



university of
applied sciences



6
REASONS
TO
CHOOSE
NHL
STENDEN



Discover why students
chose **to study abroad**

NHL STENDEN GROUNDBREAKING

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Life is about breaking through boundaries. At our international university of applied sciences, we want to encourage you each day to discover and develop through your talents. To guide you on a journey that will take you beyond the borders of your education, help you to look beyond your own field and through collaboration with others.

When we talk to our students about their experience and why they chose to study at NHL Stenden, it is this journey of development that stands out. And there are six reasons in particular that help students on their journey: six reasons why we believe you should most definitely, without a doubt, come study at NHL Stenden.

It's not just that NHL Stenden is a high-ranking university of applied sciences, but it's also the top-quality education we offer, #reason1, comes from the relevance the programmes have to the working world and the expertise our staff share. And there's the added bonus that Dutch tuition fees and the cost of living are surprisingly low, so your top-quality education is also affordable, #reason6.

Your personal development is our priority at NHL Stenden and our innovative educational concept, #reason3, helps you on your way. It's a concept that encourages you to develop your ideas, voice your opinion and take initiative. It's a great way to prepare for your future line of work and develop excellent career prospects, #reason4.

Our global network, #reason2, not only helps further your career prospects but also offers opportunities for collaborating with international companies and with our partner institutes. And you get to spend part of your study abroad, for instance through our Grand Tour Network which can take you to Bali, Qatar, South Africa, Thailand, China and Italy.

Whichever destination you choose, you are sure to gain plenty of international and cultural experience and have a fantastic time while you do. Because we understand there's more to being a student than just work, you want a great student life too, #reason5. From the buzz of the city to the quiet of the country, with the facilities and network we have in place you can get the most out of your time as a student.



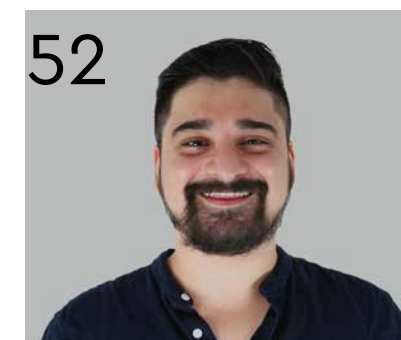
DOAN THI HIEN ANH
Doan Thi is clear about what she thinks top quality education is. Of course, NHL Stenden's ranking played a role when first choosing a hotel school...

DANANAI CHITWE
Dananai looked at schools in Dubai, the UK and the US before deciding that the Netherlands would be the right fit for her.



KRISTOF BLEHO & MATT POLCSIK
They compare which reasons for studying at NHL Stenden they think give them a head start in life.

CHAMAN PREET SINGH
Chaman Preet Singh just couldn't get enough of NHL Stenden and stayed on after his bachelor's to do a master's in International Hospitality and Service Management.



INDEX

#1 MY DEGREE REALLY WORKS! 4

DOAN THI HIEN ANH 6
ESTELLE DESPLATS 8
BARNI GY. KOVÁCS 9
MADELEINE CLARK 10

#2 A DYNAMIC GLOBAL NETWORK THAT WILL TAKE YOU PLACES 12
DANANAI CHITWE 14

INTERNATIONAL OPPORTUNITIES 17

GRAND TOUR DESTINATIONS 18

ANDRAS SZEMES 20
KAI LIU 21
MOHAMMED MOSTAFA 22

#3 TEACHING YOU TO TURN IDEAS INTO PRACTICAL SOLUTIONS 24

KYRA BAR 26
FEYM AKDAS 28

LEARNING COMPANIES 29

THE MOST IMPORTANT POINTS OF DESIGN-BASED-EDUCATION 32

#4 GIVING YOU A SKILL SET FOR A HEAD START 34

IOANA COJOCARU 36
KRISTOF BLEHO & MATT POLCSIK
TWO PEOPLE TALKING ABOUT THEIR OWN REASONS 38

#5 DIVERSE, OPEN, SOCIABLE, SO YOU CAN BE YOU 44

RÉKA TOTH 46

WHAT ABOUT STUDENT HOUSING? 32

#6 SO YOU CAN GET THE MOST OUT OF YOUR STUDIES 50

CHAMAN PREET SINGH 52

FACTS AND FIGURES 56

PROGRAMMES ENGLISH-TAUGHT 58

LANGUAGE REQUIREMENTS 59

COLOFON 59

#REA SON 1 TOP QUALITY EDUCATION

#1 MY DEGREE REALLY WORKS!

All programmes offered in the Netherlands are accredited by the NVAO, the Accreditation Organisation of the Netherlands and Flanders. The NVAO is an independent accreditation organisation, set up with the primary goal of providing an expert and objective judgement of the quality of higher education in the Netherlands.

NHL Stenden gets excellent reviews from its students. This was shown in the 2017 and 2018 National Student Surveys when NHL Stenden received great marks for internationalisation, practical skills and learning facilities. The overall score resulted in a positive ranking nationwide with almost 80% of all NHL Stenden students saying they are in general satisfied or very satisfied with their study programme.

NHL Stenden is one of the top 3 universities of applied sciences in the Netherlands with no less than 19 Top Programmes according to the annual Dutch Keuzegids Hbo. This is an independent, comparative guide of all university of applied science programmes in which the highest rated programmes are labelled Top Programmes. Our top 3 ranking for 2020 is the second year in a row.

As an NHL Stenden graduate, you will be prepared for a career anywhere in the world. Our graduates have embarked on successful careers at major multinational companies with employers greatly valuing the combination of practical skills and experience NHL Stenden graduates bring to the workplace.



#1

Doan Thi Hien Anh

2nd year International Hospitality Management

Doan Thi is clear about what she thinks top quality education is. Of course, NHL Stenden's ranking played a role when first choosing a hotel school, but then she compared her options by looking at the quality of other factors. For Doan Thi, the standards set by NHL Stenden's real-world practice and international environment stood out – and that the programme gives true meaning to the word hospitality.

"Hospitality is far more than just welcoming guests," says Doan Thi. "It's marketing, communication, human resources, politics, cultural diversity, logistics. By exploring all these topics, NHL Stenden makes sure we cover the whole spectrum so we're really getting a thorough, top quality education. And because we study and work in an international environment, we gain different insights into each topic, find out how other cultures perceive a situation, whether it's about how a room is set out, a dish served, how people are greeted or how a building should be constructed. What may be normal in one country, could cause offence in another and it's good to know what these differences are. It means we can offer true hospitality, combine being professional with being friendly."

"The attention given to career development also adds to the quality of our education. After each module we have to write a reflection so as to keep track of our progress. It's meant I've felt better about even the little things and it reminds me of what I've learnt. And by experiencing each department and level in an organisation as I progress through my studies, I learn to appreciate the work involved. This will help me in my career later. In short, NHL Stenden sets the standards and it's up to me to use the insights I gain and the opportunities presented in order to meet them." ■

"REFLECTING ON MY PROGRESS REMINDS ME OF WHAT I'VE LEARNT"

#1

Estelle Desplats4th year student of International Hospitality Management

Estelle chose NHL Stenden because she wanted to study in an international environment where language wasn't a barrier. And the different approach to teaching that she read about online appealed too, with the smaller classes, real-life cases and the chance to apply what she learns to her projects and internships.

A different type of education

"What stands out the most for me with my studies is also why I chose the school in the first place: the international environment. I get to work with different people and experience different cultures and there's no language gap as we all speak English. And then there's the educational concept that means we work on real-life cases in small groups. What I hadn't expected was that there'd be so much flexibility on the course. We have a lot of freedom and we're encouraged to be creative. The choice of minors for instance is broad and some of my friends from my hospitality course are actually doing a gaming minor. It's good to see how people from the same programme can end up following very different paths."

Group effort

"Working in smaller groups means you get to learn a lot. Sometimes you have a thought, but it doesn't quite work out the way you expected it to. Others then help you build on your original idea and raise questions that you didn't think of initially. And the groups aren't dominated by one person, they're more diverse and I think that's really enriching. Our teachers have a lot of experience in the sector but they encourage others to share their views too, so we get to learn from both our peers and our lecturers."

Building a professional skillset

"In the hotel school, we go through all the different departments of NHL Stenden's hotel, so we know how things work across the board. It makes us more of a team player as we can understand what each department does and what they need. And it's helped me develop my human resource skills, have more empathy and learn how to form a team that can work together. These are skills that potential employers will look for. We actually gain so much knowledge in so many ways. Like with the food and wine pairing sessions, for instance. I never thought I'd study something like that. And there's an abstract application too; pairing food and wine is like pairing character types in a team." ■

#1

Barni Gy. Kovács3rd year student of Creative Business

Barni Gy. Kovács' inquisitive and ambitious spirit meant he wanted a university of applied sciences that would give him a head start in his future career. NHL Stenden triggered his interest with its modern and comprehensive study environment. He's taking full advantage of what NHL Stenden has to offer and there are many things that Barni feels give NHL Stenden students an advantage later on.

Real-life try-outs

"For one, the educational concept is very good and prepares you for the real world. You learn to become a leader and work in small multidisciplinary groups with people from different backgrounds. These small groups allow us to effectively learn to deal with difficulties and navigate problems. It's a safe environment but you are working with real clients so it's very relevant. It's like a try-out version of real life. Making mistakes in this setting is accepted and they can be solved without too many negative issues ensuing."

Going the extra mile

"NHL Stenden also encourages its students to go the extra mile and offers so many opportunities to help them do that. I've got several projects on the go that offer me more opportunities, a better network and additional experience. For instance, I work as an assistant

for NHL Stenden's Central Perk project, I'm an ambassador for the Hungarian acquisition team, and I am doing the X-Honours programme. For Central Perk, which is a diversity and wellbeing platform, I host a podcast, amongst other things. As an ambassador, I help organise Open Days and other events, speak to parents of potential students, and contribute to the social media channels. And the other X-Honours programme will get an extra special mention on my diploma when I complete it. The programme is for ambitious students and shows that you did more than just complete your regular studies, and it's something future employers and clients really like. All these projects offer tangible evidence for me to show to future relations." ■

"WE'RE ENCOURAGED TO GO THE EXTRA MILE."



Madeleine Clark, 3rd year student of International Teacher Education for Primary Schools

M Madeleine has always wanted to be a primary school teacher. Her own experience at an international school put her on the path towards teaching in an international setting. She looked at more than seven different universities before settling on NHL Stenden, the place where she felt she would be able to learn the way she wanted to.

"I was considering following in my sister's footsteps and going to Manchester University," says Madeleine as she describes the search for the right teacher training degree to suit her needs. "I went there for an open day," she continues, "but it was too, well, boxy. Then my sister actually came over to the Netherlands and came with me to an ITEps Taster Day in Meppel. She hadn't yet finished her own studies in Manchester and it was good to have her come with me to see the differences. The Taster Days are a great idea as you not only get to feel the atmosphere of a place, but you do workshops so you really get an idea of what the subjects are and how they're taught. Halfway through the day, she turned to me and said: 'This is the one, we don't need to look any further.'"

Drawn to ITEps

"For me it was a plus that the campus in Meppel is solely ITEps," she says as she begins listing the reasons for choosing ITEps, "so there's a community feeling. If I need something, there's always someone around to help. And it's kind of nice that the campus building used to be a school. You can still sense it. What really stands out for me through is the subject Democratic Citizenship. It meets all my expectations and we're learning a lot about how children can grow as global citizens. An active part of every subject we do is Design-Based Education, DBE. It brings all the subjects together and gives us a chance to apply them in real life. It's not only a way for us to learn the course materials now, but we learn how to use it in our classrooms for the future. I quite often find myself using a theory I've learnt in, say, maths, in other subjects too. I love that we can do that. It's really true that if you're taught in a singular way, then that's how you also carry things out. But if you are taught in a diverse, multidisciplinary way, then that is how you will learn to work and behave."

Better career prospects

"It's these things that make the level of education so high at NHL Stenden. My career prospects are better because I chose ITEps. Whether that's down to the course or the mindset that comes along with it, I'm not sure. But honestly, if I'd gone somewhere else, I probably wouldn't have thought about branching out and working in different countries like I do now."

"What's more, Meppel is opening up and accommodating more and more students and yet it's still quite affordable. And, of course the tuition fees for teaching degrees are half price at the moment," she adds, "so that leaves money for other things, such as internships abroad like the one I had in Australia." The financial aspect and NHL Stenden's network mean such opportunities are not only within reach, but more easily feasible. ■

"THE OPPORTUNITIES WE HAVE OPEN THE DOOR TO YET MORE POSSIBILITIES"

The opportunities we have with this course, with the placements and minors abroad, open the door to all sorts of new possibilities. It's a real confidence boost to be actively accepted by somewhere that's not just around the corner. It sets off a spark of, ok, this is ok."

Outreach from a small city

ITEps is the only programme given at NHL Stenden's Meppel campus and the city is relatively small. "I like Meppel. I really do. I was ready for a smaller town. I think you could call it a typical Dutch town. It's really homey and not imposing, which is great for people coming from far away leaving everything they know behind. When it's sunny, we go to one of the lakes nearby and there are quite a lot of nice bars and restaurants in town. There's a cinema and a bowling alley, and sometimes we go to Giethoorn and rent a boat or two. It's really good fun." Of course, with Meppel being on the intercity train line, there are plenty of opportunities to explore the rest of the Netherlands too, with direct links to Schiphol and Groningen and connections to Amsterdam, The Hague and beyond.



#REASON SON 2 DYNAMIC GLOBAL NETWORK

#2 A DYNAMIC GLOBAL NETWORK THAT WILL TAKE YOU PLACES

At NHL Stenden, we want to prepare you for an international, intercultural, and ever-changing environment. We would like you to be able to dive into the unknown and gain experience in an international context. And with this experience you will become stronger as a person; adaptable and flexible in any personal and professional situation you may encounter.

By continuously seeking to expand and enhance our international campus network and our network of partner universities of applied sciences all around the world, we hope to give you an incredibly diverse environment. In our study programmes and research, we keep creating windows for mobility and meaningful international experiences. The contents of our study programmes reflect international and intercultural aspects in relation to the field of study.

As an NHL Stenden student, you can go on a Grand Tour to Indonesia, Qatar, South Africa, Thailand, China and Italy. Each one adds unique qualities to your studies and you benefit from a truly inspiring learning and working environment. And through our international partner network with 150 partner universities around the globe, you can choose the right combination of courses at one of our partner universities.

As a student in one of our bachelor programmes, you will spend a significant portion of your studies doing an internship, often abroad. NHL Stenden's strong links with the business world gives you access, if eligible, to internships all over the world. All these elements help you to become a strong-willed and resourceful young professional – which is exactly what employers look for.



I'VE MADE
CONNECTIONS
WITH COMPANIES
YOU WOULDN'T
NORMALLY HAVE
CONTACT WITH

#2 #5

Dananai Chitewe

3rd year student of Tourism Management

Dananai looked at schools in Dubai, the UK and the US before deciding that the Netherlands would be the right fit for her. Looking for something other than a strictly theoretical course, NHL Stenden caught her eye for its practical approach to education and diverse and multicultural student body. She felt this would be the closest thing to real-life situations in tourism, so her mind was made up.

"I'm not someone who can just sit down and learn the theory of a subject. I need to go out, do the research, talk to people," Dananai says. "And that's why this programme caught my attention. It's also far more diverse than other courses I looked at in terms of people. The professional contacts I've made so far can definitely kickstart my career and help me to make it in the tourism industry. And the student contacts are just as important – they could be useful future career contacts too."

In at the deep end

"When I first got here, I felt so out of place," she continues. "I'd been to school in Africa and Dubai, but never in Europe and it was all very different. Yet, it didn't feel overwhelming because I got so much help from so many people. When I arrived in Leeuwarden, the taxi driver who took me and my family to our hotel on the outskirts of Leeuwarden gave us useful tips on the way, pointing out places to go but also things like banks. When I later moved into my on-campus accommodation in Student Stay, the people at the front office gave us a pile of leaflets on Leeuwarden and student life. And during the enrolment period, the ladies at the Windmill were really helpful, explaining for instance, how to get a social security number [BSN] so that I could open a bank account. And then there was the StudyStartWeek where you meet other students and the study coaches before you start your studies. I met a lot of people during that week and we all helped each other out. The study coaches were really helpful as well. During the whole week you interact with people from different degrees and different years, and I am still in contact with many of them."

Leeuwarden student city

"As soon as I got here, I noticed it was a student city. A lot of the people I saw in the city centre were students, so that made me feel comfortable. Leeuwarden has been a good choice, because it's not too big, unlike Amsterdam or Rotterdam. There aren't too many distractions but there's still plenty to do. It wasn't very hard to get to know people or find out where things are and how things work. You'll always be surrounded by students and there are many different activities going on all the time. Life in general isn't expensive here; housing is affordable, some supermarkets have discounts, and the Friday market is a great place for good and inexpensive food."

A network for life

"When I visited the ITB convention in Berlin as part of my studies, I got to make connections with companies that you wouldn't normally have contact with. That was the moment I realised that networking is so important. Getting to know how people from different countries work is also vital if you want to work in international business. Once you get to know people, they could help you out in the future. If someone has a vacancy, they'll remember you. Once you have created these relationships, you can build on them and develop networking opportunities." And of course, it works both ways. If Dananai is in a position where she needs colleagues or staff, she can draw on the people from her network too.

International opportunities

"At NHL Stenden we get to travel a lot and meet people. The Grand Tour in the third year really stands out for me. It gives you the opportunity to do part of your studies in yet another country. There are just so many opportunities to interact with associates from all around the world and I think everyone should experience this type of international exposure. Before I went abroad, I was set in my own thoughts and ideas. Being surrounded by people who didn't necessarily think like me made me feel uncomfortable at first, but in a good way. It helped me grow. I've become flexible, we can talk about issues and come to a comfortable compromise. Whenever I go back home to Zimbabwe, people are interested in these experiences as an international student. It's not easy to go halfway across the world, but in Zimbabwe international tertiary education is invaluable."

Becoming a professional

"What I like about studying here is that the education concept doesn't simply entail being given instructions. You get a kind of vague topic and you shape it yourself. I did struggle with that at first. It didn't have the structure I was used to and I wasn't sure about being so creative and saying what I thought." This learning curve is linked to the international environment and being surrounded by people who think differently. By hearing other people's opinions, she's more able to voice her own. It means she feels better prepared to work in the tourism industry in a flexible environment. "And there are so many choices open to me in terms of a career that it's almost too much. I would like to go into adventure tourism, for instance. It's already a big market because the target group wants to keep trying different things. But I'd also love to go back to Zimbabwe. Tourism is our biggest industry so it's kind of in my nature and my love for tourism started at the Victoria Falls. It would be great to go back and do something there. All in all, coming here has become an experience of a lifetime!" ■

**"STEP IN TO
THE MOST
SUCCESSFUL
DECADE OF
YOUR LIFE"**

EXCHANGE

You can expand your international network by going on an exchange programme at one of our partner universities in countries like the US, Australia, Chile, Sweden, the UK, Hungary and Spain. An exchange programme gives you the opportunity to spend a semester abroad, following courses offered by the university and learning from different lecturers. With more than 150 universities to choose from, it should be easy to find one with just the right combination of courses, facilities and environment to meet your personal and academic needs and interests.

nhlstenden.com/exchange

International projects short and virtual mobility

Through our international projects, NHL Stenden students get to work with students from our global network partner institutes on different topics related to Smart Sustainable Industries, Vital Regions and Service Economy. The unique opportunities for international virtual and live mobility and can be part of the educational programme, a joint research project, or take the form of an internship. The projects are often a collaboration involving local government (municipalities or provinces), social and cultural institutions and the business community.

Internship abroad

A marketing traineeship at a 5-star hotel in Los Angeles or a logistics project at BMW in Germany? An internship abroad allows you to immerse yourself in a different culture while learning about the industry. You will get the chance to develop interpersonal communication skills and leadership skills, and to increase your understanding of the world around you. NHL Stenden has links with companies all over the world so as to help you enhance your international work experience.



GRAND TOUR

From Indonesia (Bali) to Qatar, South Africa to Thailand, China to Italy; our Grand tour network stretches around the world. The Grand Tour lets you follow a minor subject abroad but it's taught using the NHL Stenden educational concept.

It gives you new opportunities to explore and, in doing so, you can make a difference in the campuses local communities.

The Grand Tour team will actively assist you with your preparations for your international experience.

nhlstenden.com/grandtour



GRAND TOUR DESTINATIONS



Our locations in the Netherlands:

- Leeuwarden
- Emmen
- Groningen
- Meppel
- Zwolle
- Terschelling
- Assen
- Amsterdam

Doha, Qatar

Qatar is centrally placed among the states of the Gulf Cooperation Council and is quickly developing a reputation for world-class sporting, education and cultural facilities. It is also recognised for its high concentration of upscale luxury hotels, restaurants, museums, retail complexes and events facilities. The campus has drawn highly qualified and esteemed faculty members from all over the world and works closely with the hospitality industry.



Port Alfred, South Africa

A Grand Tour to South Africa will take you to the picturesque town of Port Alfred where the campus is just 800m from the nearest beach. Students, both national and international, get to enjoy student life through organised activities on campus and by getting involved in local community initiatives.

Bali, Indonesia

Bali is the tourist capital of Indonesia and a growing corporate destination. Located in the main tourism area in the southern region of the island, this Grand Tour location has a pleasant, professional study environment with state-of-the-art facilities. Its familial atmosphere confirms it as one of the most welcoming places you will experience and it is a relatively safe and affordable place to live.



Bangkok, Thailand

As a diverse economic and political union, Bangkok boasts outstanding academic, internship and employment opportunities for students interested in exploring new grounds. The minor programmes draw on its ties with the city's Dutch companies, international headquarters, and multinational organisations through joint projects, field trips, and guest lectures. The Bangkok location partners with Panyapiwat Institute of Management, Asia's leading corporate university.



Dongguan, China

With the second largest economy in the world, China is an important player in today's markets. Doing business in or with China requires a thorough understanding of the country and its business culture, and this is gained in the minor offered jointly by NHL Stenden and Dongguan University of Technology (DGUT). DGUT offers a warm environment for international students with a city campus that provides a taste of both Chinese student life and international city life.

Pisa/Lucca, Italy

Italy is NHL Stenden's first European Grand Tour destination. In collaboration with the University of Pisa, NHL Stenden's minor in Italian Gastronomy gives students the chance to study the farming, production and processing of food and the sensory perceptions we use in gastronomy. With the study divided between the two beautiful Tuscan cities of Pisa and Lucca, students get to explore and experience true Italy and meet with the best food producers and retailers in the area.



#2

Andras Szemes

Alumni 2013–2017, International Hospitality Management

International Hospitality Management alumni Andras Szemes has been based in Asia for over ten years. Now working as Marketing & Special Projects Manager for Mandara Spa Asia, he's technically based in Bali but works mainly in Bangkok. As a Bali-based student, Hungarian-born Andras seized the opportunity to return to Europe for part of his studies. He was determined to make NHL Stenden's international network work for him.

"When I was doing my degree, there were three global locations to choose from," says Andras. "I started from Bali then went to Leeuwarden and Bangkok. The Grand Tour was great and really helps you learn to be adaptable. There are certain things you can only learn when you go to a new country and every time I went somewhere new, I was able to adapt more and more easily. It's good preparation for the future."

Cultural differences

"I've long appreciated the work-life balance in Dutch culture. Here in Asia we have really long days and long weeks. It pays really well, but it's not an easy lifestyle. And forcing a

change in the working mentality wouldn't work. Inspiring a change or infusing a different mindset could work, but I think it's best if you adapt yourself to the local culture. There's still plenty of room to draw on your own culture and character. You need different talents in a team in order for it to be a real success. That's true of group work while studying and team projects in the working environment."

Network, network, network

"As a student, you have to do your bit to get the most out of what's presented to you. NHL Stenden brings in the contacts, but you have to do the work. It was a real eyeopener for me to learn just how important networking is. There were industry experts in the classroom and internships bringing you job opportunities, but you as a student have to maintain those contacts. The whole idea of fostering contacts is key." And this includes the contacts Andras made at NHL Stenden. "My managing director actually lectures for NHL Stenden, and I involved NHL Stenden students in a pilot programme with the Mandara Spa Academy a few months ago. NHL Stenden is always there for me. And I keep going back." ■

#2

Kai Liu

Alumni 2010–2011,
Master's in International Hospitality & Service Management

As Director of Human Resources in Beijing for an international chain of hotels, Kai Liu is very much aware of how he is applying the skills he developed during his master's degree. The international experience he gained as a student benefit not only his level of empathy for his team, it's also led to a broad network of friends and contacts that support him on a personal and professional level.

Own perspective, own context

"The great thing about studying at NHL Stenden is that it's not just studying in the Netherlands; you get together with people from all over the world. With more than 8 nationalities on my master's programme, we had a lot of different ideas coming together and very different sorts of input. I would actually call it conflict, but in a good way. It sometimes felt like a class could go on for ever without reaching a conclusion – no-one wanted to compromise. That is what made it feel like conflict."

Broader understanding

As a project progressed, however, so did the level of understanding and more room was made for compromise. "It was a great learning experience. Especially for students like me who were more used to learning from books anyway. It's challenging in the beginning and

sometimes hard to give, and receive, feedback. But later you realize just how beneficial it is. We learn how someone else's ideas can enrich the process and that it's not a personal affront. Having learnt in an international environment, it's easier to work in an international setting. You become used to accepting different perspectives and there's more understanding as to where ideas come from"

**"YOU DON'T
HAVE TO AGREE
WITH EACH
OTHER."**

Broader network

Kai feels he benefitted from the international environment at NHL Stenden in more ways than just professionally. "I really enjoyed the student life. I got really into sports, particularly fitness, and now have a lot of friends in the fitness world. Whenever I travel, I like to try out the local sport facilities and I've qualified as a fitness instructor now too. It's great that I can be passionate about two such fantastic industries, fitness and hospitality." ■



Mohammed Mostafa,
3rd year student of International Business

Mohammed started his studies at NHL Stenden in Qatar. After meeting some of the Grand Tour students in Qatar and hearing about their time in the Netherlands with so many different nationalities, he decided to join the Grand Tour too. After spending his second year in Leeuwarden, he hopes to go to China during his third year or maybe do a minor subject in Germany or France.

"I initially chose to study there because I knew people studying at NHL Stenden Qatar," says Mohammed. "The international aspect appealed to me but so did the practical approach to learning. It seemed to create a good balance of theory and practice."

Different teaching styles

"There was a huge difference between my first year in Qatar and this past year in the Netherlands. The majority of students in Qatar are from the Middle East, the campus is small and the teachers are very accessible. Their methods are also different as in Qatar, the teachers are more on top of you in terms of deadlines and attendance, almost like parents. The teachers in the

Netherlands are also really friendly and you can always schedule a meeting with them, but there is more responsibility placed on the student. It's up to you how hard you work and how much you do. I have a personal goal in terms of the grades I want to attain and I'm a little competitive, so I want to work hard. I get inspired when friends and fellow students get higher grades – and frustrated if there are people in the group that don't have the same goal. Then it's up to the rest of the group to motivate them."

Laying the career groundwork

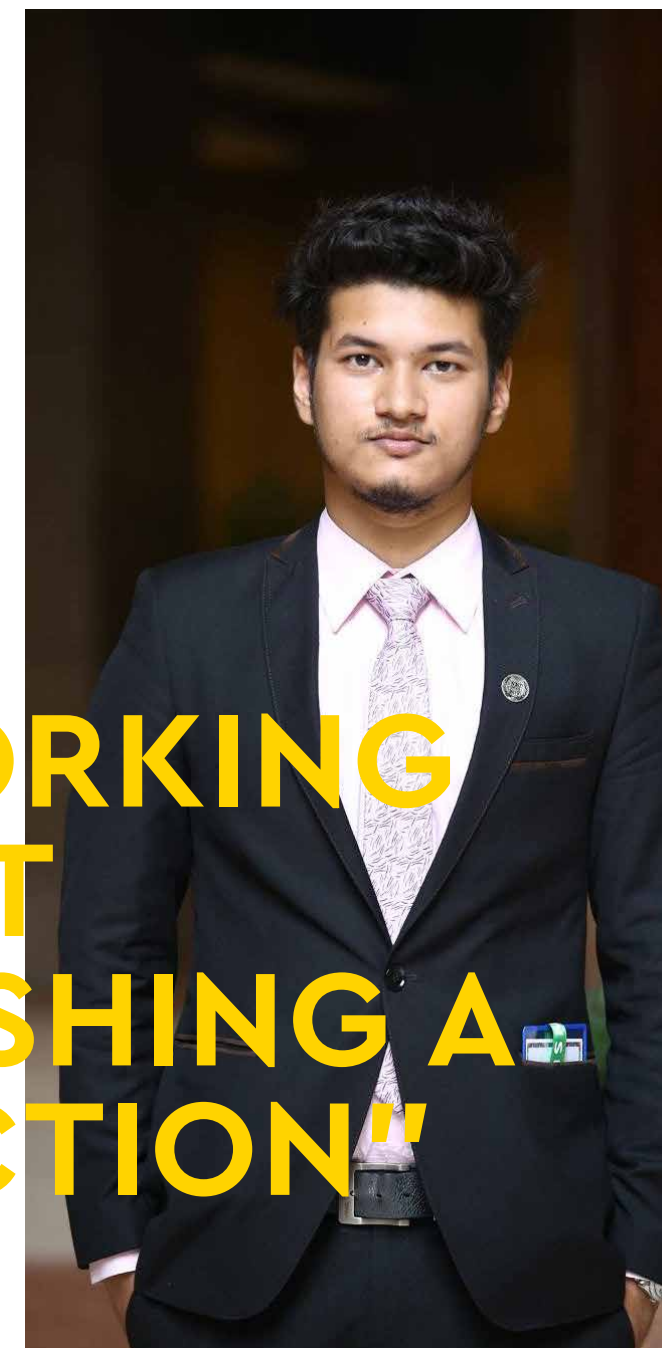
NHL Stenden's international environment makes it a learning experience in itself. The success of a project isn't just dependent on how high a grade the team wants to get, but also on how well they listen to each other "With so many nationalities in a group, we get to hear different ideas and perspectives, and this helps us build better solutions and prototypes. And this in turns benefits our career prospects. For instance, we did a problem-based learning project for a company in Amsterdam where one of NHL Stenden's International Business graduates works. Over the space of two months we learned about the company by interviewing the founders, managers and employees and came up with ideas to solve their recruitment problem. They liked it and actually used some of the ideas, which was good, but what I really learnt most on the project was about networking. The company director told us that in order to build a business, you have to establish a con-

nection with your client. This doesn't just apply to a supplier-customer relationship, it applies to any relationship. You have to have a connection and you have to build on it. I know that in the future, if I'm looking for an internship or a job, the people I've connected to through this project and others will be my first port of call. And they already know what I can do. Personal contact with these companies is an important part of increasing my chances in the job market."

Around the world

Mohammed is planning on seeing much more of the world during his studies: "I think I will either go on Grand Tour with the 'Business in China' module from February 2021 or go on an exchange to Germany or France. I already see myself as a global citizen as I'm learning different languages and dealing with different cultures. If I go to different countries in Europe, I know I'll become even more flexible and adaptable as a person." Mohammed feels this clearly opens up a lot of career opportunities and he already has an idea of where his career will lead him. "I would like to start out back in Qatar. Everyone I know is there and I could work with my father. And after that, Germany and then the US. I am motivated by the prospect of earning very well, but I think it's also important to find a good balance of income, job satisfaction and family." ■

"NETWORKING IS ABOUT ESTABLISHING A CONNECTION"



#3 TEACHING YOU TO TURN IDEAS INTO PRACTICAL SOLUTIONS

At NHL Stenden, we are here to help you prepare for an ever-changing world in which you can reach your maximum potential. One of the ways we do this is through our teaching concept Design-Based Education (DBE).

Design-Based Education (DBE) transforms ideas into practical solutions, often in an international context. You work in small, interdisciplinary groups on assignments from real clients, selecting tasks in ateliers, and then experimenting with and testing solutions in a national and/or international environment, drawing on feedback from fellow students, clients and lecturers to help you evaluate and adapt your solutions. We're convinced this is the best way for you to prepare for your future field of work.

In DBE, particular emphasis is placed on your personal development and with guidance from your personal study coach, you take responsibility for your own learning path. At the start of your studies, you are assigned a study coach to personally guide you through your entire programme. They'll help you think about your personal development, your way of learning, and your future career and help you set your personal learning goals. The plan you put in place to achieve this will be your guide through each academic year and your study coach will support you in following the plan and adjusting the direction if necessary.

At NHL Stenden, we aim to help you put the theory you learn into practice as quickly as possible. We make this process easier by linking you with one of our partner training companies so that you gain practical work experience during your studies. NHL Stenden's extensive network offers you the perfect opportunity for developing your knowledge and personal horizons.

#REASON SON 3 INNOVATIVE EDUCATIONAL CONCEPT



#3

Kyra Bar

3rd year student of Leisure & Events Management

Kyra Bar knew when she was 14 that she wanted to get into events management, to put her organisational skills to use. Being practically minded, she was careful to choose a university of applied sciences that would match her hands-on approach. Now in her third year at NHL Stenden, she considers herself an ambassador for its educational concept.

"Design-Based Education was the biggest selling point for me and it works really well for the Leisure & Event Management programme," says Kyra. "I already had experience working in the events industry, but I didn't want to regret not taking the opportunity to study. What I really didn't want was to sit in a lecture hall with 500 other students listening to someone work their way through a PowerPoint presentation. I wanted a practical approach. I wanted a teacher that would know my name, know what my strengths and weaknesses were and how I needed to improve."

Learning what I need to know

"I love the teaching principle and how it emphasises the personal relationship. The focus is on coaching and supporting the students and because the teachers are watching out for me, I can focus on learning. They're didactical and subject experts that

also share their own practical experience. And they don't teach in straight lines but are flexible. Which is nicer for me as it means I don't get an information overload with huge blocks of theory in a lecture, but they see when they can and need to give particular information. For instance, rather than having a lecture on Michael Porter's Five Forces Model at the beginning of a semester and me wondering when and how I can apply it, it gets introduced at a time when I need it to help analyse a situation. I feel that that means I actually learn how to use it rather than it just staying as a theory in my head."

Interactive support

A major part of NHL Stenden's educational concept is that students also work and learn from each other. "Each group has its own project, but we also hear what other groups are doing. We present our projects to each other and discuss what's happening so that we can support each other. It makes learning very interactive." And it has the added benefit that students get to know each other's way of working better, so they learn to handle different types of team players and management styles – a skill that they will be able to put into practice in any working environment. ■

Feym Akdas

alumni 2011–2015, International Business and Management Studies (IBMS)

Alumni Feym Akdas is a great example of how the NHL Stenden network works when you are proactive. And his natural networking skills are reflected in his current work as team manager in account management, where he of course not only nurtures the relationships with clients but also within his team. He shows how the key to good networking and good client liaison is listening.

"I was offered a job in London just a few months after graduating," recalls Feym. "It was a start-up company and one of the co-founders is a friend of one of my former teachers at IBMS. I came across the post on LinkedIn and as one of my teachers had liked the post and got in touch with him to find out more. He introduced me into the company and that's how I got my first job. It involved helping clients use software that would enable them to be more sustainable and manage their environmental and social footprint. I did the sustainability specialisation at IB (former IBMS) so this was a great match. I was client manager so I trained my clients to use the software, listen to their queries and so on. Even though I'm now working in a different company in a totally different sector, my job still

A departure from theory

This meant learning in a different way to what he was used to at high school which had all been very theoretical. "My degree at NHL Stenden was my first experience with such a practical approach. They eased us into it by combining lectures and classes in the first year and then smaller workgroups in the second year, and I really appreciate that. We used Problem-Based Learning back then [a precursor to Design-Based Education], which taught us to think about problems in the way a company would. In a lecture, you can't put a situation into context so easily. But in the groups, we had to think for ourselves, come up with ideas rather than just being handed the solutions and asked to say what we thought about them. The most important thing NHL Stenden taught me was how to think about something."

Keeping in touch

Another thing Feym learnt was how important staying in touch with relations in the industry is. "My second internship was at Heineken in Amsterdam. I worked with someone who is

now global sustainability director for Coca Cola. We still keep in touch and we meet up when we are both in London. For me, it's now the norm to stay in touch and develop a good relationship with the people I meet professionally. It comes naturally to me, and the international environment at NHL Stenden definitely helped me develop that skill." ■

"NHL Stenden taught me how to think about a problem"

involves making sure clients are getting the most out of their products. Everything I do and everything I've done so far is about listening to the client. Ultimately, you want them to be satisfied and renew their contracts, but the essence of the relationship is being a trusted advisor and seeing the bigger picture. The client has to know you will listen to them, feel that you want to help them, so that they know to call you when they have issues. I learnt this at NHL Stenden, where I got to work on real-life problems during my studies, and by doing internships that put what you learn into context."

#REASON2 #REASON3 #REASON5

LEARNING COMPANIES

Training companies

At NHL Stenden we aim to help you put the theory you learn into practice as quickly as possible.

LeisureLAB

As dynamic as the field of leisure is, so dynamic is the training for leisure managers.

HOTEL

The Hotel is one of NHL Stenden's own training facilities.



Photography: Erikjan Koopmans / Studio Oak.

Other learning companies

- Café Restaurant Stones
- MeetingU
- Media Studio Creative Business
- FutureLab
- LeisureLab

THE MEDIA WORKPLACE

Creative Business students can study and work in our professional media studio equipped with state-of-the-art technology.



MYCONCEPT

Where input is a drawing and output is a 3D product.

#REASON
1 TOP QUALITY
EDUCATION



NHL
STENDEN
SETS THE
STANDARDS.
IT'S UP TO
ME TO MEET
THEM

#REASON
4 EXCELLENT
CAREER
PROSPECTS



I COULD GO
ANYWHERE
WITH THE
SKILLS I'M
LEARNING

#REASON
2 DYNAMIC
GLOBAL
NETWORK



I'VE MADE
CONNECTIONS
WITH COMPANIES
YOU WOULDN'T
NORMALLY HAVE
CONTACT WITH

#REASON
5 GREAT
STUDENT
LIFE



I'M
LEARNING
MUCH MORE
IN PRACTICE
THAN I EVER
COULD FROM
A BOOK

#REASON
3 INNOVATIVE
EDUCATIONAL
CONCEPT



I LEARN
WHAT
I NEED,
WHEN
I NEED IT,
HOW
I NEED IT

#REASON
6 AFFORDABLE
EDUCATION



ALL THE
EXPERIENCE
I GOT MADE MY
DEGREES REAL
VALUE FOR
MONEY

THE MOST IMPORTANT POINTS

OF DESIGN BASED EDUCATION

IN A GLANCE

- Learn from and work on practical problems and projects
- Contribute to meaningful innovations
- Develop your talents
- Widen your perspectives
- Learn in an international context

Design-based thinking

The aim is to get to the bottom of your client's projects and problems. Working in a team, you come up with several solutions to the problem, create a prototype and test it in practice. In short, you learn to design and explore solutions in different phases of design-based thinking.



International Intercultural

By working with students from all over the world, your studies at NHL Stenden prepare you for the international aspects of your career. You learn to look at issues from multiple perspectives, taking into account that people can have different views.

You also get to study in Indonesia (Bali), Qatar, South Africa or Thailand by going on our Grand Tour programme.



SUSTAINABLE EDUCATION

We help you to become an independent professional who is ready to face the future. You are fully equipped to make a positive contribution to society and to achieve this, you work on projects that are crucial to forming a sustainable and fair society.

MULTI DISCIPLINARY COLLABORATION

With this teaching concept you work on solving real problems in what we call ateliers. You do this with other students and professionals and, in some modules, even students from other courses. This helps broaden your knowledge.



PERSONAL LEADERSHIP

With DBE you take your learning process into your own hands. Working with your coach, you get to develop your qualifications and talents and differentiate yourself. Our study programmes offer you a broad range of opportunities to take on different projects and minor subjects.

YOU DON'T GROW WHEN YOU'RE COMFORTABLE



#4 GIVING YOU A SKILL SET FOR A HEAD START

At NHL Stenden, you not only receive regular teaching and tutoring, you also benefit from training in a professional organisation, working on real assignments from external clients and gaining invaluable hands-on experience. The combination of academic and practical/managerial experience not only ensures you gain knowledge, but also that you develop essential skills in your field.

We challenge you to organize your own learning path. Working with your study coach, you set out your learning goals and objectives. Your study coach stays with you throughout your studies, advising you on areas of personal development and helping you take the right steps towards gaining your dream position.

Our graduates have found employment at many renowned companies around the world, including Hilton Worldwide, Sony Music Entertainment, Thomas Cook, Nike, Volkswagen, Google, Spotify and many more. NHL Stenden's Global Industry Network will help you launch your career.

The experience and skills you develop at NHL Stenden are exactly what employers value, so as an NHL Stenden graduate you will be assured of a strong position in the international job market. NHL Stenden graduates use their skills and abilities to assert themselves in a wide variety of industries and some 80% of all alumni find a job within three months of graduation.

#REASON SON 4

EXCELLENT
CAREER
PROSPECTS

#4

Ioana Cojocaru3rd year student of Information Technology

Ioana followed in her uncle's footsteps by leaving Romania to study in the Netherlands. From what he'd told her, she knew that she would enjoy high-quality education but she hadn't expected that the diversity of her programme to provide a foundation that has already puts her well on her way to becoming an IT professional.

"I chose to study at NHL Stenden for a number of reasons," Ioana says. "Because of my uncle, I already knew the Netherlands was a good place to live and study, and that most Dutch people speak English very well, so that was a good selling point. I visited open days at a couple of Dutch universities of applied sciences but it clicked with NHL Stenden. The atmosphere felt right and the people were helpful. Those were enough reasons for me to opt for NHL Stenden."

Learning the ropes

Ioana did her internship in an IT company, where she got the chance to work with Oracle Cloud. Ioana: "I'd never worked with this software before, so I knew it was going to be a real challenge but I figured the worst thing that could happen was that I'd learn something! For the first two months, I didn't really know what I was doing and though the company supervisor was there to help, I wanted to figure things out on my own - that's just how I am. Obviously, I had to ask for help with some things, but it was nice that they gave me a lot of freedom to do what I thought best. This meant I decided to push myself even further and also learn Python, a programming language I didn't yet know how to use. And

why not? I had six months. Besides, Python and Oracle are used in medical research too, so that would expand my career prospects as well."

A boost in confidence

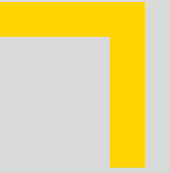
"I've also learned that communication really is a major thing, even for someone in IT. Being able to open up to people and talk more freely, to be able to give presentations and ask for help if you need it is important. I didn't have the nerve to give a presentation when I started my studies, but in the first year we had to take a module in communication. It kind of scared me, but now I see how useful it was. My confidence has gone from 0 to 100 percent in 3 years. The programme and Dutch culture have helped me open up more than I would have in Romania."

Career opportunities aplenty

A confidence boost is just one of the things Ioana got from studying at NHL Stenden. "IT in the Netherlands is pretty well taught," she explains. "The degree doesn't just cover programming, but there's also front-end IT, design, working in teams. We also learn different programming languages and we've covered Photoshop too. With all these skills and possibilities, I could go almost anywhere after graduation and I know I like big companies. But at the moment, I'm actually thinking of doing a master's in artificial intelligence. For my final assignment, I'd like to go back to the IT company I did my internship with. And after that, who knows? I really see myself staying in the Netherlands, I just have to learn Dutch!" ■



I COULD GO
ANYWHERE
WITH THE
SKILLS I'M
LEARNING



TWO PEOPLE
TALKING
ABOUT THEIR
OWN
REASONS



Two students compare which reasons for studying at NHL Stenden they think give them a head start in life.

Matt Polcsik
International Hospitality
Management



Kristof Bleho
International Hospitality
Management

Matt Polcsik & Kristof Bleho are both from Hungary and both study International Hospitality Management at NHL Stenden. But they are at different stages in their lives and in different years of study. They met through the ambassador work they do and now share a house in Leeuwarden.

M: Hi, I'm Matt, and I'm a third-year hospitality student from the west of Hungary. I'm 20 years old and this is my first time studying abroad.

K: My name is Kristof and I've just finished my first year here at NHL Stenden. I'm 28 and this is my second study – I didn't finish my first one. I'm from the middle of Hungary and I first heard of NHL Stenden at the Educatio 2019 fair there. I noticed that the educational concept was way more practical than in Hungary, and that's one of the reasons I decided to study in the Netherlands.

"THE TEACHERS GENUINELY WANT ME TO LEARN AND IMPROVE"

M: It's definitely a different way of teaching and learning here. It was one of the biggest differences for me. I feel like we learn really useful stuff, the things we need. Wine tasting, baking, accountancy; they're all things we're going to use in our line of work.

K: The study coach was also a huge selling point for me. It's a concept we don't have in Hungary and I didn't expect they'd really be someone to help get me through my studies, but there is.

The teachers are very helpful too and genuinely want me to learn and improve. It's simply a higher quality of education than in Hungary.

M: Well sure, unless it's something like engineering, then the standard there is amazing. But when it comes to hospitality... the courses in Hungary just don't have a practical approach. Here it's 70% practical. And NHL Stenden does a good job of reaching out abroad, because I didn't even look at many other universities once I'd talked to NHL Stenden to be honest. And now we're both ambassadors ourselves, trying to make a difference.

K: Absolutely, the ambassadorship helps strengthen my connection with NHL Stenden. And the network with other ambassadors is good: we hear about each other's campaigns, bounce ideas off each other. It's a brand-new experience for me and it's just amazing to be part of this network!

M: For me, it's about that connection we make with future students. It's an amazing feeling to think you're making a difference to someone's life. Besides, it's easy for me to be an ambassador, because I really enjoy student life here and the international network is great.

K: Yes, student life is good here. You get to meet so many people from all over the world.

M: Right! It's so nice to know that, wherever you go, you'll have a friend there. It's like being part of a huge family. The students here do so much for each other, and then there are all the student associations too with all their events.

K: I do feel that the Dutch students tend to spend more time with each other than with the

internationals, though. So, there's a slight gap there. But I think the connection between the Dutchies and the internationals is becoming increasingly better.

"STUDENTS HERE DO SO MUCH FOR EACH OTHER"

M: Maybe that's a first-year thing, and that the internationals may need some time to adapt. In my experience it's not much of an issue from the second year on. How was your first year anyway?

K: My English skills have improved a lot since I got here, because we speak English all the time. And I've become a lot more independent from my parents, keeping tabs on my own finances, getting groceries. It really feels like I've been taking steps towards life with a capital L. What have you learnt so far?

"AS LONG AS YOU HAVE PEOPLE AROUND YOU TO HELP YOU, YOU CAN LEARN"

M: I've really developed on a lot of fronts, personally and professionally. In addition to just gaining knowledge, I've also got better at dealing with people. And working alongside your studies

helps you learn skills like handling finance and planning your time. As long as you have people around you to help you, you can learn skills. I had to ask my mum for help a lot in the first year, but there are also friends, family, colleagues, and students there to help me.

K: I've also learned things both personally and professionally. There are loads of new practical skills I've learnt from working in a hotel, but I use those skills in my private life too. Learning to be more hospitable at home as well, for example. I even got a compliment from a friend the other day, who said I'd become more hospitable and helpful. But it just felt so natural to me.

M: I really think that the things we learn as hospitality students will pay off later. They really try to make us future leaders, pushing us to think for ourselves. And then there are the different things outside school that are helpful as well, like cooking food every Wednesday at the cooking association, or with the wine association, and the Hospitality Network for students. It's all really helping me in becoming a professional.

K: That sounds awesome. For me, there are still things I want to learn. I've signed up for a Dutch language module next year, for instance. I really want to explore Dutch culture more, because I really like it. The bike culture for example, it's just amazing. I love riding my bike and I'll go everywhere by bike, no matter what the weather is like.

M: The first time my friends told me about all the bikes in the Netherlands, I thought they were kidding! I really like the Netherlands as well, but I'm not sure if I will stick around after my studies. I would definitely come back later, though.



THE THINGS WE LEARN AS STUDENTS WILL PAY OFF LATER



K: Another thing that amazes me is that everyone says 'hi' on the streets. If there's eye contact, I'll say 'hi' back.

M: It's very nice of you to greet people! Very hospitable! When I think about it, I've not actually travelled much in the Netherlands. Just city trips to Amsterdam, Utrecht, Rotterdam, Zwolle and Groningen. I'd still like to go to Giethoorn, the windmills, and the tulip fields. Luckily, it's pretty easy to get around here.

"THE BIKE CULTURE IS AMAZING!"

K: Especially if you have a travel card. Then you can travel around really easily. I'd like to see more of the country as well.

M: And the rest of Europe is just as easy to travel to from here. You can simply book something last minute. I found a cheap Airbnb in London once, and just booked on the spot. Convenient and easy.

K: I agree, Europe's not that big, so it's easy to get around.

M: I guess that, all in all I'm just really enjoy putting my life together. Work, study, travelling with friends, the ambassadorship. I really like it and it's working out really nicely.

K: So true, and if I had to give new students advice about studying here, it would be to really take in all the different cultures you encounter. It makes it easier to meet new people and handle different nationalities!

"MY ADVICE? TAKE IN ALL THE DIFFERENT CULTURES YOU ENCOUNTER"

M: Well said! Stay open to new things, definitely. And... don't get stressed. Don't worry about those little things. As a student in the Netherlands, you're already in a lucky position, so relax, just enjoy it, meet new people. ■

explore life

Studying is more than following courses. Besides studying, you are also busy shaping your life: your future. You meet new people, make new friends, you discover what it is like to be independent. You experience other places to live. You discover what it is like to make mistakes, and that making mistakes is okay because then you will learn the most. You push your boundaries, and you might cross them too. You mainly discover what you are good at and what suits you.

You can be sure about one aspect of studying: our 6 reasons. The rest you will discover by yourself. Combined they are your personal path towards a successful future. Explore Life.

#5 DIVERSE, OPEN, SOCIABLE, SO YOU CAN BE YOU

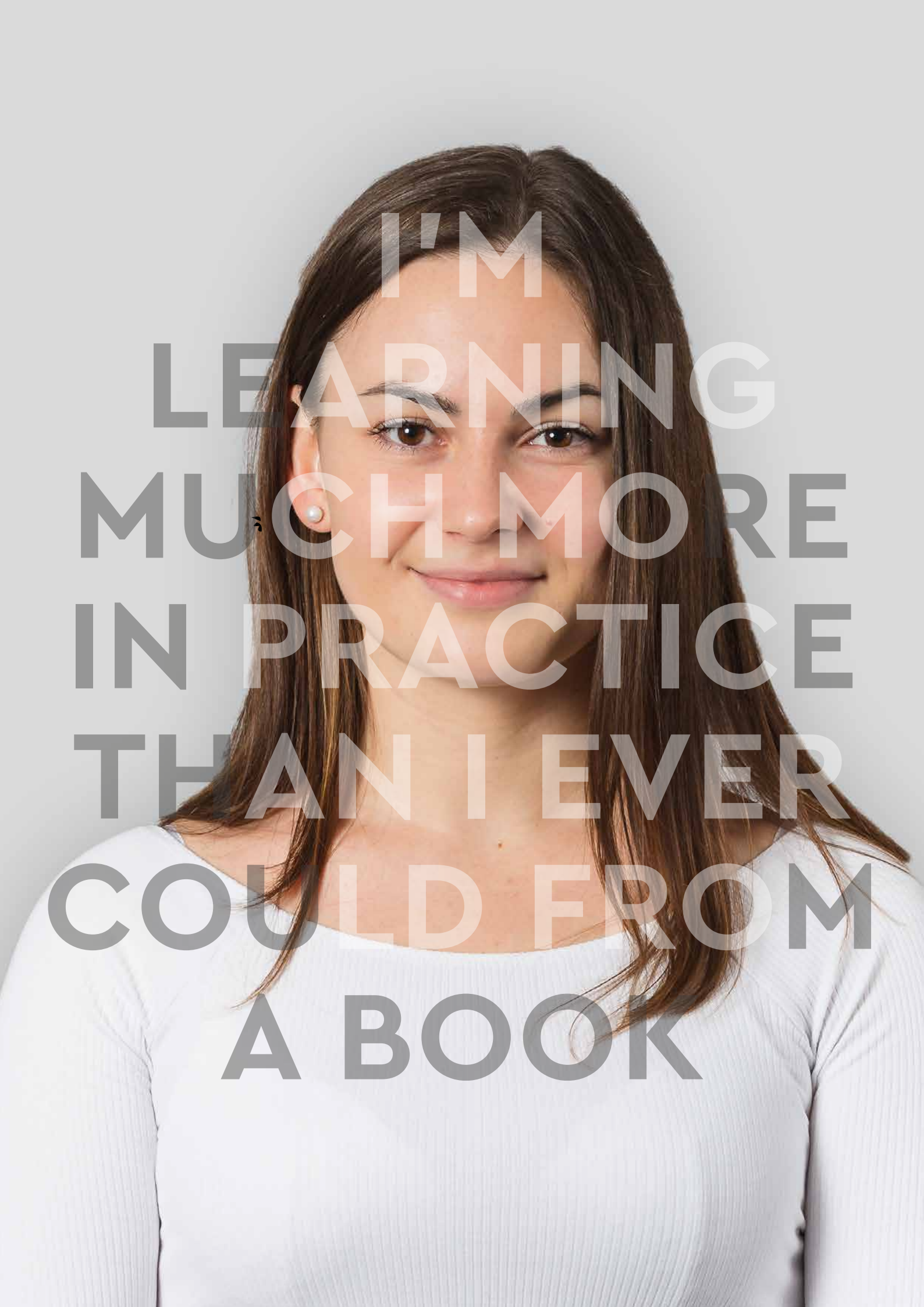
Studying at NHL Stenden is an exciting experience. NHL Stenden is located in the north of the Netherlands and though the campus cities may be relatively small, there is a lot to discover in and around the areas. Everything within each of the cities is easily accessible by bicycle and you can discover the rest of the Netherlands using the well-organized Dutch public transport system.

While studying in the Netherlands, you learn about Dutch culture, cycle your way through the small streets and discover the open mindedness of the Dutch and of course, your fellow students. There are plenty of opportunities to get to know other students, for instance by joining one of the many sports clubs or becoming a member of a student association.

As one of the most international educational institutes in the Netherlands, NHL Stenden has a strong and varied student body with more than 80 nationalities. Within our safe and diverse learning environment, where respect for different views and backgrounds is a shared value, you can feel free to be who you are and develop yourself further. Although you will learn to be independent, lectures and staff are also there for you to support and guide you where needed.

NHL Stenden works continuously to establish a study environment at the campuses that meets the wishes and needs of its students. We believe the best ideas come from an open learning environment and on our campuses, we provide our students with all the facilities they need, starting with a comfortable place to self-study or work together on a group project.

#REA
SON
5
GREAT
STUDENT
LIFE



I'M
LEARNING
MUCH MORE
IN PRACTICE
THAN I EVER
COULD FROM
A BOOK

#5

Réka Toth

2nd year student of Logistics Management

Hungarian student Réka Toth has a clear reason for studying Logistics Management in Emmen: to be able to work in her father's logistics company. Studying in the Netherlands costs about the same as in Hungary and since NHL Stenden has the only Logistics Management programme in Europe, it was an easy decision to move to the Netherlands.

"My goal is to work in my father's logistics company," Réka notes. "Or maybe even take it over some day. I'm already working for my dad's company part time so as to help finance my studies. I work for NHL Stenden on the ambassador programme here and for the logistics programme, so that is another source of income, and then my dad helps out financially."

Hungarian ambassador

Réka takes her ambassadorship for NHL Stenden seriously. She set up a Facebook page, makes vlogs, and helps other Hungarians when they arrive in the Netherlands. "I've always wanted to do these kinds of things, so that's great," she confesses. "It's to the benefit of others and it's helping me become more open and confident. I was asked to help promote the programme, for instance, so I did a webinar the other day and I've been in touch with Italian universities so that their students can finish their degree here as a short track programme. These activities are really good for my cv as they involve so many different skills, such as communication, presenting and time management. And it keeps me busy!"

Rising confidence

"Thanks to the ambassador programme, I've particularly developed my communication skills. I used to be so shy, sitting in a corner, but as an ambassador you have to give presentations and reach out to people. And somehow it means I just keep getting more and more opportunities and that's really good for my career and internships. I'm learning much more through practice than I ever could from a book."

Drawing on resources

Between her studies and her work as an ambassador, Réka does have some time to spare for socialising. "Though, I do need to manage my time better than most students," she admits. But being involved in so many activities does have the added benefit of building your resumé and Réka is only too aware of that. "I think I can be proud of all the things I've done so far and I've also learnt some unexpected skills, like intercultural competency. And the skills we learn are very hands-on. The teachers care about us here and are super helpful. They've all worked in logistics and this makes the quality of education better. Plus we have access to great resources. The buildings are modern, with spacious study landscapes, charging facilities, a good library, laptop borrowing facilities and, best of all, 3D printing." ■

WHAT ABOUT STUDENT HOUSING

HOUSING

Once you've found the perfect degree and signed up to study at NHL Stenden, then it's time to focus on moving to the Netherlands and finding a room or apartment.

Thanks to social media, finding a suitable and affordable room while still located overseas has become way easier. Simply check it out and find your new home in the Netherlands!

Helpful groups and websites:

Facebook groups

- Leeuwarden Housing Market
- Garagesale Emmen
- Housing/Room Meppel
- Free Housing Announcements in Groningen (Group for students)



Additional websites:

- kamers.nl
- rooming.nl
- studentstay.roomeo.com

We strongly advise you start looking for a room or apartment as soon as possible. For further information on housing, check out our website.

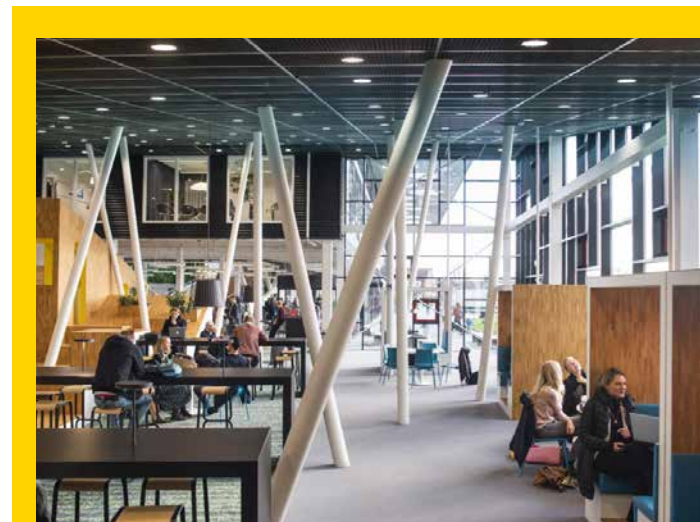
Rent in the north of the Netherlands can vary depending on the type, the size and the location. A room in a shared apartment is usually between €300 and €400, while a small apartment can cost some €500. Again, it's important to check which costs are included in the total rent.

**VISIT OUR OPEN DAYS!
YOU COULD STRIKE LUCKY AND GET
TO TAKE OVER A STUDENT'S OLD
ROOM OR FURNITURE**



FACILITIES

We know, that studying internationally is an exciting new experience, so we offer additional support to our international students.



Study landscape

NHL Stenden has a large study landscape in which you can study either alone or with friends and fellow students, and you can either bring along your own laptop or use one of the computers onsite. If you prefer to study or brainstorm with a group in peace and quiet, try one of our study rooms. And of course, wifi is available throughout all NHL Stenden campuses.

**THERE ARE MANY
PLACES TO ENJOY
DELICIOUS NATIONAL AND
INTERNATIONAL SNACKS
AT NHL STENDEN**



In our canteen, Hotel Management students prepare international meals based on Asian, European and African cuisines, and as we care about the planet, we offer sustainable catering and use as many organic ingredients as possible. The canteen is the perfect place to take a break with your fellow students and enjoy your favourite food or beverage.

Sports

In Leeuwarden
studentensportleeuwarden.nl

In Emmen
Check hbo-sport.nl to find out more.

In Meppel
'Fitland' fitness centre.
Find out more on hbo-sport.nl.

Student Info and CSA

Staff at our Central Student Administration (CSA) office help you prepare for your studies in the Netherlands, support you on arrival and help see you through time at NHL Stenden.

CAFETERIAS

#REASON SON

6 AFFORDABLE EDUCATION

#6 SO YOU CAN GET THE MOST OUT OF YOUR STUDIES

As in many areas of life, money plays a big role in choosing what and where to study. Investing in a top-rated international degree is definitely a worthwhile investment and at NHL Stenden, you get high-quality and affordable education. Tuition fees will differ from one student to the next, but compared to other well-known international study destinations, Dutch fees are surprisingly low.

Our campuses are located in student cities where both housing and the cost of living are still affordable. NHL Stenden has partners that can help you find short-term or long-term accommodation, and there are numerous private landlords who rent out cosy (gezellig!) rooms, studios or apartments.

Meeting up with your friends is an inherent part of student life and there are plenty of bars, cafés, restaurants, cinemas and other amenities where you can go. Many offer special student discounts but they can also be a great place for a part-time job!

Add to all this the personal attention, the international environment and the practical experience you get at NHL Stenden, and we're confident you'll recognise the value-for-money your study will have. Studying at NHL Stenden isn't just a great learning experience, it's a sound investment.

The Netherlands has an excellent transport infrastructure and the student travel card means exploring the local area and going further afield is easy and more than do-able. Go on a day trip to Amsterdam, rent a boat in the scenic, canal town of Giethoorn, sail on the Frisian lakes or explore the many museums the Netherlands has to offer. There's plenty to do and all possible within a student budget.



#6

Chaman Preet Singh

Alumni 2014–2018 of International Hospitality Management and 2018–2019
MA International Hospitality and Service Management

Chaman Preet Singh just couldn't get enough of NHL Stenden and stayed on after his bachelor's to do a master's in International Hospitality and Service Management. Yet Chaman isn't working in the hospitality industry at all. He's living proof that a degree in hospitality management has great value in other fields as well.

"I really wanted to do hospitality management," Chaman says. "My grandad is a hotelier, my father a chef. But there wasn't a bachelor's degree in hospitality in Italy, so it became quickly obvious that this was a great excuse to do an international course. It was my mother who suggested the Netherlands, I hadn't even considered it and had no idea of the level of education here."

Getting the same for less

It was a huge selling point for Chaman when he found out that the Dutch hospitality courses were more affordable. "The programme that's offered is actually similar to the more expensive ones in other countries. It really is a high-quality programme, and this definitely gives NHL Stenden an advantage over other institutes. The cost of living is reasonable too. Compared to Rome, the prices are kind of similar for food and going out, but I got really lucky with my accommodation and got it really cheap. I worked as a waiter in a pizza restaurant and for NHL Stenden's marketing department every so often. And I was a

student ambassador and did an internship in the marketing department. All in all, quite a lot of work experience that helped make my degrees real value for money."

A practical programme

"The programme itself included everything I had expected: gastronomy, wine management and management in general. It was all very practical. We also had to develop an idea for a company and pitch it to them. You know, it takes a lot of confidence to present your own ideas to a professional company. That's a learning curve in itself!"

More than hotels

Over the course of his studies, Chaman realised that the programme wasn't just about running hotels. "You can use these skills in any kind of work that involves dealing with people. It's good for marketing, for HR and for sales, for instance, like in the work I am now doing in lead development for a cyber security company. I really like my job. It's fun. I think that would be my advice to new students: do what makes you happy. You're going to be investing time and money in your studies so make sure you enjoy it!" ■

6 REASONS WHY YOU

SHOULD MOST DEFINITELY
- WITHOUT A DOUBT -
COME STUDY AT

NHL STENDEN

#REASON 4
EXCELLENT
CAREER
PROSPECTS

#REASON 6
AFFORDABLE
EDUCATION

#REASON 3
INNOVATIVE
EDUCATIONAL
CONCEPT

#REASON 1
TOP QUALITY
EDUCATION

#REASON 5
GREAT
STUDENT
LIFE

#REASON 2
DYNAMIC
GLOBAL
NETWORK

FACTS & FIGURES

HOLLAND AS A STUDY DESTINATION

Advantages of studying in Holland

- Often unlimited number of places on a course
- International study environment
- Large selection of English-language degree programmes
- Practical
- Intensive study support
- Expanding and perfecting foreign languages
- Favourable study abroad
- Very good financing possibilities



English as second language

Did you know that more than 86% of the Dutch speak English at a higher level? In the Netherlands, children are surrounded by films, songs and texts in English from an early age, which is why so many people speak English. And why there's no need to worry if you do not speak Dutch – yet.

Great study environment

In the Netherlands, students and lecturers have a fairly informal relationship demonstrated by their relaxed style of communication and the fact that students usually call their lecturers by their first name. At NHL Stenden, lecturers emphasise personal support since they regard their students as their customers and themselves as service providers. This exceptional personal support encourages students to perform at top level and nurture their individual talents.

DID YOU KNOW...

- 1 ...that the average Dutch person eats 14.3 kilos of cheese per year?
- 2 ...that 500 million kilos of cheese is exported each year?
- 3 ...that St Nicholas Eve on 5 December is the number one traditional holiday in the Netherlands?
- 4 ...that Dutch people cycle an average of 2.5 km a day and 900 km a year?
- 5 ...that no other country in the world consumes more liquorice than the Netherlands (with an average of 32 million kilos per year)?
- 6 ...that the tallest people in the world live in the Netherlands? On average, men are 184 cm tall and women 170 cm.

Bikes as far as the eye can see

In the Netherlands, your "fiets" will soon become your best friend. Bikes are probably the most important mean of transportation and statistically, there are actually more bikes than people in the Netherlands. There's a great infrastructure with endless cycle paths and traffic lights only for bikes that means you can get around quickly. And as the Netherlands is as flat as a pancake, biking is simply enjoyable.

THE COLOUR ORANGE OR 'ORANJE BOVEN'

The Netherlands is a parliamentary monarchy, in which the House of Orange with King Willem Alexander, plays a large part. The royal family and national traditions are generally well-loved by the Dutch, which is why the colour orange has grown to not only symbolize the country but also signify national pride. Once a year, on 27 April, the Dutch celebrate the King's birthday in a national holiday called "Koningsdag." It's common on King's Day to dress up in orange and celebrate this cheerful day out on the streets. By the way, the same happens when the Dutch national soccer team plays a European or World Cup game.

PROGRAMMES ENGLISH-TAUGHT

ASSOCIATE PROGRAMMES (2 YEARS)

Deg	study	level	study type	location	language	start
Ad	International Hospitality Management	Associate degree	Full-time	Leeuwarden, Emmen	English	Sept
Ad	Leisure & Events Management	Associate degree	Full-time	Leeuwarden	English	Feb, Sept

BACHELOR PROGRAMMES

Deg	study	level	study type	location	language	start
BSc	Business Administration	Bachelor	Full-time	Leeuwarden	English	Sept
BA	Creative Business, Media Management ¹	Bachelor	Full-time	Leeuwarden	English	Feb, Sept
BSc	Information Technology (IT)	Bachelor	Full-time	Emmen	English	Sept
BBA	International Business	Bachelor	Full-time	Leeuwarden	English	Feb, Sept
BA	International Hospitality Management ¹	Bachelor	Full-time	Leeuwarden	English	Feb, Sept
BSc	International Logistics Management	Bachelor	Full-time	Emmen	English	Sept
BEd	International Teacher Education Primary Schools	Bachelor	Full-time	Meppel	English	Sept
BEd	International Teacher Education Secondary Schools	Bachelor	Full-time	Groningen	English	Sept
BA	Leisure & Events Management	Bachelor	Full-time	Leeuwarden	English	Feb, Sept
BSC	Marketing Management	Bachelor	Full-time	Emmen	English	Sept
BA	Tourism Management ¹	Bachelor	Full-time	Leeuwarden	English	Feb, Sept

¹ NHL Stenden offers 3-year tracks for several of its regular programmes.

MASTER PROGRAMMES

Deg	study	level	study type	location	language	start
MA	Content & Media Strategy	Master	Full-time	Leeuwarden	English	Sept
MA	International Hospitality and Service Management	Master	Full/PT	Leeuwarden	English	Sept
MA	International Leisure, Tourism & Events Management	Master	Full-time	Leeuwarden	English	Sept

CERTIFICATE COURSE

Course	level	study type	location	language	start
English Language Course (18 weeks)	Certificate course ²	Full-time	Leeuwarden	English	Feb, Sept
English Language Course (36 weeks)	Certificate course ²	Full-time	Leeuwarden	English	Feb, Sept
Pre-Master's Programme (18 weeks)	Certificate course ²	Full-time	Leeuwarden	English	Feb

² Please note that, on completion of a certificate course, you will not receive a full degree.

LANGUAGE REQUIREMENTS

International students need to provide an official English-language certificate. NHL Stenden accepts the IELTS and TOEFL official language tests and the Cambridge Certificate of Proficiency in English. Exceptions are made for students who have had English as their teaching language during their preparatory education. The language requirements for EEA students are the same as for Dutch students. Please check our website for up-to-date language requirements.

ACADEMIC REQUIREMENTS FOR BACHELOR PROGRAMMES

- Academic IELTS 6.0 (with a minimum of 5.0 for each skill), TOEFL 550 (paper-based), 213 (computer-based) and 80 (internet-based), Cambridge ESOL score FCE-C (169, or higher). IELTS and TOEFL certificates are valid for 2 years. Cambridge certificates are valid indefinitely
- International Baccalaureate (IB) Diploma or European Baccalaureate Diploma
- High School diploma from an accredited institution
- Four GCSE/GCE 'O' level passes (final grade A, B or C) and two 'AS' level passes
These six passes combined must all be in different subjects
- Associate, bachelor's or master's degree

ACADEMIC REQUIREMENTS FOR MASTER PROGRAMMES

- Academic IELTS 6.0 (with a minimum of 5.0 for each skill), TOEFL 550 (paper-based), 213 (computer-based) and 80 (internet-based), Cambridge ESOL score FCE-C (169, or higher)
- Bachelor's or master's degree

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