

# Fast-Track Bachelor Programme overview

## SUMMER COURSE

4 weeks

### Business English

The primary objective of Business English is to give students a foundation in English language business skills required at Hotelschool The Hague. In line with this objective, Business English consists of realistic "real life" situations which are set in professional contexts

### Research and Statistics

Design Based Research and Statistics is a course in which you learn the basis of doing research in general. At Hotelschool the Hague, we use the model Design Based Research which is focused on how to do applied research.

### Analysing Financial Performance

In this course you will be introduced to quantitative concepts that allow the hospitality manager to gain insight and drive the processes that create business value. The course covers the financial indicators and the financial accounting system needed to obtain the required information. The balance sheet, Income statement and the book keeping process are covered. Finally, the student will be able to identify what indicators drive business value and how the information needed to determine them can be obtained.

### Managing Customer Experience

"What does it take to create a successful business formula for a hospitality business?". In this course, as part of a team, you design your own hotel concept.

You will actively participate in the exploration of the external environment of a specific international city and then structure the concept accordingly to make sure that it is successful. You will answer questions such as: "What are the opportunities and threats? What competition exists? What do you want to achieve for your guests, employees, owners and other stakeholders i.e. what is your vision, mission, and objectives? How will you structure your supply chain and distribution? What is your pricing strategy? How will you structure your staff and organisation? What kind of IT decisions will you take? How will you communicate with target audiences?"

### Information and Communication Management

In this course, an emphasis is given on the information and technological systems used in the hospitality industry. Which system are connect with each other and how does various system help the business to run more effectively and efficiently.

### Optimising HR

Optimising HR is a Human Resources course, in which you learn the basics of human resources management. You learn what the role of human resources is for you as an employee.

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## YEAR 2

Block A and B	Block C	Block D
	10 weeks	10 weeks
	<p><b>Annual Planning Cycle</b></p> <p>The starting point of this course is to determine next year's strategy and (operational) goals for a 4-star chain property. Working in a team of approximately six students, the budget is drawn up for the coming year and a plan is written on how to meet this budget.</p> <p>For example, take the following three departments of a hotel: rooms, F&amp;B and administration. The student is in charge of the management of these three departments. The budget and operational plan are made in line with the strategy and goals of the hotel chain.</p> <p>In a simulated setting the team presents and defends the plan to the senior management of the chain.</p>	<p><b>Aligning Business &amp; Information</b></p> <p>In this course the student, as a member of a newly appointed middle management team, will design a new structure for a hospitality (related) company. The design must suit the changes the company has made in its strategic direction in order to reinforce the role it plays in a fast changing and increasingly competitive market.</p> <p>The success of the new strategy depends largely on how well the company organises its business processes and how well these processes have access to the necessary information.</p>
	<p><b>Making Financial Decisions</b></p> <p>This course is about the financial responsibilities and tasks that managers have. These responsibilities and tasks are made clear by the example of managing a successful holiday village that has the objective to increase the company's value for the shareholders in such a way that it is also to the benefit of the other stakeholders. You will be introduced to operational issues and situations faced by management on a routine basis.</p> <p>These issues mainly involve the ability to predict and control daily, weekly and sometimes monthly-based routine performance indicators to maximise profit and cash flow, factors which ultimately serve as the basis for long-term capital budgeting decisions.</p>	<p><b>Designing and Managing the Operation</b></p> <p>This course deals with issues and challenges in the 21st century which relate to designing and improving service delivery systems from a service operations perspective. The course addresses questions such as what should the capacity of the service operation be, how can the various types of resources be managed efficiently, what kind of process type should be chosen or how should performance objectives be measured and aligned to business strategies?</p> <p>The course also involves the use of quantitative analysis that is essential to the decisions for service operations managers.</p>
	<p><b>Second Business Language 2</b></p> <p>As a manager you must be able to communicate in a non-native language during difficult situations as well. For this reason you will learn various professional conversation skills with the aim of dealing with complaints, enforcing rules and holding a sales conversation.</p> <p>In addition, you will learn how to write a sales letter and how to deal with a letter of complaint. A closer look will be taken at blogs and the topic how to deal with this new form of communication. Per skill, you will practice several professional situations.</p>	<p><b>Business English 2</b></p> <p>As a future hospitality manager you are expected to have excellent communication skills in English. You will need to be able to communicate effectively with staff as well as business relations, which will mean not only being able to persuade others; you must also be quite comfortable with the nuances of the language in both the active and passive forms. Moreover, you must also be aware of possible intercultural aspects and be able to integrate these in both oral and written communication.</p> <p>During this course you will be practicing a number of professional tasks like negotiations or job application interviews and writing.</p>

# Fast-Track Bachelor Programme overview

## YEAR 3

Block A	Block B	Block C	Block D
10 weeks	10 weeks	10 weeks	10 weeks
<p><b>Managing an Outlet (Practical and integrated Course phase 2)</b></p> <p>This course is about leading and motivating a team and optimising its performance. You will manage and improve the processes within an outlet of the Hotelschool. Both the Outlet ("front of house") and the Administration Office ("back of house") must be managed professionally; this means that resources (people, means) and processes must be planned and organised efficiently and effectively.</p> <p>You alternate working as a leader for first-year students in the outlet with following classes that support you in this role. The course programme focuses on acquiring knowledge regarding for example cross cultural leadership, corporate social responsibility, marketing, finance, law and research, and the communication and social skills required to be a successful leader/manager. The course starts off with a management training, called "Outdoor" lasting four days.</p>	<p><b>Quality Management</b></p> <p>The main aim of this course is to understand the ins and outs of solving business related quality management issues at the tactical level, while dealing with several stakeholders such as owners, managers, employees, guests, etc. We will give you a quality management framework which you should apply to a case company, in order to find an internal quality management related issue.</p> <p>During the course you will build confidence by giving underpinned advice and at the end of the course you will be able to evaluate the quality of that given advice. In order to achieve the above, you will learn to apply quality management theories and you will develop business research skills, leading to two valuable professional products for your client: (I) an advice report and (II) an infographic.</p> <p><b>Revenue Management</b></p> <p>This course is about optimising revenue in the hospitality industry. You will learn about and work with relevant concepts like marketing strategy planning, competition analysis, revenue vs. profit, consumer value, segmentation, targeting and positioning, financial ratios and analyses, pricing strategies and so on.</p> <p>During the workshops case studies are used to understand the different aspects of revenue management and practice their application.</p> <p><b>Second Business Language 3</b></p> <p>As a manager you must be able to communicate in complex situations in your second language as well. Hence, in the second business language courses you will learn (1) professional conversation skills, focusing on selection interviews, performance evaluation interviews, bringing bad news; and (2) how to write reports on evaluation (interviews), invitations to job interviews &amp; give feedback on presentations. For each skill a number of professional situations are practiced.</p>	<p><b>Business Transformation (26 EC)</b></p> <p>In this course you will learn how to critically analyse the performance of a hospitality business from different perspectives. You will learn how to companies can become more resilient to a constant changing environment. You will be able to present a feasible business improvement/innovation plan to a commissioner.</p> <p><b>Business inspiration days/trip</b></p> <p>The aim of this business trip is to get inspired by different companies inside and outside the hospitality industry. Next to the fact that this will be a great teambuilding experience, you will be able to information you gathered for your business development project.</p> <p><b>Personal Development 3 (2 EC)</b></p> <p>In this course, you learn how to make conscious decisions for year 4 (LYCar journey), your future career and your first steps into the world of hospitality.</p>	

# Fast-Track Bachelor Programme overview

## YEAR 4

Block A	Block B	Block C	Block D
10 weeks	10 weeks	10 weeks	10 weeks
<p><b>Minors</b> We offer different minors of 15 EC in year 4. You can choose a minor of your interest. The focus of the minors is on innovating the industry. In this minor you will work in mixed team on challenges provided by the hotel industry. The minors help to prepare you for your final assessment called Launching your Career.</p>	<p><b>Plan of approach – Launch your career</b> This course is your last preparation for taking the first steps towards the fulfilment of your personal ambitions regarding your career.  The Plan of Approach for the end deliverables of your Launching Your Career programme is required to present which products you will deliver. You will also explain how you will underpin your end deliverables, to ensure they are at bachelor level and meet the end criteria of the Launching Your Career programme.</p>	<p><b>Execution and reporting</b> This course is your last preparation for taking the first steps towards the fulfilment of your personal ambitions regarding your career.  By delivering end products that show bachelor level thinking and suitability for the industry at management level you demonstrate your readiness to graduate. The Launching Your Career Execution Report is mainly an accountability report with justifications of why and how your End Deliverables for client(s) were created. hospitality industry.</p>	<p><b>Execution and reporting + final defense</b> This course is your last preparation for taking the first steps towards the fulfilment of your personal ambitions regarding your career.  By delivering end products that show bachelor level thinking and suitability for the industry at management level you demonstrate your readiness to graduate. The Launching Your Career Execution Report is mainly an accountability report with justifications of why and how your End Deliverables for client(s) were created.  The final Launching Your Career Defence will be used to discuss your products, test your overall bachelor level thinking and your readiness to work as a professional in the international hospitality industry.</p>
	<p><b>Execution and reporting</b> This course is your last preparation for taking the first steps towards the fulfilment of your personal ambitions regarding your career.  By delivering end products that show bachelor level thinking and suitability for the industry at management level you demonstrate your readiness to graduate. The Launching Your Career Execution Report is mainly an accountability report with justifications of why and how your End Deliverables for client(s) were created.</p>	<p><b>Management placement</b> This course is your last preparation for taking the first steps towards the fulfilment of your personal ambitions regarding your career.  You are required to create end deliverables during a management placement.</p>	
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