

MBA

MBA Hotel & Tourism Management

Maastricht

1 year MBA Program



HOGESCHOOL ●●● ZUYD



Maastricht Hotel Management School

Maastricht

Maastricht Hotel Management School

Maastricht Hotel Management School was founded in 1950 by local hotel companies, and gradually evolved into one of Europe's top-ranking hotel schools. Over the past half century, Maastricht Hotel Management School has obtained a solid reputation thanks to its broad network of contacts with international companies and hotel chains – many of which employ the school's former students.

Maastricht Hotel Management School provides first-class education for a career in the Hotel and Tourism sector – the fastest growing industry in the world. The school's Bachelor and Master programs are aimed at students at the start of their career, as well as at hotel and tourism professionals preparing for moving onward to a position in higher management. All programs share the same interdisciplinary approach, based upon the "Problem Based Learning"–method, that has been designed for training those skills that have become characteristic for Maastricht graduates: independence, creativity and flexibility.

The hotel school is located in Bethlehem Castle, an idyllic medieval castle on a quiet campus just north of Maastricht. This historical environment – the oldest parts of the castle go as far back as to 1153 – contrasts with up-to-date training facilities. The school of course has an excellent restaurant, student housing and even an on-campus 9-hole golf course.

Maastricht graduates can be found in senior management positions in the greater hotels and tourism related companies all over the world. Besides, the hospitality background of former hotel school students has become more and more valued in other areas of economic life, and many of them have made a career also in management consultancies, and in marketing, sales, or HR positions in companies which are not directly linked to tourism.

Maastricht Hotel Management School is part of the University of Professional Education "Zuyd", which besides the Hotel School has prestigious schools in different professional fields in the larger cities of southern Limburg, such as the Theatre Academy, the Fine Art Academy and the Music Academy (Maastricht), the Business School (Sittard) or the School for Communication and Multimedia Design (Heerlen).





*"Maastricht Hotel Management School, being one of the oldest public Hospitality Management Schools in Europe, has always marked the path of educational innovation for the hospitality industry. The **Accor Hotel Group** has had a long lasting partnership with Maastricht Hotel Management School for more than 25 years. The MBA Hotel and Tourism Management is the first MBA in this field in northern Europe, and its approach focuses on the most important competencies of today's hospitality industry: guest-orientation, international management skills and flexibility."*

Mr. Gilles Honegger

Executive Director Human Resources
Accor Group, Paris, France

Mr. Cees van der Klip

Dean
University of Professional Education ZUYD
Maastricht Hotel Management School

MBA Hotel and Tourism Management



The MBA Hotel and Tourism Management has been designed for experienced professionals as well as promising graduates in Hotel Management, Business Studies and adjacent disciplines, who seek a thorough business education backed by prestigious European institutes and with a clear focus on the application of management theories in the hospitality industry.



The MBA Hotel and Tourism Management has an international focus and its students are recruited from all over the world. Reflecting on your own performance as a manager and sharing your experiences with professionals with a different cultural background are essential parts of the learning process.

As an MBA student, you will attend classes taught by faculty of Maastricht Hotel Management School and Universiteit Maastricht, by specialists from other renowned Tourism and Hotel Schools in the Netherlands, from our international partner schools, and of course by guest lecturers from the hospitality industry. While being part of an international student team, you will become an expert in hospitality management, with a special awareness of the practical implications of management decisions.

The program requires a high level of commitment and perseverance and will give the participants a chance to develop their managerial and leadership skills to the utmost. Courses will be conducted in seminar format with extensive use of case studies and analyses, business simulation games, group work and individual presentations. The program is conducted entirely in English and starts every year in September.



1 year MBA program

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Curriculum Structure

The program consists of three main blocks of courses: Core, Advanced and Specialization Courses. The Core Courses deal with typical management focus subjects and management functions. The Advanced Courses look at specific hospitality management issues and subjects. The Specialization Courses focus on specific aspects of managing hotel or tourist companies.

Consultancy Project

The last segment of the program is dedicated to research: preferably, the student will work as a consultant on a real-life business problem. MBA-students work on research assignments that are provided by international hotel companies and tourist organizations, such as Accor, Disneyland Paris, ICCA, Hilton, Radisson SAS or governmental institutions.

Part-time program

The MBA Hotel and Tourism Management has a modular structure and can be completed in twelve months, when followed on a full-time basis. Part-time students follow a path of selected modules, which they can accumulate in 2-4 years until completing the MBA-program. MBA-modules can also be followed as separate postgraduate courses, leading to a postgraduate certificate. Attending an MBA-module requires 4 to 8 days of on-campus presence.

Internships

With an intensive traineeship network that covers the five continents, our specialized Traineeship Department is dedicated to matching our students' educational needs with the specific characteristics of each company.

International Exchanges

MBA students can apply for exchange programs with South-East Missouri State University (USA), or with Ashcroft International Business School at APU University (Cambridge, UK).





MBA Hotel & Tourism Management Maastricht

Core Courses

(SEPTEMBER-NOVEMBER)

- Business Strategy
- Managerial Accounting
- Marketing
- Organizational Behavior & Leadership
- International Management
- Financial Management for the Hospitality Industry
- Managerial Economics
- Recent Developments in the World of Hospitality & Tourism

Advanced Courses

(DECEMBER-MAY)

- Hotel Operations Management
- Hospitality Service Marketing
- Advanced Financial Management
- Quality Management
- Doing Business in Europe

Specialization Courses in Hotel & Tourism Management

(THROUGHOUT THE YEAR)

- Intercultural Management
- Sustainable Development
- Property Management
- Special Topics
- Personal Development & Self Awareness
- Communication & Corporate Culture
- The Art & Craft of Research
- Hospitality Leadership Strategies

Consultancy Project

(MAY-SEPTEMBER)

Some of our guest lecturers:

Hugo Boon van Ostade	HR Management (CENTER PARCS)
Ton van Egmond MA	Sustainable Tourism (BREDA UNIVERSITY OF PROFESSIONAL EDUCATION NHTV)
Daniela Freund de Klumbis	Design Hotels (ESADE ST. IGNASI BARCELONA)
Walter Junger	Quality Management (RITZ CARLTON BERLIN)
Dr. Daniel Kennedy MBA	Marketing (KENNEDY GMBH)
Dr. Antonis Klidas	Intercultural Communication (UNIVERSITY OF TILBURG)
Prof. Frank Lekanne Deprez	HR Management (KPMG CONSULTANTS)
Prof. dr. Laurie Mullins	HR Management (UNIVERSITY OF PORTSMOUTH)
Toon Naber	Hotel Management (HOTEL KAREL V UTRECHT)
Jos Nijenhuis	Tourism Management (FOX VAKANTIES)
Robert Perry	Leadership and Motivation (PERRY CONSULTANTS)
Henrik Reimers	Revenue Management (RADISSON SAS)
Piet Stut	Casino Management (HOLLAND CASINO)
Robert Teulings	Hotel Management (NH HOTELS)
Prof. dr. Paul Verluyten	Intercultural Communication (UNIVERSITY OF ANTWERP)
Prof. Nico Visser	Sustainable Tourism (TUI/BREDA UNIVERSITY OF PROFESSIONAL EDUCATION NHTV)
Prof. dr. P. Zuurbier	Communications Management (UNIVERSITY OF WAGENINGEN)
Jan Zweekhorst MA FB	Investment Analysis (GOVERS ACCOUNTANTS)



a European city Maastricht

Maastricht is the southernmost city of the Netherlands, capital of the province of Limburg which extends deep southward into Germany and Belgium. A crossroads of cultures, nations and languages, the city has attracted tourists since the beginning of the twentieth century. Not only its geographic location gives this city its distinctive character, but also the very tangible historical origins of its city center and especially its life-style, which makes Maastricht an outpost of southern style in Europe's north-west.

Maastricht is proud of its elegant chateau-hotels and stylish hotel concepts, its vineyards, its outstanding gastronomy and its exclusive restaurants; it is no wonder that when the Dutch think of hospitality and studying hotel management, our city and its top ranking hotel school comes to their mind.

History, Hospitality and International Flavor

Maastricht was founded by the Romans on a strategic crossroads of traffic routes and the Meuse river. This oldest city in the Netherlands is today one of the country's preferred student cities. Its life style and the concentration of bars and restaurants in the historic center give this city an atmosphere which is atypical for the northern half of Europe.

Foreign influences and traditional cultural exchanges have left Maastricht with a distinct international character. More than 60 multinational companies have chosen Limburg as a site for their European subsidiaries. Maastricht is also home to several renowned international institutions.

Maastricht has continued to be both a crossroads for travelers and a place where travels are sometimes terminated. Belgium and Germany are both literally a bike ride away from the city center. The city is also an ideal starting place for excursions to major European cities such as Amsterdam, Cologne, Brussels or even Paris.

Maastricht now and then

The history of Maastricht goes back to approximately 50 B.C., when the Romans built a settlement by the main road, near a ford in the river. The city's name is derived from the Latin name Mosae Trajectum, the site where the river Meuse (Maas) could be crossed.

Maastricht had to withstand many sieges. Dutch, Spanish and French armies frequently attacked Maastricht, since the Meuse crossing made it an important town strategically. In 1795 the occupying French forces took drastic measures, making Maastricht the capital of a French province. After Napoleon's defeat at Waterloo, Belgium and the Netherlands became a united kingdom. In 1839 the two countries went their own separate ways. Maastricht remained a Dutch city.

In 1991, Maastricht gained international fame as the host of the European Summit where the Treaty of Maastricht was adopted as the formal foundation of the European Union.

INTERNATIONAL AIRPORTS:

Maastricht-Aachen Airport
Brussels Zaventem Airport
Amsterdam Schiphol Airport
Flughafen Düsseldorf International (109 kms.)

DISTANCES TO MAJOR EUROPEAN CITIES:

Paris → 395 kms.
Amsterdam → 207 kms.
Brussels → 112 kms.
Cologne → 104 kms.
Luxembourg → 197 kms.

Admission Procedure and Practical Matters

MBA Hotel & Tourism Management Maastricht

Application Criteria and Procedure

Our objective is to admit talented and motivated applicants with at least three years of working experience and who want to deepen and broaden their business and economic insights. Applicants must hold at least a Bachelor degree from a recognized college or university, although in some instances admission may be offered to highly qualified candidates with equivalent professional qualifications. To be considered for a place in the program, candidates must complete, sign and return the application forms enclosing the copies of degrees and transcripts, the application essays, the GMAT score report, two passport photos, at least two letters of recommendation, proof of English proficiency (TOEFL 550 —213 computer-based— or corresponding standard on an alternative test) and the non-refundable application fee of € 150,-. Deadline for application is May 1.

Work experience is an essential requirement. Doing an MBA means reflecting upon your own performance as a manager, and sharing your experiences with other professionals. This experience can either be in the hospitality industry or in an adjacent sector. The program is open to so-called “career-switchers” with a background in a related field, such as Finance, Marketing, Retail or IT.

Applications for admission are processed on a continuous basis in order of receipt. Candidates are requested to follow the detailed instructions on the application form.

Financial Matters

The tuition fee of the MBA program is € 15.000. This fee is excluding the costs for books and study materials (approximately €1.000,-), accommodation, travel and other incidental costs. The tuition fee has to be paid in full before the start of the program.

We advise you to do the planning of your finances early to give you the opportunity to explore the widest range of funding sources available. The majority of students on the program finance their studies through various sources including bank loans, scholarships, personal savings and family contributions. It is important to investigate all scholarships and loan scheme opportunities and to be aware of the specific deadlines as many scholarships are awarded up to one year in advance.

NUFFIC Fellowships

International students who have been admitted to the MBA Hotel and Tourism Management Maastricht can apply for financial support by Nuffic. For detailed information please refer to the Nuffic website (www.nuffic.nl) or contact the local Dutch Embassy.

Immigration

Depending on their country of origin, some students will need a student visa before travelling to the Netherlands (please refer to www.mobstacles.nl for information on immigration requirements). In these cases, Maastricht Hotel Management School will apply for a visa through the so-called “shortened procedure”. We do not recommend our students to apply for these visa individually, since this will take considerably more time.

Maastricht Graduates around the World



At Maastricht Hotel Management School, we prepare our students for positions in the international hospitality industry. Many of our former students have obtained prestigious positions, such as:

- Kees Aerts** General Manager Breezes Costa Verde & Director of Operations SuperClubs Cuba
- Lidwien Appels** Training Manager, Sefhapane Lodge, Zuid-Afrika
- Claire Brans-Hilbrand** Catering and Conference Service Manager, Ritz-Carlton Battery Park, New York USA
- Gerard van Grinsven** GM Ritz-Carlton Dearborn Michigan USA
- Koos Klein** President Hilton International Asia-Pacific, Singapore
- Paula de Man** Guest Relations Manager, Holland America Line
- Henk Meyknecht** GM Omni Saigon Hotel, Vietnam
- Jos Neijenhuis** Director/owner Fox Vakanties, the Netherlands
- Camille Oostwegel** Director/owner HotelChâteaux & Restaurants
- Adriaan Radder** GM Ritz-Carlton Pentagon City, USA
- Caroline Receveur** GM NH Leeuwenhorst Hotel, the Netherlands, Young Hotelier of the World IH&RA Award
- Jeroen Vaassen** Complexing Revenue Manager for Hotel María Cristina, San Sebastián and Sheraton Bilbao Hotel, Spain
- Bart Jan Wijsman** General Director New York Pizza, the Netherlands



Ms. Fulya Wolken
(AACHEN, GERMANY)

"The MBA program encompasses an integrity of diversely experienced international group members and excellent content of different lectures. Throughout the whole course, the opportunity of exchanging experiences with other students and the research studies have encouraged me to discover my passion, capabilities and strengths in different subjects."



Ms. Zahra Alidina
(TORONTO, CANADA)

"The teaching methods allow one to not only apply concepts learned but to think quickly 'on their feet'. I believe that candidates graduating from the program are better equipped to be today's managers in both the Hotel and Tourism sector as well as other service related industries."



Mr. Peter Bastiaans
(VIENNA, AUSTRIA)

"The international network of Maastricht Hotel Management School will facilitate a transition from the perspective of theory to professional life. Through the MBA program I have obtained international contacts with other students. With these contacts comes the opportunity to exchange experiences and perspectives on international hospitality management."



Mr. Dongbo Lu
(CHANGCHUN, PR CHINA)

"I thank Maastricht Hotel Management School for offering such an interesting program. After the MBA course, I feel confident to continue my career in an international organization."

www.mbahotel tourism.com

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