

# EuroCollege Hogeschool

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

## **Hospitality & Event Management®**

BRIN number: 27WC

Isat code: 39273

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 Hospitality & Event 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**

### **Event Management 1&2**

Leisure Studies  
Project Management  
Conference management  
Advice & Quotation  
Special Events  
Operational Event Management  
Event Sponsorship

### **Marketing, Management & Communication 1&2**

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

### **Event 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

### Event Management & Marketing 3&4

Advice & Quotation  
Events Imagineering  
Event Marketing  
Sports Event Management  
Strategic Exhibition Management  
Return on Investment

### Management & Communication 3&4

Sales  
Communication & Leadership  
Business Management  
English  
Group dynamics  
Ethics

### Event Management in Practice 3&4

Research & Training for Senior Project Research  
Senior Project  
Final Internship

## Third year of study

### Event Management in Practice 5 (or 6)

Final Internship  
Practical research project  
Practical research sessions, support

### Cluster further reading

Further reading list

### Event Management

Social Corporate Responsibility  
Innovation  
Workshop trends, innovation & events

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

The Hospitality & Event Manager has knowledge, understanding and skills within the following areas.

#### **A General professional learning objectives**

##### **Mission, image and strategic thinking**

The event manager is able to:

- devise and formulate a mission;
- formulate (medium to) long-term plans and policies;
- transform a mission into an image policy;
- clearly communicate a mission/vision to the staff.

##### **Planning and organisation, general**

The event manager:

- can organise or reorganise primary and supporting processes based on the policy regarding the (project/event) organisation;
- can organise event 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 the event;

## Human resources

The event 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 event 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 event manager is able to:

- use different marketing techniques for the different stakeholders of the company;
- develop new and promising event 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;
- 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);
- use an event as a marketing tool or make it part of a marketing strategy.

## Leadership & coaching

The event 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.

## Quality approach

The event 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 event 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 learning objectives**

The event manager:

- identify general developments and important trends within the hospitality and event industry from a historical perspective based on their knowledge and understanding;
- inform himself about current developments and changes within the (international) hospitality and event industry;
- formulate a future vision of the (international) hospitality and event industry;
- knows about hospitality, guest experience and hospitality management within the hospitality and event context;
- work methodically;
- think up, formulate and develop all facets of an effective event concept to create an event;
- financially substantiate why the event is a profitable investment;
- place an event in the market (an event as the marketing policy of an event);
- use the event as a tool for achieving a commercial objective for a client (the event as a communication tool);
- has knowledge of diverse products and events;
- create experience and value within events;
- has subject and project knowledge to organise and manage different types of events and can take into account sustainability and the environment in doing so;
- use simple ROI techniques.

## **C Personal learning objectives**

The event 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 Hospitality & Event 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 Study Guide**.

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

Every student of the Bachelor's degree in International Hospitality & Event 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 the **Study Guide**.

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

Every student of the Bachelor's degree in International Hospitality & Event 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 the Educational Profile 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 when and the order in which the (final) examinations can be taken. For detailed plan see **study guide**.

X = examination

pass = satisfactory

H = resit

pass (3) = satisfactory, weighting

Exam months			Oct.	Nov.	Dec.	Feb.	May	June	July
Resit months			Resit			Resit			Resit
Subjects									
Event Management 1				X		H			
Marketing, Management & Communication 1				X		H			
Event Management in Practice 1				X		H			
Event Management 2			H				X		
Marketing, Management & Communication 2			H				X		
Event 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						
Event Management & Marketing 3					X	H			
Management & Communication 3					X	H			
Event 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						
Event Management & Marketing 4			H				X		
Management & Communication 4			H				X		
Event 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						

Event 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			
Business & Entrepreneurship 6		CODE				
Social Corporate Responsibility 6	ONS6	pass	workshop			
Innovation 6	INO6	pass	workshop			
Workshop starting up your business 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 Hospitality & Event 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 an 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. *Where 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			
	550*	213*	79/80*	670*	6.0*	
	575	232	90	720	6.5	CAE -C
	625	263	113	790	7.5	CPE -C

In order to be admitted to the programme, the student must successfully complete at least two of the three components.

2w

Results rules:

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

#### Article 15c Calculation of grades

The subjects are clustered together by subject. For example the subject cluster Marketing, Management & Communication 1 contains: Marketing 1, Management 1, Communication Management 1 and Quality Assurance 1.

A weighting factor is allocated to every subject. For Marketing, the weighting factor is 2. This means that a final grade attained for the subject Marketing is counted twice.

The subject cluster forms one grade. This grade is calculated as follows: all final grades within one cluster are added up and divided by the combined weighting factors.

The grade for Marketing, Management & Communication 1 =

$$\frac{2 \times \text{Final grade for Marketing 1} + 2 \times \text{final grade for Management 1} + 3 \times \text{final grade for Communication Management} + 1 \times \text{final grade for Quality Assurance}}{\text{divided by 8 (combined weighting factors)}}$$

The final grade from these calculations must always be a (rounded off) pass. (We base the rounding off on 1 figure behind the decimal point.)

#### Conditions for calculating grades PLEASE NOTE!

The final grade of a cluster can only be calculated if the following conditions have been met:

For the subject-specific clusters (Event Management 1, Event Management 2, Event Management & Marketing 3, Event Management & Marketing 4 and Event Management 6):

- The cluster grade must be full pass grade
- All individual subjects in these clusters must be completed with a full pass grade.

For the general clusters (Marketing, Management & Communication 1, Marketing, Management & Communication 2, Management & Communication 3, Management & Communication 4):

- The cluster grade must be 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 the practical clusters (Event management in Practice 1, Event Management in Practice 2, Event Management in Practice 3, Event Management in Practice 4, Event Management 5 and Event Management in Practice 5 (or 6) ):

- No cluster average will be calculated.
- The separate practical components must always be a rounded-off pass or be assessed with a final pass grade.

The cluster further reading list must be concluded with a rounded-off pass mark.

#### Article 15d Passing examinations

The candidate has passed the foundation examination (first year) if:

- All individual vocational subjects (subjects from the Clusters Event Management 1, Event 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 Event 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 Event Management & Marketing 3, Event 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 Event Management in Practice 3 & 4<sup>1</sup>, 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 Event 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 Event 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 Event 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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<sup>1</sup> Clusters Event Management in Practice 4 and 5: for the Final Internship component, Final Internship 4 and 5 are one internship.