

# Bachelor Programme overview

## YEAR 1

	Block A	Block B	Block C and D
	10 weeks	10 weeks	20 weeks
Check-in week	<b>Finance Fundamentals (5 EC)</b> In this course you will learn to confidently use a set of elementary financial or management accounts, understand their primary message and be able to identify key business implications. The course also covers food and beverage cost accounting.	<b>Marketing Fundamentals (5 EC)</b> In this course you write a marketing communication plan for a hospitality business. You will learn how to make a market analysis, to make a marketing segmentation and to use a marketing mix.	<b>Practical Education in outlets (Restaurant, hotel, reception) (15 EC)</b> During this course you will work in the restaurants, hotel and the reception (the outlets) of Hotelschool the Hague. You will work in different outlets for a period of 10 weeks in total. The weeks of practical education will be alternated with weeks of theoretical education. You will learn on the job how to behave, act and communicate as a hospitality professional.
	<b>HR/Culture Fundamentals (5 EC)</b> The aim of this course is to inspire you about human resources and culture as we believe that people are the basis of a successful hospitality business. You will be able to create your own employee journey and of someone in a different cultural setting than yours.	<b>Data analysis &amp; research fundamentals (5 EC)</b> The aim of this course it to analyse a (complex) problem and to formulate feasible solutions by using a design-based research approach. You will become acquainted with analysis and evaluation of data/information, using appropriate digital tools and make data-driven decisions.	<b>Personal Leadership 1 (4 EC)</b> In this course you will develop the foundational leadership skills to become a future leader in the hospitality industry. You will learn how to interact professionally with guests, peers, superiors, how to deal with group dynamics and how to reflect on your own behaviour in relation to others.
	<b>2<sup>nd</sup> language (6 EC)</b> At HTH we offer three different second languages: French (intermediate level), German (intermediate level) and Spanish (starters and intermediate level). You can choose a second language based on your entry level and previous education. In the language courses we will prepare you for guest and employee interactions during your practical placement in year 2.		<b>Operations (5 EC)</b> Operations is the core business and the beating heart of hospitality. In this course you will explore the art of hospitality and you will learn how to run and manage hospitality operations.
	<b>Personal Development 1 (4 EC)</b> In this course you will learn how to study efficiently and effectively, you will learn more about your personality, you will learn how to work and live with peers and we will prepare you for your practical placement in year 2. The overall theme of the course is 'Who am I?'		
	<b>English (6 EC)</b> Communicating in Business English is a practical foundations course that develops and refines professional oral and written communication skills through real-world scenarios in multiple hospitality contexts.		
Basic skills week			

# Bachelor Programme overview

## YEAR 2

Block A and B	Block C	Block D
20 weeks	10 weeks	10 weeks
<p><b>Practical Placement (30 EC)</b> During your practical placement you will work at an operational level in a 4- or 5-star hotel for at least 19 weeks. Your practical placement takes place abroad. This gives you the opportunity to expand your horizon with regards to different cultures.</p>	<p><b>Entrepreneurial Business Plan (2 x 6 EC)</b> During your studies at HTH, we want you to develop an entrepreneurial mindset. In this project you will learn how to think, act and behave as an entrepreneur in a real-life project. You will apply the different business skills you learned in your first year.</p>	
	<p><b>Extended Finance (5 EC)</b> In year 2 and 3 courses you need to be able to analyse the feasibility of business (improvement) projects. In this course you will therefore learn more about cash-flows, cash conversion, major funding elements and principles of time value of money.</p>	<p><b>Revenue/Yield Management (5 EC)</b> In this course you will learn everything about pricing strategies in the hospitality industry: how do you use the right prices, for the right target group, at the right time, to increase your overall revenue?</p>
	<p><b>Project Management (3 EC)</b> In this course you will learn how to manage projects effectively. You will get acquainted with some of the latest project management tools and methodologies.</p>	<p><b>Extended Data Analysis &amp; Research (3 EC)</b> Whereas the aim of data analytics in year 1 is more to be able to read and interpret data (being able to tell based on data 'what happened'), the focus of data analytics in year 2 is on being able to tell, based on data 'why something happened'. So, in case of hospitality: Why there was a drop in revenue in a certain period for a specific target group?</p>
	<p><b>Personal Development 2 (2 EC)</b> The overall theme of tutoring and skills in year 2 is 'pushing the boundaries'. In your second year you will go abroad for an internship of 19 weeks. During tutoring and skills, we will prepare you for this internship. The focus is on teaching you skills such as endurance, resilience and cultural awareness.</p>	

# Bachelor Programme overview

## YEAR 3

	Block A and B	Block C	Block D
	20 weeks	10 weeks	10 weeks
Outdoors	<p><b>Managing an Outlet (15 EC)</b> In this course you will be personally accountable for the daily operations of the Food &amp; Beverage and Rooms Division outlets. You will lead first year students and as such you will learn how to manage people, processes and resources. This course will teach you how to lead and how to optimize your team's performance.</p>	<p><b>Business Transformation (26 EC)</b> 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>Improving the Outlet (MO Lab) (15 EC)</b> During this course you will learn how to execute 'action research'. You will experiment what the effect of new products/new services/new technologies/leadership styles/... is on running a hospitality business. You will be able to use our own hotel and restaurant facilities as test environment.</p>	<p><b>Business inspiration days/trip (2 EC)</b> 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 use the information you gathered for your business development project.</p>	
			<p><b>Personal Development 3 (2 EC)</b> 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>

# Bachelor Programme overview

## YEAR 4

Block A	Block B	Block C and D
10 weeks	10 weeks	20 weeks
<p><b>Minor (15 EC)</b> In your minor we will prepare you for the future of the hospitality industry. In your minor you will study a relevant theme in the industry from a multi-disciplinary perspective. You will tackle issues that keep the industry awake at night. You can choose between different themes:</p> <ul style="list-style-type: none"> <li>• Minor Future of Food</li> <li>• Minor Future Guest Experience</li> <li>• Minor Future of Business</li> <li>• Minor Future of Work</li> <li>• Minor Future of Digitalisation</li> </ul>	<p><b>LYCar Proposal (15 EC)</b> Launching Your Career (LYCar) is a stepping stone to your future career. In this course you need to show that you are a critical and reflective thinker, who can contribute to the world as a hospitality leader.</p> <p>You have a lot of freedom to design your own LYCar project: you decide to work in a project within a company, you can combine working in a company with a research assignment, you can start your own company or you can follow a premaster programme.</p> <p>In this part of the course you prepare for the company (research) project that you will be executing in block C and D. At the end of this course you need to hand in an applied research proposal.</p>	<p><b>LYCar Execution, including career portfolio (30 EC)</b> Launching Your Career (LYCar) is a stepping stone to your future career. In this course you need to show that you are a critical and reflective thinker, who can contribute to the world as a hospitality leader.</p> <p>You have a lot of freedom to design your own LYCar project: you decide to work in a project within a company, you can combine working in a company with a research assignment, you can start your own company or you can follow a premaster programme.</p>
<p><b>Exchange Option (15 or 30 EC)</b> Hotelschool The Hague offers the option of following an exchange programme of 15 or 30 EC in your fourth year at a different university.</p>		
<p><b>Premaster</b> If you are interested to pursue with a master after your bachelor, you might consider joining the new premaster programme at Hotelschool The Hague. This programme gives you the opportunity to proceed directly with various Master programmes at Rotterdam School of Management, Erasmus University (RSM), Amsterdam Business School (ABS), University of Amsterdam (UvA) and Nyenrode Business University.</p>		