Work with our students

Placement and graduation placement
—

Hotel

TOP
RATED PROGRAMME
HOTEL
KEUZEGIDS
2024

CREATING MEANINGFUL EXPERIENCES

Breda University
OF APPLIED SCIENCES

As a partner in the hospitality industry, we would be happy to work with you. The students of our professional bachelor's programme of Hotel Management can set to work for you on an operational placement or graduation assignment.

Hotel Management

Our English-taught bachelor's programme in Hotel Management prepares students for careers in the international hospitality industry. The programme has a practical orientation and is delivered by highly qualified and international lecturers with extensive professional experience.

The first year of study focuses on theoretical knowledge in Business Administration as well as practical courses in Culinary, Restaurant, Reception and Conference services through our inhouse learning company Sibelicious.

The main phase of the degree programme is structured around the following themes:
> Developing People and Organisations
> Managing Business Performance and Innovation
> Discovering the International Hospitality Industry (Placement)
> Creating Excellence in Hospitality Management

Students perform a 24-week operational placement in year two or three.
They complete their degree by means of a graduation research project and a personalisation assignment possibly in combination with a graduation placement.

Programme Facts
> English-taught
> 4 years
> 24-week operational placement in year 2 or 3
> Graduate research project of 5 to 9 months
> Degree title: Bachelor of Arts
> Career examples: Career examples: general manager, food & beverage manager, rooms division manager, hospitality consultant, concept developer, entrepreneur, human resources or sales & marketing expert
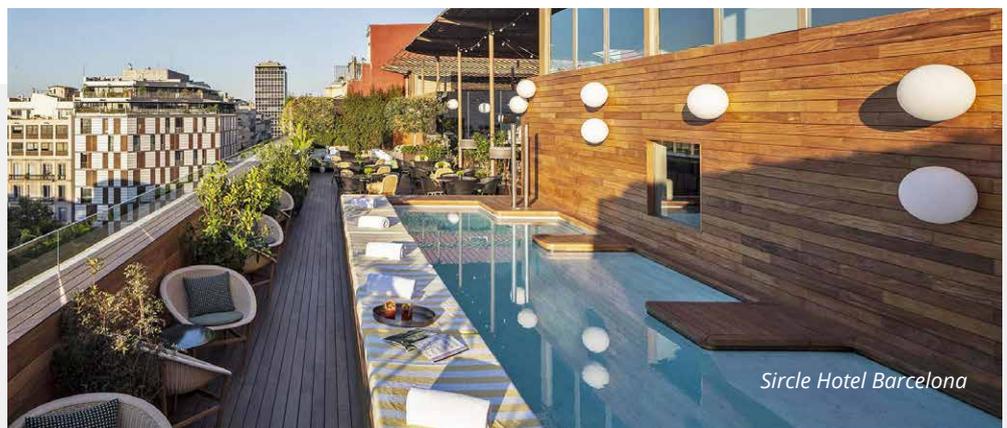
Sircle Hotel Barcelona

Courses taught in the programme	YEAR 1		YEAR 2		YEAR 3		YEAR 4	
Subjects	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8
Operations Management	•			•				
Management Information Systems (MIS)	•			•				
Management Development Programme (MDP)	•	•	•	•		•		
Finance		•						
Economics		•	•					
Marketing		•		•				
Business Law & Ethics		•	•					
Research and Design		•	•			•		
English & French/German/Spanish	•	•	•	•		•		
Organisational Behaviour			•					
Accounting				•				
International Operational Placement				•	•			
Sustainable Strategic Business Design						•		
Graduation Phase							•	•

Good to know

> Our Hotel Management programme has received official accreditation from the Accreditation Organisation of the Netherlands and Flanders (NVAO).
> It has been awarded a label of excellence by the Dutch government for close cooperation with the Hotel Management industry.
> Top ratings in Dutch higher education league tables, such as Keuzegids HBO and EW Beste Studies.
> International recognition by the UN World Tourism Organization and the International Centre of Excellence Tourism and Hospitality Education (ICE) underlines the quality of our education.
> The programme also received a Certificate of Quality in Internationalisation (CeQuint) by the European Consortium for Accreditation in higher education (ECA).
> Talented students are invited to join the Hilton Class.

A special bond

"For me Sircle Collection has become very special. It is the second time I am doing my placement for this company, first my operational placement at their Finance department in Amsterdam and at the moment I am doing my graduation placement in Revenue and Finance at the Head Office in Barcelona. This makes me bond even more with its ambitions and future plans and I am happy and proud of its success. It also made me create wonderful connections with the people within Sircle that I am sure will last. I could not have chosen a better place for laying the foundation of my career."

Roxana Prodan
Hotel Management student | Revenue & Finance placement for Sircle Collection in Barcelona
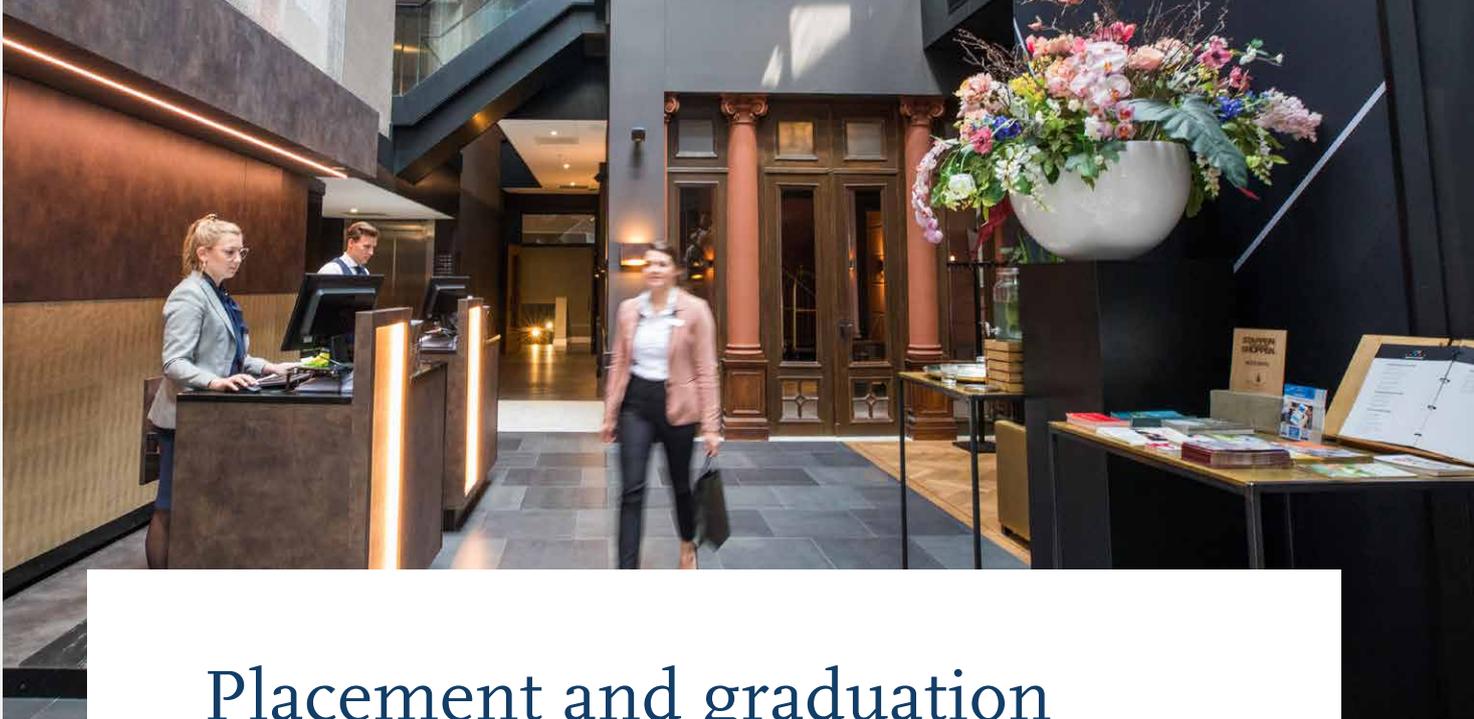
Placement and graduation assignment

Do you have a challenging placement position or graduation assignment? Why not consider engaging our talented students?

Practical learning experience

Our Hotel Management students are keen to acquire international experience in hotels around the world. The aim is for the student to fully assist in the day-to-day operations. As part of their placement the student will also develop specific assignments and produce detailed reports on their findings with conclusions and recommendations which could be of use to your organisation.

Student availability

Our students are available for a full-time operational placement of 24 weeks during two periods in the calendar year:
> June/July/August to January
> February to July/August
In their last year of study, our students are available for a graduation assignment, possibly in combination with a placement for a duration between 5 to 9 months.

How can our students help you

As a part of the work placement learning experience, students complete a number of reports and assignments during the 24-week period. One of these is a company assignment, the subject of which is agreed between the student and the place-ment host company. The company assignment is designed to add value to the organisation. A few examples of project-based assignments can be found on page 4.

Examples of project-based assignments

Operations
> Enhancing knowledge of Front Office staff regarding F&B offerings
> Benefits and drawbacks of outsourcing housekeeping services
> Improving productivity in F&B-related departments
> Conducting a cost-benefit analysis of improving service levels in the executive lounge
> Introducing sustainable/ecological ways of working, such as recycling

HR and Training
> Improving the quality of information available to international trainees
> Maximising the effectiveness of new employee introduction programmes
> Creating or improving training manuals, standard manuals or employee handbooks
> Analysing and interpreting employee retention and turnover data
> Examining how to best adapt to different generations of employees (X, Y, Z) in hotel operations

Guest Satisfaction
> Improving the VIP policies and procedures
> Enhancing the guest arrival experience
> Analysing the most frequent complaints, including an improvement plan
> Studying sustainable policies and their impact on guest satisfaction and loyalty
> Enhancing the experience of children staying in hotels

Sales & Marketing
> Exploring the topic of e-commerce and social media in brand recognition, loyalty and booking patterns
> Planning and implementing an F&B promotional campaign
> Carrying out market research and developing a marketing plan for the hotel's outlets
> Improving revenue management at Front Office
> Developing recommendations for improving enrolment performance of loyalty programmes

Finance & Revenue
> Calculating investments or payback periods (NPV of IRR)
> Analysing operating performance
> After renovating and expanding his hotel's capacity, the owner wanted to know if affiliating with one of Europe's major franchised brands would have a positive effect on the hotel's financial performance.
> Researching the feasibility of extending the product and service range for the current clients of a software company providing automated Revenue Management systems, by introducing outsourced revenue managers ('Revenue Management as a Service').
> A hotel operating in both the long-stay market and the regular hotel market was looking to integrate its pricing and distribution strategy for these two different market segments.
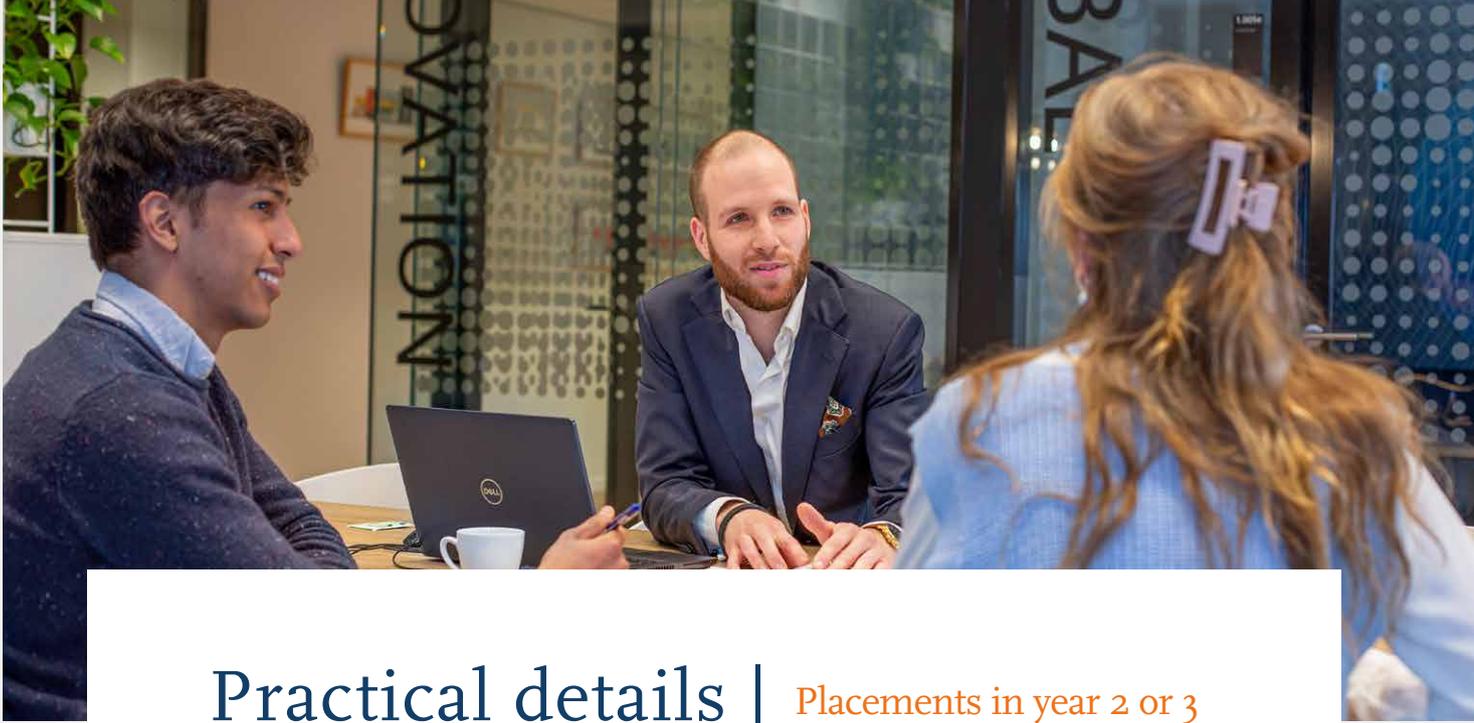
Practical details | Placements in year 2 or 3

The placement in year 2 or 3

The work placement is an important component of the study programme, aimed at giving students the opportunity to apply their acquired knowledge and skills to real-life, professional situations in order to learn from this process.

> During the placement period, students will be required to develop several competencies (or develop them further) as defined by the degree programme staff.
> Possible departments include: Front Office, Food & Beverage, Banqueting & Events, Housekeeping, Human Resources, Sales & Marketing, Revenue Management and Accounting.
> All placements are completed outside the Netherlands.
> All students are assigned a placement coach (lecturer) for the duration of the placement. The coach will visit the student on location at mid-point and will take the opportunity to meet with your management team members with whom our students have most contact. This will allow for a review of performance and for the planning of the second half of the placement.

Requirements by host companies

> We would require you to appoint a company supervisor for the purpose of introducing the student to your employees, supervising the student's performance and assignments, and having regular progress assessments.
> Your company would also be responsible for the work schedule and planning of the various tasks to be carried out by the student.
> Students are responsible for their insurance, travel arrangements and related costs as well as their work permit or visa if required. Arrangements in terms of monetary allowance, company clothing, meals, etc. will be stipulated in a placement agreement to be approved by all parties.
> If a student wishes to write a thesis during the graduation placement, it has to be possible for the host company to provide this student with sufficient time and resources to do so. We suggest that the student is given two days a week to work on the thesis.

Practical details | Graduation placements

The graduation placement

During the last year of the study programme, the student will put the acquired knowledge to use during a graduation placement. During this placement of between 5 to 9 months, the student will also complete a graduation assignment leading to a graduation thesis.

During this placement the student will be supervised by a lecturer who will be evaluating the student's research assignment.

Requirements by host companies

> A company supervisor would need to be assigned to the student for the purpose of introducing the student to your employees and assisting the student in the choice of graduation project and assignments.
> While you may expect the student to be able to work independently, the time spent on guidance and support is estimated to be around one hour a week.
> The student might need access to selected company information and data, subject to confidentiality restrictions.
> Students are responsible for their insurance, travel arrangements and related costs as well as their work permit or visa if required. Arrangements in terms of monetary allowance, company clothing, meals, etc., will be stipulated in a placement agreement to be approved by all parties.

Examples graduation research titles

By way of illustration, here are a few graduation research titles:

> How hotels can compete with Airbnb in the age of authenticity
> Instagram as a marketing tool for boutique hotels
> Diversity management in the Dutch hospitality industry - a case study on the employment of mentally disabled people at Dutch hotels
> The effect of employee motivation on turnover rates and retention in the hotel industry
> The male perspective on the underrepresentation of women in senior management positions of hotels
> Influence of cultural differences on leadership styles
> Employee behaviour and organisational change
> Raise the bar, block by block - how can blockchain technology help to decrease monetary poverty among cocoa-farmers in Ghana and Ivory Coast?
> Implementing Sustainability Intelligence at a university.
> Green surgery room. The effect of human behaviour on the development of a green surgery department
> The relationship between corporate social responsibility and customer loyalty of Generation Z in the context of Bulgarian gambling industry
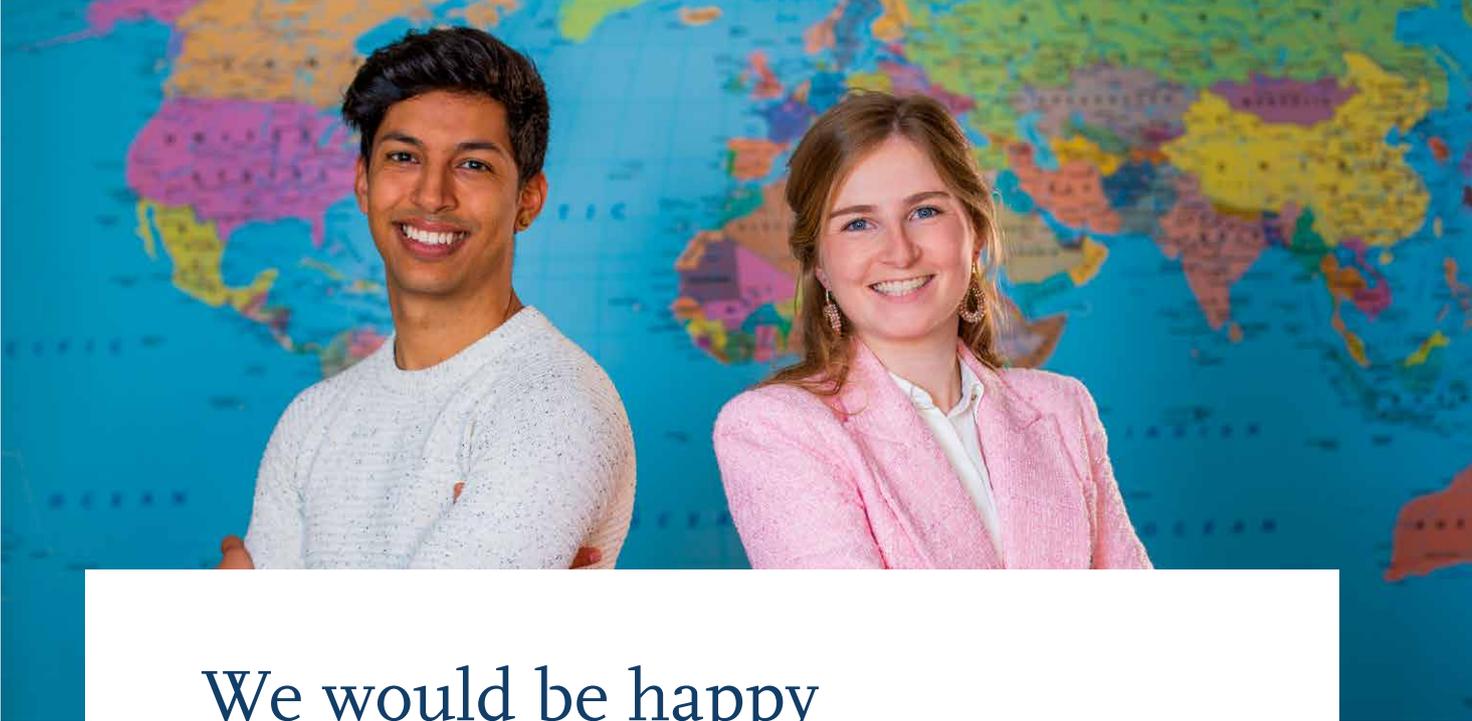
We would be happy to work for you!

We and our students are always keen on gaining valuable practical experience in renowned organisations in the hospitality industry. Do you have an interesting placement position or an intriguing research assignment for one or more of our students? We would be happy to work with you.

Why work with our students?
Our students completing an operational placement in your organisation can be expected to:
> participate in day-to-day tasks
> be able to analyse a problem or issue
> be able to carry out specific assignments and contribute to implementation processes
> operate effectively in an international working environment
> be able to work in a flexible, creative, independent, communicative and solution-oriented manner
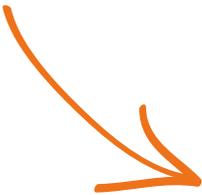
How to submit your vacancy?
If you have a suitable and challenging placement or would like to discuss the various options, please contact us at **placementHM@buas.nl**

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