlands, increasingly more people are opting for private education. A logical choice, in our opinion. The government has been experiencing growing problems in providing quality organisation and direction in state education. All too often politics dictate short term budget cuts. In the meantime, many young people are poorly educated. Employers find it hard to recruit good personnel.

NEW WORLD, NEW DEMANDS

In the world we are preparing you for, concepts like change, competition and globalisation are the key words. The world is getting increasingly smaller and that means competition is growing. Nowadays, competitors and clients of Dutch companies are beyond national borders and Dutch employees are not always the obvious choice for an organisation. You have to work hard in order to earn and maintain your place in this world of business. EuroCollege, with our unique approach is the designated school to gear you up and leave the competition behind. »

‘AS A PRIVATE SCHOOL,
EUROCOLLEGE CHOOSES TO
BE SMALL AND TRANSPARENT
SO THAT WE CAN GIVE YOU ALL
THE ATTENTION YOU DESERVE.’

SMALL IN SCALE

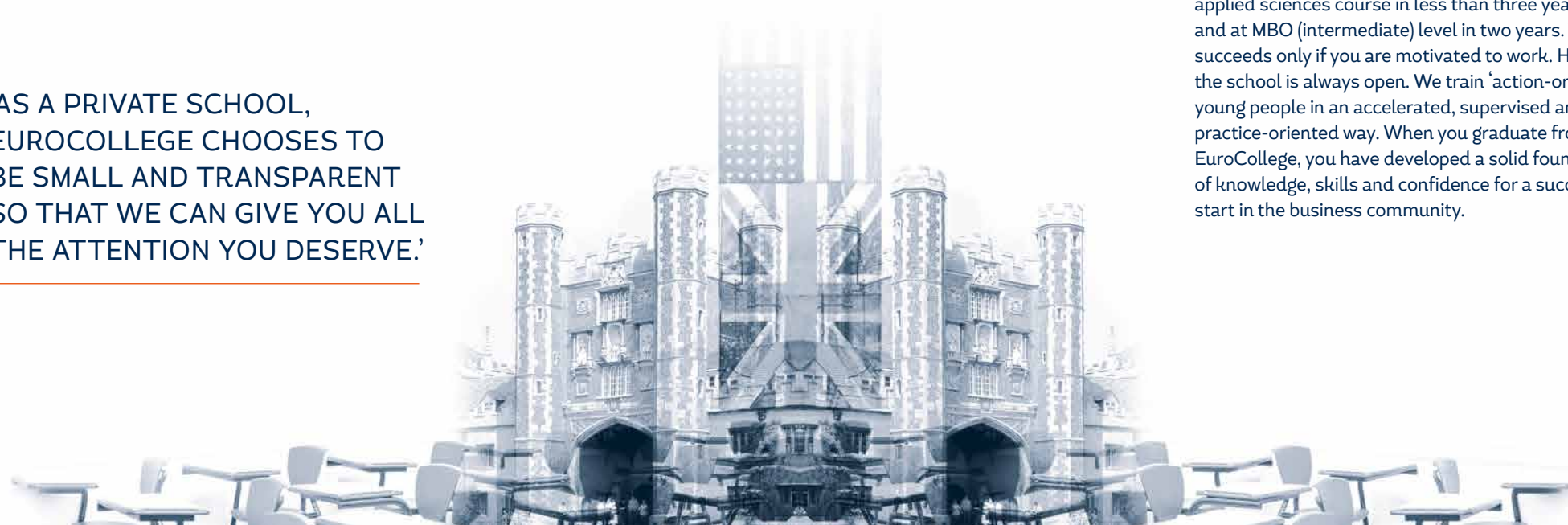
A private school structure and support. Very different from most other schools. A school will lose its small-scale character if there are more than 250 students. A branch of EuroCollege therefore never exceeds this number of students. Small-scale education allows management, teachers and ancillary personnel to develop a personal and reciprocal bond with you. We work with and for each other. This is the strength of EuroCollege.

ACCELERATED, SUPERVISED AND PRACTICE-ORIENTATED

You study faster with us because we use our time efficiently. Classes are never cancelled, neither do we have four months' vacation as is usual in state-run schools. Thus, you can complete a HBO applied sciences course in less than three years and at MBO (intermediate) level in two years. This succeeds only if you are motivated to work. Hence, the school is always open. We train 'action-oriented' young people in an accelerated, supervised and practice-oriented way. When you graduate from EuroCollege, you have developed a solid foundation of knowledge, skills and confidence for a successful start in the business community.

INTERNATIONAL COMPETITION ONE STEP AHEAD

For more than sixty years, EuroCollege has been training students for sectors that have an ever increasing need for qualified personnel. Employment in the events sector is a fast growing profession. Firms in this sector are on the lookout for well-educated 'doers'. Globalisation also offers international job opportunities. We are seeing a growth in tourism, the hotel industry and opportunities for entrepreneurs, but also an enormous increase in competition from China, S.E. Asia, India, Brazil and Russia. Additionally, the demands and expectations of the consumer have risen. To satisfy changing demands in the world, you have to hold your ground. EuroCollege inspires and prepares you to be one step ahead of the competition.



Real clients, real deadlines, real success!

Who does not dream of a successful career? Nothing beats success. There is a golden rule for success: you must have a goal and be prepared to take action. No waiting, take action. Success, whether in sport, at school or in the business world, has its origin: goal-oriented and assertive action. This concept is the guiding theme in our studies.

DISCIPLINE AND PROFESSIONALISM

Studying at EuroCollege requires enthusiasm and motivation. You study at a school where ambition and 'going for it' are essential. Days are well-filled. We follow a set of clearly defined rules, an approach that one normally experiences in many businesses. This means punctuality, good attendance, showing initiative, meeting deadlines and dressing appropriately. Appointments are sacred! You should never keep a fellow student, employer or client waiting. On Thursdays, you don a suit. You will discover that hard work goes hand in hand with fun. Hard work and striving for goals lead mostly to success. Success gives satisfaction. Moreover, it always makes you want more. »

‘YOU DISCOVER THIS DURING WORK ORIENTATION, YOUR INTERNSHIPS AND PROJECTS. WE WORK WITH REAL-LIFE CLIENTS, REAL GOALS, REAL DEADLINES AND REAL STRESS.’

READY FOR PRACTICE

In the world of business, competition is fierce and clients are critical. If it's good you recognise it. As a consumer, you obviously demand the best product, the fastest service and a competitive price. In a practical situation, you experience the other side of the 'counter'. You discover this during work orientation, your internships and projects. We work with real-life clients, real goals, real deadlines and real stress. Not for nothing, as thanks to this approach, you complete your studies with an impressive CV and are completely prepared for actual work. Many companies roll out the red carpet for go-getters like you.

REAL LIFE PROJECTEN

The small-scale nature and reputation of the school allows for interesting and challenging projects from the business community. Depending on your studies, you gain experience in hotels, during events, in tourism or in the international business world. Our intensive contact with the business community is visible in the direct involvement of companies, in real-life projects. During these projects*, you work intensively with such clients as DuinWelder investments, Rotterdam City Council, Winkelman Van Hessen, The Dutch Association of Service Managers, Grand Hotel Huis Ter Duin, Performance Polymer Europe NV, Ahoy or Hotel Des Indes.

CAREER PERSPECTIVES

“When you graduate, you have a significant edge over graduates from other schools. Namely, you have a much stronger mentality and mindset. You have studied with ambitious fellow students, learnt to perform and achieve high-level goals. You go to work, you don't watch the clock and you add value to a business. As well as this, you are representative and service-oriented. Thanks to internships and your senior project, right after graduating, you have an impressive CV. Hence, you are ready for your first venture into the business world”.

Eelco Böhlingk

former-student EuroCollege Hogeschool

* examples of real life projecten are to be found on each study page

“

IF YOU CAN
DREAM IT,
YOU CAN DO IT

Walt Disney

”



Accelerated and coached for your dream career or bachelor degree

In state vocational education, students in competence-based education are becoming increasingly more responsible for their own learning process. The teacher who used to stand before the class has almost disappeared. Students themselves decide how high they set the bar: is it level 2, 3 or 4? Incredible, we think. It's not up to you to invent the wheel, is it? We then notice that drop-out levels are on the increase or students leave with a low attainment level. EuroCollege opts for a different approach, one where you get the most out of yourself.

GUIDANCE AND STRUCTURE

In contrast to state education, we rightly think that young students benefit from structure, regularity and classes from experienced teachers. We set requirements to encourage you to reach pinnacles, supervising you in the process. We train you, if necessary, to persevere and let you experience some challenges and if you bite the bullet, you can succeed. This boosts your energy and increases your chances of finding a good job. »

**'YOUR AMBITIONS AND
GOALS ARE STIMULATED BY
INSPIRING TEACHERS FROM
THE BUSINESS COMMUNITY.'**

SUCCESSFUL STUDYING

Studying at EuroCollege means choosing a challenging study program. You can gain your vocational level 4-diploma in two years. For you to achieve and successfully graduate in such a relatively short period, we have developed our own unique approach:

- A specific goal: in 2 years level 4;
- Sound and transparent structure with attention to discipline;
- Considerable attention to motivation and atmosphere;
- Small groups (maximum 15 students per group);
- Studying under supervision;
- Tutoring in groups of maximum 6 students;
- Maximum attention to learning and study skills;
- During your studies, you are intensely monitored and if necessary re-directed;
- Regular contact with parents/guardians;
- Intensive study, internship and practical guidance;
- Lots of attention to attitude shaping;
- Five school days from 9.30–16.50/17.50 hrs.

FULL WEEKS OF CLASSES AND FUN

At school, our vocational students follow classes for five days a week from 9.30 to 16.50 hrs or 17.50 hrs. In these hours, you take classes, coaching or study under supervision. During internships and projects, you sometimes work at weekends. A project like the ABN AMRO World Tennis Tournament, runs, after all, from weekend to weekend, so you then accept the responsibility. Challenging? Certainly. But, at the same time, you experience an enormous amount of pleasure and energy.

FROM MBO TO HBO

Demand for well-trained MBO students is growing. After gaining your MBO diploma, you can immediately start work. Would you rather continue and go for your HBO degree? That is also possible. HBO (Higher Vocational) education offered by EuroCollege with its attention to discipline, theory and practice, offers the VMBO student a solid preparatory training and a good transition to HBO. Many MBO (Intermediate Vocational) students transition to HBO (Higher Vocational) Bachelor Studies.

FROM MBO TO HBO IN A YEAR

You can do it! Do you perform exceptionally well and give more than a hundred percent? You are then eligible for the 'Willem de Klerk shortcut, named after a former student, now a successful entrepreneur in Rotterdam. Taking this route, it is possible to step over to HBO studies after just one year. As you know, by setting clear goals and working hard, you are driven on the path to success.

Event & Hotelmanagement[®] vocational

A life without hotels, restaurants and events is unthinkable. Imagine if you can't visit festivals, attend concerts or spend a night at luxurious five-star hotel or resort? The hospitality business is here to stay. Worldwide, countless visitors enjoy spectacular events and business people travel the world. All of them stay in fantastic hotels and enjoy delicious cuisine. On top of this, comes increased demand from the customer. Everything must be nicer, more luxurious, more hospitable and tastier. Guests want to experience a paradise. In short, a world full of career opportunities!

A WORLD WITHOUT FRONTIERS

Boundless hospitality, top quality and always exceeding expectations. Making people happy! You feel very much at home in this world. In two intensive study years, we guide you through level-4 Hotel & Events Management studies, accelerated and supervised. We gear you up to access the fascinating world of hotels and events. A world of unexplored opportunities.

CLASSES AND SUBJECTS

You follow general and sector-specific subjects. For general subjects, you may think of management & organisation, business administration, sales & marketing, communication, Dutch language, hospitality, English and Spanish. More specific subjects include front office, restaurant and company, room division, hotel operations & management. In addition, you receive classes in events operations, project management, events organisation & management and entertainment. »

REAL- LIFE PRACTICE

During Hotel & Events Management studies, you work to develop your knowledge, skills and attitude. Theory, you learn in classes. We also train you in real-life practice. You organise, along with three or four fellow students, real events like a congress, a gala opening or a networking event. You also learn how to receive VIPs during, for example, a World Trade Congress or the charity dinners organised by EuroCollege.

INTERNSHIPS & PROJECTS

A number of projects are planned during the school year. Traditionally, we handle crowd control on The Big Improvement Day or during networking events and various charity dinners. In June, July and August, internships take place. Training consists of two internships. One, you follow in a hotel, the other, in an events-oriented organisation. An internship is selected in close consultation with your tutor. EuroCollege interns are much in demand, thanks to the fine reputation of our school and students.

EXAMPLES

INTERNSHIPS & PROJECTS

- Ahoy
- Amsterdam Convention
- Factory
- First Service Business Events
- Golf Centrum Rotterdam
- Waldorf Astoria Den Haag
- Kempinski Hotel Beijing China
- Mokum Events
- Sandton Hotels Grand Hotel Reylof
- The Manhattan Hotel Rotterdam
- VDM Reclame & Marketing
- Winkelman Van Hessen

FUTURE CAREERS

- Assistant events coordinator
- Assistant-manager food & beverage
- Assistant-projectmanager
- Floor manager events
- Front office employee
- Marketing
- Partymanager

‘YOU DISCOVER YOU CAN DO
MORE THAN YOU THOUGHT.’

International Business & Sales® mbo

At last, a qualification you can go anywhere with. On completion of this training, you can work in the world of trade, import and export, or start your own company. Growing world trade requires world citizens with good qualifications. Export assistant, account manager or budding entrepreneur. What profession will soon feature on your business card? Do you like variety, dealing with people and attaining goals? Then these are your studies!

IT'S ALL ABOUT PEOPLE

After completing this broad range of studies, you can get down to work in the world of export/import or start your own business. No matter what you choose in the business world, it's all about finding contacts, sourcing products and selling and distributing these, and, of course, service. If you close a deal with a company in Shanghai or Moscow for 10,000 crates of beer or 100,000 roses, you must ultimately decide on how to ship these orders. Moreover, you will need to immerse yourself in the culture and customs of your clients so as to tailor your service to their needs.

TWO GRADUATION ROUTES

- We train you to level 4+ in two years. The training is in Dutch and is both varied and enjoyable, full of stress and challenge. The training follows two routes to graduation:
- Entrepreneurship;
- Export and International trade. »

‘70% OF OUR STUDENTS OPT FOR
A HBO BACHELORS AFTER MBO.’

CLASSES AND SUBJECTS

You take classes in Management & Organisation, Marketing and Communication. As well as a large chunk of trade, you also follow subjects like globalisation, import/export, trade policy, culture, human resource management, intercultural communication, payment transactions, logistics and International transport. Of course, we don't forget languages like English and Spanish. Depending on demand, we also offer basic Chinese courses. Additionally, we train you in business etiquette and hospitality in business relations. To get a clear picture of how the world works, you follow classes in international politics. We alternate theory with solid practice. In the second year, you work on your enterprise or your export plan. In the summer months, you follow your internship.

A SOLID WAY TO A BACHELOR DEGREE

The training provides a good stepping stone towards bachelor studies. As usual, at our school, our MBO courses are more demanding than the average MBO studies. This eases the transition to HBO bachelor studies.

EXAMPLES

INTERNSHIPS & PROJECTS

- Big Improvement Day
- Inventum Group B.V.
- Cross Cultural Business Meeting
- Dräger
- Business plan
- Salesplan
- Pesco – International Wholesale & Trading
- Wabuco Group

FUTURE CAREERS

- Accountmanager
- Assistant manager import / export
- Assistant manager marketing
- Assistant manager sales
- Assistant manager overseas
- Commercial management assistant
- Entrepreneur

“

YOU DON'T LEARN TO
WALK BY FOLLOWING
THE RULES.
YOU LEARN BY DOING,
AND BY FALLING OVER.

Richard Branson

”



“EUROCOLLEGE
CREATES SOLID
LEADERS.”

“EuroCollege students are enterprising types who can take a knock. They are good at giving structure to a project and can plan and co-ordinate well. The less talk more action mentality is characteristic of our students. EuroCollege breeds strong leaders”.

Rick Moorman
House Of Men

International Business & Entrepreneurship® bachelor

As an entrepreneur, you chase your own goals and dreams, you find a gap in the market, sniff out opportunities even if they seem light years away. Jacob Gelt Dekker built one of the most beautiful districts on Curacao after he started Kwik-Fit and Budget Rent-a-Car. The Van der Valk family has had years of success with their hotel and restaurant formula. Think also of Mark Zuckerberg whose Facebook is the leader in the social media world. Also, Steve Jobs who built his imperium on state-of-the-art laptops and smart phones. Those who strive to be entrepreneurs must know what they want, be creative, have courage, and above all: Take action! Do you smell opportunities already? Then International Business & Entrepreneurship® studies are right for you.

NEW WORLD NEW OPPORTUNITIES

The internet, with its unparalleled supply of information and communication, offers today's entrepreneur unlimited opportunities. In a fraction of a second, business people make contact with colleagues on other continents. Asia, China and India have fully latched on to these new developments. It seems we will need to catch up in this race. The good news is that we have developed a stimulating bachelor's course for our ambitious students to prepare for this new era.

TAKE ACTION, LEARN FROM ENTREPRENEURS

In this bachelor's course you learn what taking action and succeeding really involves. You learn concepts and strategies, take initiative and figure out the mentality of an enterprise. Naturally, a course of study cannot make everyone an entrepreneur, but good business training can challenge students and mould them to become effectively, more enterprising. You see the difference between working for a company and working on a company. We show you how differently a manager thinks and acts compared to an entrepreneur. »

You get classes from real entrepreneurs. EuroCollege itself is run by an entrepreneur. The school lives and breathes enterprise.

SUCCESS BY DOING

Creativity, goal setting and specifically targeted enterprise in combination with perseverance, will always result in success. You learn how to develop a good idea and effectively introduce it to the market, as well as how to convince investors to invest in your enterprise. Additionally, we devote attention to how you recruit the right people to build a business and to progress: 'recruiting the right people'. Of course, we don't forget the entrepreneur. You develop a keen insight into what you can or can't achieve. A successful entrepreneur knows, after all, his or her weaknesses and can compensate for these. He or she is completely autonomous. A successful entrepreneur never gives up. This demands an analytic and strategically trained spirit and mental state. Success compels you!

PROGRAM

In the first two years, you follow classes for four days a week from September to May. The last year is reserved for the final internship and graduation research project. You take subjects like concepting, creating, business strategy, essentials of success, marketing, sales and networking. We pay considerable attention to finance, decision-making, global context, international law, teambuilding and communication. You also delve into online marketing, Google and e-commerce. As an entrepreneur, you should eventually feel at home in all markets.

REAL LIFE PROJECT

In the second year, you follow classes and as a team member, transfer to a real-life project. The assignment comes from a client or a proposal submitted by the team. In this project, you integrate what you have learnt and furthermore, demonstrate that you can collaborate and persevere. In the final period, you independently carry out applied research. You are able to assess and apply existing experience, theories and insights in the field of enterprise and strategies, within the framework of a graduation research project.

FOR WHOM IS THIS BACHELOR INTENDED?

This course is intended for students who feel an entrepreneurial heartbeat. The studies are also meant for students who wish to become entrepreneurs and be more competitive in the labour market. In short, for ambitious students who want to get the most out of themselves.

EXAMPLES

INTERNSHIPS & PROJECTS

- AchMeCon Technical Services
- Van der Plas Bloemen
- Duinweide Investerings
- Enterprise Project
- NL Innovators
- Sabic Innovative Plastics
- Jones Lang LaSalle

FUTURE CAREERS

- Marketer
- Intrapreneur/manager
- Entrepreneur
- Product Development
- Trade- of exportmanager
- Unit manager

International Business & Asian Markets® bachelor

*this study is an specialization of the accredited study B International Business & Entrepreneurship

The world is changing at a tremendous pace. Change means adapting and identifying opportunities. Certainly, for a trading nation like The Netherlands. The well-known accountants firm Price Waterhouse Coopers has investigated which countries over the past 20 years belong to the economic top five. In a report titled 'The long view: how will the global economic order change?' the national income of countries is reviewed. We see 4 Asiatic countries in the top 5. Number 1 is China, No 3 India, No 4 Japan and No 5 Indonesia. The USA stands at No 2.

CHINA, A NEW POWER

The future no. 1 in the world, China is active everywhere. In Africa, South America and neighbouring Asiatic lands. China is building roads, hospitals and shopping malls in return for natural resources and market outlets. From Chongqing to Duisburg, the Chinese are building a giant railway system linking China and Europe. To prepare you well for the step over to Asia and to enjoy any business opportunities, we have developed Double Minor International Business and Asian Markets studies. You complete these studies with a BBA diploma.

EUROCOLLEGE MENTALITY

In most Asiatic countries it is normal to work very hard at your career or in your company. The Asiatic mindset and mentality is strongly focused on success. Hence, competition is serious. A EuroCollege student can handle Asia! We teach you that success can be compelling! You get classes from entrepreneurs. You develop your creativity, work together and learn how to determine strategies. Above all, doing business means tackling, convincing, persevering and closing the deal. »

ESSENTIALS OF SUCCESS

At EuroCollege, we teach you, on the basis of the subject, essentials of success. How successful people think and act. In this way, you develop a firm mindset. During your training, you gain a good insight into your own strengths and weaknesses and you discover how to compensate the weaknesses. As well as this, you cultivate a large dose of entrepreneurial qualities.

STRUCTURE

In the first two years, you follow four intensive days of classes per week, from September to May. In the summer months, you follow your internship. In the second year, you get started on your real-life project. The final year is dedicated to your final internship and graduation research project. You demonstrate that you are able to assess and apply strategies, experiences, theories and insight in the field of business and Asian markets, this within the framework of a graduation research project. At this pace, you are ready in less than three years.

REAL LIFE PROJECT

It goes without saying that you immerse yourself in the culture and customs of your future clients and business partners. You are initiated into the world of China, India or Indonesia. You also discover the opportunities that these markets can offer and how you can successfully do business. You follow subjects like international trade, international marketing, cross cultural management, trends & change, entrepreneurship, business strategy and global shifts. In addition, you receive classes in subjects like concepting, creating business strategy,

(online) marketing, sales and networking. We also pay considerable attention to finance, decision making, global context, international law, teambuilding, communication, management and quality.

NI HAO

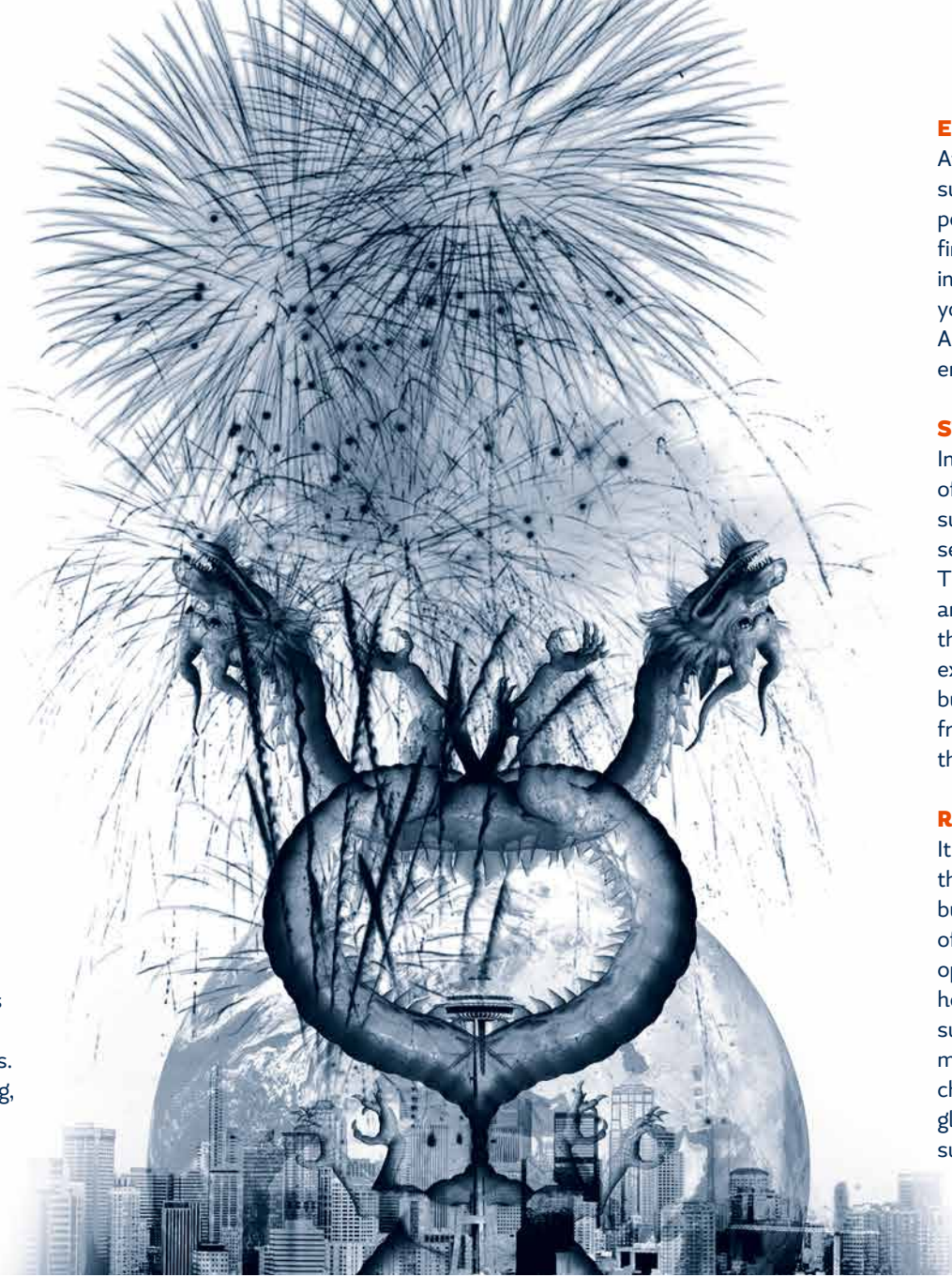
Etiquette and good manners are an essential part of doing business. Not only do we teach you interaction with different cultures in Asia, but also during your training you get the chance to make acquaintance with the Chinese language.

PRACTICE

During the senior projects, in the second year, as a team member, you develop for example, an export company like Van der Plas or a strategy to penetrate the Chinese market via Shanghai, or, you help companies gain a foothold in, for example, Bandung, Indonesia. Of course, there are numerous internship opportunities in the Far East: in Saigon, Hanoi, Shanghai, Harbin, Dalian, Jakarta or Soerabaja, to mention just a few exciting cities. Markets developed. You round off these studies with a BBA.

CAREERS

Entrepreneur
Intrapreneur / manager
Marketeer
Product Development
Trade- of export manager



International Business & Finance Management[®] bachelor

*this study is an specialization of the accredited study B International Business & Entrepreneurship

Are you interested in the world of finance? Do you have a head for figures? Would you like to co-decide on important financial matters and do you gain energy from convincing others? Do you like keeping all options open and after graduating, would you like to choose from a wide variety of attractive job opportunities? Then these studies are right for you. You become the specialist that every organisation needs.

MANAGING INFORMATION

International Business & Finance Management (IBFM) is a course that goes slightly further than the standard business economics courses. We teach you leadership skills and how to manage information. Figures are your greatest challenge. You ensure that funds, information and the flow of goods in a company are well-co-ordinated. As business administrator, you are kept busy with challenges, on a daily basis. Not only do you have a clear vision of the whole organisation, you also keep informed of all the ins and outs of business operations. Thanks to you, the entrepreneur can invest energy into developing new markets.

DECIDING COURSE AND MANAGING

The days that you as business administrator spent invoicing and making payments are long gone. Nowadays, this sort of work is automated. Literally, you have more time for interesting matters. A modern business administrator has a different role. With the right knowledge, you have gold in your hands. Ultimately, you are jointly responsible for the running of the company. You analyse financial details, ensure that they are up-to-date and help compile annual reports. Your information aids the board of directors in making the right decisions for the organisation. Whether the company expands, invests in new activities or is just marking time. »



You contribute ideas, advise, identify investment risks and compile financial reports, naturally, as part of a team. You are a supervisor that mentors and inspires.

LEARNING BY DOING

Studying at EuroCollege means learning by doing. We think you learn fastest by practice, of course, supported by theory classes. After eight intensive weeks of classes, you get right down to work. In the first year, not only do you gain experience through work orientation, but also during the summer internship. In the second year, you get right into practice. As a member of a team, you identify e.g. the financial risks of a takeover or get stuck into developing a new budget system. In this phase, you learn everything about collaboration, meeting deadlines and yourself. You complete your studies in a company, doing a seven-month internship and writing a thesis. Of course, at home or abroad.

WHICH SUBJECTS DO YOU TAKE?

You follow a broad range of interesting subjects: accounting, finance, management information systems, strategic management, internal control, globalisation, big data, economics, organisational behaviour, quantitative techniques, company law, ethics, cross cultural management, argumentation, communication, English.

EXAMPLES

INTERNSHIPS & PROJECTS

- Chemistry BV
- Private Banking ABN AMRO
- PwC New York
- Winkelman Van Hessen
- Jones Lang LaSalle

REAL LIFE PROJECT

- Duinweide Investeren
- Enterprise Project
- NL Innovators
- Sabic Innovative Plastics
- AchMeCon Technical Services
- Accountant Senior Projects EC

FUTURE CAREERS

- Financial manager
- Chief financial officer
- Controller
- Manager Finance & Control
- Acuity management
- Wealth control
- Accountant
- Business analyst
- Manager Governance Risk & Compliance

CONTINUING STUDIES?

Various masters studies in the field of finance, strategy, or e.g. registered accountant training.

International Event Management® bachelor

Whoever saw the last performance of Hardwell, the Oscars or the World Cup final, knows that the bar for these top-class events is raised even higher. On a smaller, more local scale, audience and spectator expectations are growing in the Netherlands. Trade fairs have become meeting places where an experience takes centre stage. At sports competitions it is no longer just about sport and how about dance events? A scene where the Netherlands has been a trendsetter in recent years. Would you like to organise or collaborate in these events in the future? Register then, for our studies in Hospitality & Events Management®.

UNIQUE IN THE NETHERLANDS

Our events course is the only one in the Netherlands that focuses 100% on events management. You learn from A to Z how to devise, sell, develop and execute an event. Like no other, you can organise, plan, create, direct and motivate people, and obtain the essential insight. You are familiar with cultural diversity and any consequences of the approach towards the event in which you are involved. You have a multidisciplinary approach to business. You are, par excellence, a team player and you do not hesitate to grab at business opportunities. You follow the game rules of hospitality and never lose sight of the client's requirements. It goes without saying, you are a networker.

HECTIC AND DYNAMIC

Linking, as far as possible, Hospitality & Management Studies to practice, action and reality takes centre stage. You learn by doing. Following eight weeks of intensive theory, we throw you in at the deep of unrelenting practice. Afterwards, you follow four months of classes. In the first year, you not only gain experience in work orientation, but also, during two operational projects and the summer internship. During the weeks of classes, you spend four long weeks at school. In the second year, you follow classes along with team work on a real-life project. Then you decide about real people and real contracts. The management internship and thesis are planned for the final stage of your studies. »

CLASSES AND SUBJECTS

Accelerated studies take between two and two and a half years. You receive classes and training in subjects like events and project management, special events, sports management, event operations, trade fair management, conference management, management and organisation, events marketing, internet marketing, business economics, imagineering, cross cultural management, advice and quotations, quality management, sponsorship, scenario writing, research and communication. You are also intensively trained in commercial and management skills. Integration between theory and practice takes place during projects and internships. You complete your studies with a support reading list and a bachelor's thesis.

REAL LIFE PROJECT: KIKA CHARITY

During your studies in Hospitality & Events Management, you directly participate in impressive events, such as the Kika Charity. Goal for this event: raise as much money as possible for a good cause! and an unforgettable evening for the guests. You are responsible! For a EuroCollege charity, between 20,000 and 40,000 euros is rapidly raised. The record stands at 70,000 euros! How awesome is it to collaborate on this?!

EXAMPLES

INTERNSHIPS & PROJECTS

- Adriaanse/van Kuyk Brand Events
- Art of Dance
- Chemistry BV
- De Evenementen Fabriek
- Ernst & Young (events)
- JMR Produkties
- Maison van den Boer Events
- Mojo Concerts
- North Sea Jazz Festival
- Obsession Event Group
- Private Banking ABN AMRO
- PwC New York
- Rotterdam Festivals
- Silk PR
- Silly Symphonies
- UDC events
- Van der Linde Party Productions
- Disney World

FUTURE CAREERS

- Marketeer
- Marketingmanager
- Organiser MICE
- Organiser events and congress
- Organiser concerts, festivals and events
- Organiser sport events
- Podiummanager
- Projectmanager



“

NOT ALL READERS
ARE LEADERS,
BUT ALL LEADERS
ARE READERS.

Harry S. Truman

”

International Hotel & Hospitality Management[®] bachelor

Welcome to the ideal world. This is your most important task as hotel manager: creating an ideal world in which guests want to escape from daily reality. A world where demands and expectations are very high. Quality and consistently exceeding expectations are your main goal. During the bachelor training in

International Hotel & Hospitality Management, you are introduced to one of the most diverse and challenging business sectors where every day is different. And you know what? You can start right away!

INTERNATIONAL INTERNSHIPS

Following the first intensive eight weeks of your first study year, you take your initial steps as an assistant in a hotel, for a varied and practical experience. For five to six weeks you experience hotel management. A challenging, but educational period. In the summer months, you follow an internship at home or abroad. Thanks to these internships, right after graduating, you are in possession of an impressive CV that hotels will roll out the red carpet for.

TEAMWORK

In the second study year, you follow numerous classes and participate as a team member in your senior project. You then work on a real-life assignment from hotels like Bilderberg Park Hotel, Eden Hotel Group, Hotel Pincoffs or Hotel Des Indes. At the end of the year, you defend your findings in a presentation and a report. It goes without saying that the final internship is a management one. At the same time, you work on your thesis that is often commissioned by your internship hotel. »

‘EUROCOLLEGE HOGESCHOOL BOASTS A VERY EXTENSIVE INTERNATIONAL NETWORK, ALLOWING OUR STUDENTS TO FOLLOW INTERNSHIPS IN AUSTRALIA, THAILAND, VIETNAM, KOREA, CHINA, BRAZIL, INDIA AND VARIOUS EUROPEAN COUNTRIES’.

& internet marketing, marketing, finance, sales and group dynamics. Naturally, we also devote time to wine and language knowledge and developing your communication skills.

CLASSES AND SUBJECTS

Accelerated training takes a minimum of two and a half to three years in total. During the class weeks, you spend four long days at school. You follow subjects like: food & beverage, front office management, banqueting, operational hotel management, revenue management, guest relations, strategic management, general management, services, hospitality marketing and quality management. Furthermore, we focus on international hospitality management, management and organisation.

REAL LIFE PROJECT: REAL ASSIGNMENTS FROM EXISTING HOTELS

Get right down to high level work in the hospitality industry. During the International Hotel and Hospitality studies, you and your team dive into an assignment from existing hotels or other hospitality organisations. You devise an improvement plan to increase turnover in food & beverage supply or you leap into profiling a hotel or hospitality concept on the market.

EXAMPLES

INTERNSHIPS & PROJECTS

- Amari Hotels and Resort Thailand
- Amstel Hotel
- Culinaire Wijnreis
- Duinwijde Investerings
- Grand Hotel Huis ter Duin
- Waldorf Astoria
- Huka Lodge New Zealand
- ITC Grand Maratha Sheraton Mumbai
- Kempinski Hotel Beijing
- Marriott Shanghai
- Park Hyatt Dubai
- Sheraton Park Lane London

FUTURE CAREERS

- Banquet manager
- Financial controller
- Food & beverage manager
- Front office manager
- General resort manager
- Hotelmanager
- Marketingmanager
- Relationship manager
- Resortmanager
- Rooms division manager
- Salesmanager

International Tourism & Hospitality Management[®] bachelor

*this study is an specialization of the accredited study B International Event Management

Do you enjoy travelling? Are you interested in people and other cultures? Do you welcome change? Would you like to know about the pace of development in Dubai, China or other Asiatic countries? Do you feel happy if you can deliver top-notch service to clients and guests? Then International Tourism and Hospitality Management (ITHM) are the studies for you. Tourism, namely, is about far-flung lands, travel, colourful people and hospitality, but also, enterprise, competition, experiences and creativity. Of course, you love flying round the world and stretching your frontiers.

FASTEST GROWING BUSINESS

The ITHM course trains you to be a professional in the fastest growing and largest business in the world: tourism and hospitality.

ACTION AND VARIETY

Working in a tourism organisation means action and adjustment. The travel business is rapidly changing, due to (online) developments, changing consumer habits and increasing competition. To understand consumer behaviour, it is important to regularly monitor the needs and demands of the holiday

maker and traveller of the future. Does the customer want to climb the Himalayas or spend a night, colonial style, in a tent in Africa or go deep sea diving in the Red Sea? Or is your customer looking for a top class all-inclusive, five- star vacation resort? As a professional, you follow trends and developments in the travel industry so as to be constantly innovating. Naturally, you learn through creativity and use of social media technology, how to revamp service and travel products to give today's consumer a perfect travel experience.

EXCLUSIVE EXPERIENCES

Today's tourist is after an authentic, preferably exclusive travel experience and takes comfort and first-class service for granted. We teach you how to satisfy these demands. It is important that the guest is satisfied and becomes a repeat customer. You learn how, as an enterprising manager, to accomplish this. You look after enthusiastic, hospitable and service-minded personnel. You ensure a pleasant work environment and streamlined organisation. Last but not least: we teach you to be an example to your staff.

THEMES AND ATTRACTIONS

As a young professional, you possess current knowledge of the theme and attraction park market. This is a fast-growing sector. Museums and Science centres focus not only on education, but also include entertainment in e.g. the form of themes and interaction. Zoos nowadays, build theme parks, shopping malls and expand with attractions such as aquariums and simulators. Existing large attraction parks never stand still and are expanding into holiday resorts with a variety of hotels, apartments and entertainment centres and/or water parks.

VARIED WORK

As a tourism professional, you are a specialist in the field of travel products and services. You are a 'spider in the web' and have a great variety of work. You have a vision of sustainable tourism and know how to respond to this fast- changing sector. After graduating, you can find yourself in management, policy making and/or advice roles. Consider also, purchasing, marketing or sales manager with a tour

operator, regional manager of a travel agency, events manager at a theme park or administrative officer in a government department. Maybe you dream of setting up your own company.

SUBJECTS

Management, marketing, online marketing, communication, English, Spanish, cross cultural management with a focus on Asia and South America, enterprise, online consumer behaviour, change management, imagineering, business administration, sustainability, innovation, tourism, destinations, theme and attraction parks, travel industry, leisure studies, hospitality management, events management. You can, via your internships, specialise in e.g. adventure tourism, (water) sports management, art and culture management, social renewal and lifestyle.

EXAMPLES

STAGES & PROJECTEN

- Disney world Florida
- Cruiselines, like Holland Amerikaliijn
- Bookingagencies
- Touroperators, like TUI or Thomas Cook
- Carribean Tourism Organisation in Londen
- Marketing with RLM
- Yield department at Sunweb
- Landal Greenparcs
- Nature Trail Travel & Tours Nepal
- Study trip EC to Hong Kong, Macou

“

WE DON'T TURN BACK.
WE LEAVE NO ONE
BEHIND. WE PULL
EACH OTHER UP!

Barrack Obama

”



Admissions requirements EuroCollege and registration

Do you feel challenged and do you want to start one of our courses? Make an appointment for an in-take interview. You can start in September or January.

MBO		HBO BACHELOR			MASTER
TRANSITION VMBO, HAVO 4	TRANSITION MBO, HAVO	TRANSITION MBO, HAVO, VWO	TRANSITION 2ND YEAR BACHELOR	TRANSITION 3TH YEAR BACHELOR	TRANSITION BACHELOR
Event & Hotel- management®	Event & Hotel- management®	Hospitality & Event Management®	Hospitality & Event Management®	Hospitality & Event Management®	Universities all over the world.
International Business & Sales®	International Business & Sales®	International Hotel & Hospitality Management®	International Hotel & Hospitality Management®	International Hotel & Hospitality Management®	
1st year	2nd year	International Tourism & Hospitality Management®	International Tourism & Hospitality Management®	International Tourism & Hospitality Management®	
		International Business & Entrepreneurship®	International Business & Entrepreneurship®	International Business & Entrepreneurship®	
		International Business & Finance®	International Business & Finance®	International Business & Finance®	
		International Business & Asian Markets®	International Business & Asian Markets®	International Business & Asian Markets®	
		1 year	1 year	6 to 12 months	

ADMISSION REQUIREMENTS HBO-BACHELORS STUDIES

HAVO, VWO, MBO or comparable. No specific range of subjects is necessary, but strong motivation needed. For the course International Business & Entrepreneurship® we also look at the extent to which someone is unwilling to work 'under a boss'. A financial profile is required for International Business & Finance studies.

ADMISSION REQUIREMENTS MBO-STUDIES

A MAVO, VMBO- or comparable diploma. Admission is also possible with similar training or experience, or with proof of transition to level-4 havo. No specific range of subjects necessary. But strong motivation needed.

TRANSITION TO SECOND YEAR BACHELOR STUDIES

Do you want to graduate even faster? Then, with accelerated studies offered by EuroCollege, that is possible. If you have completed a foundation year in e.g. management, business administration or marketing studies, you can then complete the HBO bachelor studies in maximum one and a half to two years. This is dependent on your grades. For more information contact the directorate.

ADMISSIONS PROCEDURE

The studies set down strict requirements as regards attitude and mentality. During the intake interview, in particular, due regard will be paid to these characteristics. We also look for motivation. If you wish to apply for one of the studies, you make an appointment for an intake interview. During this interview, we wish to see if we are suited to each other. This interview always takes place with the principal. In order to guarantee personal attention, we only take on a limited number of students per year.

START HBO-BACHELOR AND MBO-STUDIES

Twice a year: in September and in January.

TRAVEL PASS/ STUDENT FINANCE

All HBO students are eligible for an annual travel pass and student finance. An MBO student is eligible for student finance from the age of 18 years.

EuroCollege, the small-scale quality school

Small in scale, a sharp focus, exceptional attention to the student, clear rules and unrelenting passion are, for us, the conditions for quality education. This is evident. Our school has the highest success rate in the Netherlands. Companies are queuing up for our EuroCollege graduates.

ACCREDITATION/RECOGNITION

The EuroCollege HBO bachelor studies are accredited by the Dutch Ministry of Education, Culture and Science (OCW), also accredited by the Dutch-Flemish Accreditation organisation, the NVAO. HBO bachelor studies are registered in the Central register of Higher Education (CROHO). Our MBO studies at EuroCollege Management school are recognised by the Ministry of Education, Culture and Science (OCW). The quality of the MBO studies is guaranteed by the Inspectorate of Education. The MBO studies are registered in the Central Register of Vocational Education. (CREBO).

COLLABORATION

EuroCollege is a member of the Dutch Council for Training and Education (NRTO). Consequently, we are an interlocutor with the Ministry of Education, Culture and Science and the Ministry of Economic Affairs.

EUROCOLLEGE AND BUSINESS

Vocational education is only useful when it meets the requirements of the prospective employer and clientele. Therefore, we are frequently in contact with a variety of companies. EuroCollege is a member of various business and entrepreneur's networks, including Flevum. Additionally, our project office is constantly in touch with clients. Our teachers are all people who have made their mark in the business community. Our students regularly gain business experience during internships, projects, orientations and with guest speakers. »

CUSTOMER SATISFACTION

The importance we attach to quality brings in satisfied customers. By means of questionnaires, interviews and audits, we measure quality and satisfaction and keep sight of any need for further improvement. Both the student and the business are involved in these investigations. Companies praise our students' attitude. The students are wildly enthusiastic and parents are proud. The school has the highest success rate in the Netherlands.

THE BENEFITS OF PRIVATE SMALL-SCALE EDUCATION

- The highest success rate in the Netherlands.
- More than 80% of students starting our HBO studies, graduate in three years. At MBO level, 95% graduate in little more than two years with a level 4 diploma. That is double the number of other schools, where only 45% graduate within 5 years.
- Personal attention to every student.
- Management, teachers and staff form a personal bond with the students and vice-versa. This attention translates into a tailor-made approach for every student. We know the student inside out, resulting in a faster completion of their studies.
- Clear focus, transparent rules and enormous passion.
- We set high standards for both teachers and our own students. This ensures that only the best students gain admission to EuroCollege and graduate successfully.
- Strong bond with the business community allowing for interesting practical projects.
- The small-scale of the school allows us to accept demanding and challenging projects. Consequently, in contrast to state education, the students get the opportunity to experience practical activities and gear up for a successful career.

Admission to EuroCollege University of Applied Sciences

Students who meet the formal admission requirements, set by Dutch education law, and who passes the intake interview will be admitted to the programme:

- vwo, havo, mbo4 or 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;
- The minimum TOEFL, TOEIC, IELTS and CAE / CPE requirements are provided in 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
International Business & Entrepreneurship	550* 575 625	213* 232 263	79/80* 90 113	670* 720 790	6.0* 6.5 7.5	CAE -C CPE -C
International Hotel & Hospitality Management	550 575 625	213 232 263	80 90 113	670 720 790	6.5 7.5	CAE -C CPE -C
International Hospitality & Event Management	550 575 625	213 232 263	80 90 113	720 790	6.5 7.5	CAE -C CPE -C

- the same for Dutch students.
- A student who has passed one of the mentioned secondary education exams in the Diploma list of the Nuffic (see website Diploma list_ENG_.Pdf), including English as a part of the curriculum, can be exempted from the mandatory language test according to article 4.3 from the Code of Conduct.

INTAKE ASSESSMENT
Prior to the enrollment , students are interviewed during recruitment sessions or through Skype, to make sure they understand what the chosen bachelor programme is about and expects from them in terms of attitude, motivation and commitment. Student will also write a letter of motivation.

21+ TEST
If your previous education is not on the required minimum level and you are over 21, there is an option to do a 21+ exam. The test takes three hours and includes the following:

- Reading
- English
- Writing
- Economics

This 21+ exam will , iff passed, replace the required minimum educational level. All 21+ candidates are required to submit a TOEFL / IELTS / Cambridge certificate separately as partof the admissions procedure.

DOCUMENTS NEEDED FOR APPLYING TO EUROCOLLEGE UNIVERSITY
When you register with EuroCollege University, you will need to submit the following additional documents:

- A copy of the pages in your passport with identifying information or a photocopy of your European identity card.
- A copy of a valid residence permit which proves you are entitled to stay in the Netherlands.
- This only applies to students from outside the EU/ EER or Switzerland and when you are older than 18 years at the start of your course.
- A certified copy of your diploma (signed and

stamped by the appropriate authority such as your school) or degree certificate and final grades of your school-leaving certificate of pre university education that entitles you to attend the bachelor’s degree course of your choice. If you still need to sit your final exams, you can send us your gradelists over the past years.

- Note that for final enrollment you still have to send us a certified copy as soon as you pass your exams (see admission requirements for further details)

and if applicable

- A certified translation of your educational qualifications or diploma and grade lists (see admission requirements)
- A copy of the students IELTS or TOEFL or Cambridge Certificate for English
- If applicable a Neso certificate (for Chinese Students).

COMPLETING YOUR APPLICATION
To meet all the requirements of registration, EuroCollege will also send you the following forms:

- Authorisation for the payment of tuition fees
- Student card application form with passport photo.
- As part of the registration proces you will receive a form in which we ask you to agree in writing with the procedure used by EuroCollege University of Applied Sciences to report the third-country national to the IND (whether or not with prior notice), in case the registration is terminated or after having established that the third-country national has not made satisfactory student progress as referred to in Articles 5.5 and 5.6 of the Code of Conduct. www.internationalstudy.nl/pagina/gedragscode-en-reglementen

- Further information on student progress see Supplement 2a, page 3.

The registration is complete as soon as we have received all above documents filled out and signed. Please send all your documentation to:

EuroCollege University of Applied Sciences Student Administration
Westblaak 139 | 3012 JK Rotterdam
The Netherlands

or alternatively you can scan and email all your documentation to: intoff@eurocollege.nl

PROOF OF ACCEPTANCE TO EUROCOLLEGE UNIVERSITY
As soon as you are admitted, the Student Administration will send your student proof of registration before the start of the academic year. Please note: All documents must be sent to the Student Administration before the beginning of the academic year, which is 21 September or 1 February, depending on the start of the programme.

CHANGE OF ADDRESS
When you have your new address in the Netherlands send an email with your new address to the Student Administration intoff@eurocollege.nl

IMPORTANT INFO
All English language certificates are only valid if taken less than two years from the starting date of your bachelor programme.

For queries about EuroCollege university of
applied sciences or EuroCollege Management
School, contact:

Studentcontact

☎ +316-18716946
hello@eurocollege.nl

Telephone National Secretariat

T +3110-4254744
info@eurocollege.nl

www.eurocollege.nl



