

Dear potential partner,

Thank you for showing interest in the placement programme of Hotel Management School NHL Stenden!

ABOUT HOTEL MANAGEMENT SCHOOL NHL STENDEN

With 3,000 bachelor and master students from more than 50 countries and over 12,000 alumni worldwide, Hotel Management School NHL Stenden is the largest and most internationally orientated hotel management school in Europe. We are part of NHL Stenden, a multi-campus university of applied sciences with firm roots in the North of the Netherlands and a strong international focus.

BACHELOR OF ARTS IN INTERNATIONAL HOSPITALITY MANAGEMENT

Our Bachelor of Arts in International Hospitality Management is a four year programme, with the objective to educate students for management positions in organisations with hospitality at their core. Students conclude their education with a 10 month (42 weeks) internship, which covers the entire 4th year of their studies. During their placement, students are expected to make a valuable contribution in the major field of their study by integrating academic and practical knowledge.

By means of this factsheet, we share the most important information about our placement programme, the process and the terms and conditions. If you have any questions, feel free to reach out. We will gladly put you in touch with one of our Account Managers.

Kind regards,

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PLACEMENT FACTS & FIGURES

- Around 550 Hotel Management School students go on internship each year. The majority starts in September or February, however they are able to start year round.
- 90% of our students go on placement at our partner companies, while 10% of students choose to do their internship at a company that they propose themselves.
- The (international) hotel industry remains the most popular segment: around 70% of our students do their internship there. Other segments include event industry, consultancy companies, suppliers, venues, and more.
- Prior to Covid, about 50% of the students went abroad and 50% stayed in The Netherlands. The majority of the students staying in The Netherlands head towards the 'Randstad' area.
- Students show interest in positions as assistant department manager or in duty management. There is also a considerable group with the aspiration to work in marketing, HR, revenue management or guest relations. In other segments, positions in project and event management or as junior consultant are well liked.

CONTENT OF THE PLACEMENT

The placement consists of two parts: the practical part (training on the job) and the graduation project (conducted for your company). All parties must agree to allocate time in the following manner (considering a 40 hour work week):

Scenario 1:

- The student spends 32 hours per week (4 days) on the practical part of the placement
- The student spends 8 hours per week (1 day) on the graduation project

Scenario 2:

- The student spends 34 hours per week (85%) on the practical part of the placement
- The student spends 6 hours per week (15%) on the graduation project
- The student has an additional 10 full days which he/she can use to work on the graduation project, to be planned in consultation with the company

Practical part of the placement

We identify three phases during the placement period, which are connected to the reports and assessments that need to be delivered by the students.

1. Introductory / Orientation Phase

The trainee will get to know their way around the organisation and the departments, and become acquainted with colleagues. They will also have to set their learning objectives for the placement period. This phase will last a maximum of ten weeks and often consists of operational deployment on a departmental level. The trainee will receive one company assessment during this phase (in the 2nd month). After approximately 8 weeks, the trainee writes their 'Induction Report'.

2. Implementation Phase

This phase comprises the main phase of the placement, and will primarily consist of working at a supervisory level in a department. The trainee should be able to demonstrate their ability to apply management skills, to gain insight into management activities and to solve problems with the aid of theory. The trainee will receive one company assessment during this phase (in the 6th month). After this assessment, the trainee writes their 'Progress Report', which is followed by a Progress Meeting with their company supervisor and placement coach.

3. Evaluation Phase

This phase includes an evaluation of the placement period, including handing in the Management Project. The trainee will receive one company assessment during this phase (in the 10th month of the placement period), which is followed by a Final Report and a Final Talk with their company supervisor and placement coach.

Graduation project (management project)

During their placement, students work on an individual project that is commissioned by the host company. The student and company supervisor define the topic together. The company supervisor provides feedback on the initial proposal for the graduation project, as well as on the final product. The final assessment and academic supervision lies with the HMS graduation project supervisor (academic contact person). According to graduation standards, the Management Project needs to be written in English.

Some examples of topics:

- Management, Marketing, Finance and Sales
- HR and hostmanship
- Sustainability
- Any specific hospitality related topic

PLACEMENT PROCESS

IGO placement system

Upon the start of our collaboration, your Account Manager will create a company account for you in our placement system: "IGO". Here, you are able to upload your vacancies. Your Account Manager will approve these vacancies, after which they are published for our students to see.

Exploration

We organize a variety of events where our students can get connected to the industry to explore their placement opportunities. In addition, our Account Managers host regular information sessions about their region / segment where students can ask questions and learn more. Students use IGO to explore the current vacancies that are available at our partner companies.

Application

If a student wants to apply at your company, they will first need to conduct a 'Motivation Talk' with the Account Manager for your region / segment. After approval of the Account Manager, they will contact you directly to apply, by sending you their CV and motivation.

Administration

If a student is hired, they need to process that in IGO. Our Industry Office will check whether the student meets the requirements to start their internship, and the student will need to provide them with contract details. The Industry Office will then draft a placement contract between the school, the trainee and the host company. By means of this contract, all parties agree to the NHL Stenden internship conditions. The most important conditions are summarized on the next page.

TERMS & CONDITIONS (SUMMARIZED)

1. Duration

The length of a standard placement is 42 weeks (10 months). This excludes holidays, which should be arranged by the trainee in consultation with the company. A placement can start year round.

2. Working hours

In the Netherlands, working hours and days off must be according to the Collective Bargaining Agreement (CAO) and in other countries, according to their own government employment laws.

3. Time allocation

Placement companies contractually agree to the time allocation for the combination of the practical part of the placement, and the graduation project (see information above).

4. Allowance

Host companies pay a contractually stipulated allowance. The minimum allowance is € 500,- gross per month, including potential accommodation and travel reimbursement.

5. Supervision & guidance

HMS will assign a placement coach to each trainee, whom will guide and assess the student from the school perspective. They will act as contact person for the company, regarding the functioning of the trainee. They will also assess the reports about the practical part of the placement and will plan at least two (virtual) meetings with the trainee and their company supervisor.

Host companies must guarantee to assign a company supervisor to each trainee, whom will offer the systematic support necessary to achieve the optimal realisation of the placement objectives. This includes the following:

- Supporting the trainee in setting up their training plan and learning goals
- Extensive guidance and supervision for the practical part of the placement as well as the graduation project
- Providing regular feedback and completing 3 'Company Assessment forms' throughout the placement period
- Being available for a progress meeting and final talk with the trainee and placement coach

6. Insurance

The host company has to insure the trainee against risks of accidents with corporal injuries, which take place during the placement, and against the financial risks of legal liability for damage caused by the trainee to the host company and/or third parties during the execution of his/her duties during the placement.

7. Other conditions

The country where the company is located must be politically stable in order to guarantee the safety of the trainee.