

Stenden magazine

INFOZINE
ABOUT
STUDYING
AT STENDEN



Stenden

University of
Applied Sciences



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great about
The Netherlands



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opportunities!



2013-2014

A warm welcome to international students



The world around us is constantly in motion. As a student, you can have the world at your feet, with endless possibilities and few frontiers. After graduation, you are increasingly likely to find yourself in an international and intercultural working environment. It's an environment that needs open-minded, enterprising and goal-oriented people; young, enthusiastic professionals who have not only mastered their field but are also able to move within it. In the dynamic, value-driven and internationally-oriented environment of Stenden, students can develop into global citizens, gaining new impressions, broadening their horizons and getting to know different cultures.

Stenden University of Applied Sciences offers a world of opportunities, both literally and metaphorically. To properly prepare for a role in society, study and learning are of course essential, but more is needed in order to really make a difference. By constantly linking theory to practice, we help students develop skills which will later serve them well. And by working in small groups, students are able to hone additional qualities essential for success in their future working environment. Each degree programme is a world unto itself, a voyage of discovery. It's a quest to find personal limits in which students take important and exciting steps. Personal attention and direct contact with our lecturers are key to guiding students on their journey. What's more, Stenden offers endless choices, both far away and near at hand, including the Grand Tour programme in which students follow part of their course at one of our locations abroad.

Stenden: personal, accessible, safe and hospitable.

Preface



JOIN THE COSMOPOLITAN WORLD OF STENDEN

Welcome to the cosmopolitan world of Stenden higher education, a world with you at its centre. Our values are simultaneously international, regional and local. We are academic, but we also have strong links to the professional field. We are dedicated to acquiring knowledge and to applying the results of our research. We are a university, but not just any university – we are Stenden University of Applied Sciences.

Our goal is to prepare effective international managers for leadership responsibilities in a complex multicultural world and a fast changing market place. As a student, you naturally want to secure your future and be able to function well in a rapidly changing world, both professionally and personally. Obviously it's important that you can find a good job, while also being able to do something you like. We can give you the all-round skills to make that ambition a reality.

Stenden is positioned right in the heart of Europe with a presence on two other continents, and we are open to the whole world. The university, our campus sites abroad, our degree programmes and the students themselves are all wholly international.

We currently have almost 11,000 students of 85 different nationalities studying at Stenden. We are proud of this fact and consider it to be of fundamental importance. An international environment broadens your horizons and helps you to get to know other cultures. This is indispensable for a future high-level career. At Stenden, you will find the right conditions to develop yourself fully, equipping you to survive and thrive in a rapidly changing world.

We hope that we will soon be able to meet you and say "Hello! Welcome to Stenden."

KLAAS-WYBO VAN DER HOEK
STENDEN EXECUTIVE BOARD

Stenden magazine

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The attraction of the Netherlands

International by definition

International trade has been the cornerstone of the Dutch economy since the 17th century, and the economy remains particularly open and internationally-oriented to this day. Located in the delta where several major European rivers flow into the North Sea, Holland was ideally situated to become a centre of trade and transport. Today, Rotterdam is Europe's largest seaport and Amsterdam Airport Schiphol one of its main airports. The Netherlands is one of the world's top ten biggest exporting nations and logistics and distribution are key strengths in an economy rated as the 16th largest in the world, yet in a country of only 16 million people. Besides major home-grown multinationals, the country boasts the main European distribution centres and EMEA offices of an array of major international companies – all of which offer attractive internship opportunities. As well as being a hub for European and intercontinental travel, the Netherlands benefits from dense and efficient road and rail networks. This, combined with the fact that the country is little more than 300km long from north to south and 250km wide from east to west, makes it easy to get around.



Open and diverse

The Netherlands has long been open to people of non-Dutch origin, historically attracted by freedom of thought and religion as well as by commerce. Today it is home to over 190 different nationalities. This cultural diversity has made it a place where knowledge, ideas and cultures from all over the world come together. Another distinctive characteristic of the Dutch is their openness in personal interaction and their direct manner of acting and speaking. Dutch society is relatively non-hierarchical, with for example, teachers tending to be very accessible and true interlocutors for their students – which can help students really get the most out of their studies. Holland is also a safe country by international standards, with low levels of violence and street crime.



“The amazing international environment and the friendly people made it very easy to settle.”
AYUDH BHATTARAI, NEPAL

The colour orange

The Netherlands is a constitutional monarchy, in which the House of Orange, currently headed by Queen Beatrix, plays a largely symbolic role. There is great public enthusiasm for the traditions associated with the monarchy, such as Queen's Day on 30 April, when the whole country takes to the streets decked out in orange for a gigantic party. Much the same is true when the national football team does well, such as during the 2010 FIFA World Cup.



Besotted with bikes

When we talk about transport, we cannot fail to mention bikes. The Netherlands has significantly more bikes than people (work that one out!), with thousands of kilometres of dedicated cycle lanes and traffic lights just for cyclists. Given this infrastructure and the fact that the bulk of the country is as flat as a pancake (also a local specialty), bikes are the ideal way to get around over short distances, such as in a student town. And of course they're good for keeping in shape and are eco-friendly.



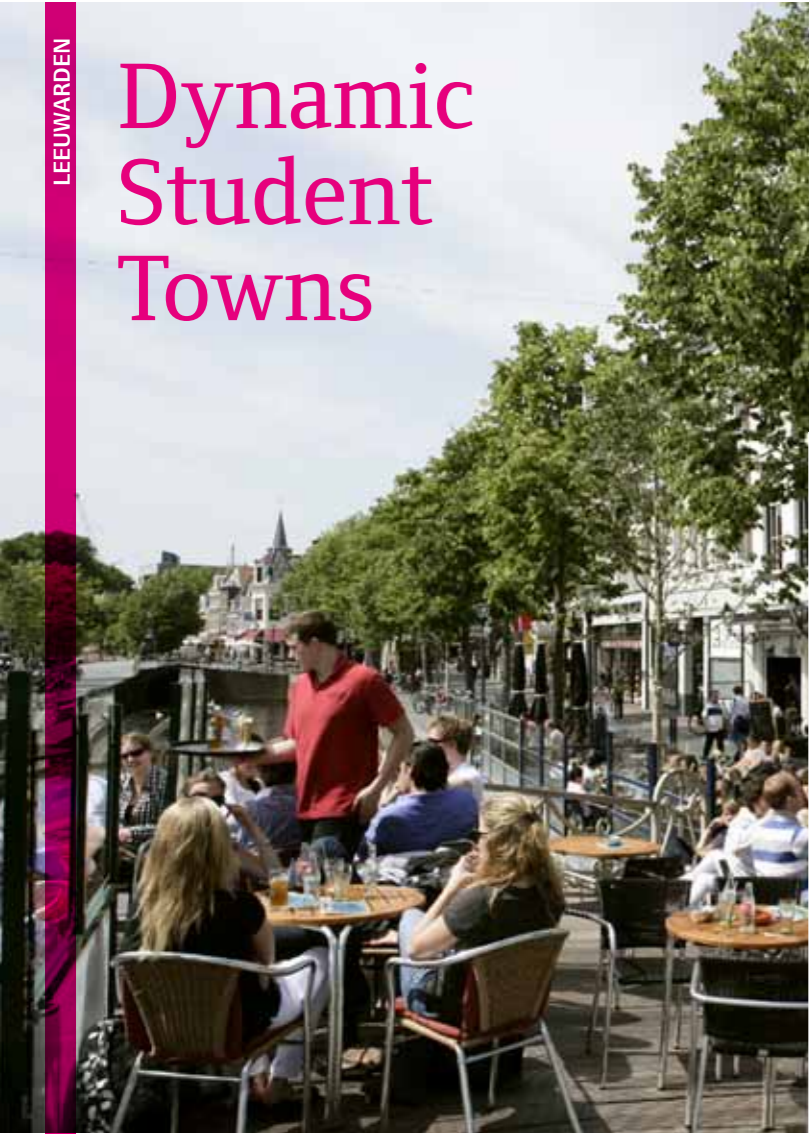
“I enjoy my life in the Netherlands. It's a nice country to live, study and travel in and for social communication. The cities are very clean and traditionally designed. You don't see many high buildings here, which helps people breath easily.”
JIE YANG, CHINA

English widely spoken

Thanks to the country's international orientation, other languages are widely spoken – familiarity with French and German is common and you'll be hard pressed to find anyone you cannot communicate with in English. In fact, around 90% of the Dutch population speaks English – a percentage you won't find anywhere else in continental Europe. It was therefore natural that the Netherlands should become the first non-English speaking country in the world to offer course programmes taught entirely in English. At Stenden, these programmes are delivered in part by native English-speaking staff so as to maintain the highest teaching standards.



Dynamic Student Towns



STENDEN LEEWARDEN

Leeuwarden, the historic capital of Friesland, is a small city with a pleasant and relaxed atmosphere which makes you quickly feel at home. No less than 25,000 Dutch and international students study at the city's three universities. About 10% of all students are foreign, so Leeuwarden is truly an international student town. The heart of the city is very old and lively with beautiful buildings, and theatres, cinemas, trendy pubs, nightclubs, major department stores, sports clubs and a pleasant city park. Like Amsterdam, Leeuwarden has an extensive system of canals with numerous cafes and restaurants where you can enjoy a good meal or beverage on one of the many terraces. Fast train services link Leeuwarden with Amsterdam, Rotterdam, Schiphol Airport and the rest of Europe.

THE CAMPUS

Stenden currently has more than 11,000 students from 85 different countries and employs 1,000 members of staff. Professors maintain the essential link between programmes and the professional field through applied research. Stenden Leeuwarden is housed in a modern building and has state-of-the-art teaching facilities. There is a fantastic open study space with ICT and conference facilities, and a special 'Knowledge Boulevard', a library, hairdresser, bank, job agency and a canteen where organic dishes from all over the world are served. Then there is our popular Stenden Student Lounge, located in the city centre and open 7 days a week. The University Sports Card gives students access to a wealth of sports facilities at an affordable price.

"Leeuwarden is a small, quiet, but cosy town, full of friendly people, and you can have a good time in the pubs in the city centre."
SALAR OWRANG, IRAN

Leeuwarden, The Netherlands
"Truly an international student town!"



STENDEN EMMEN

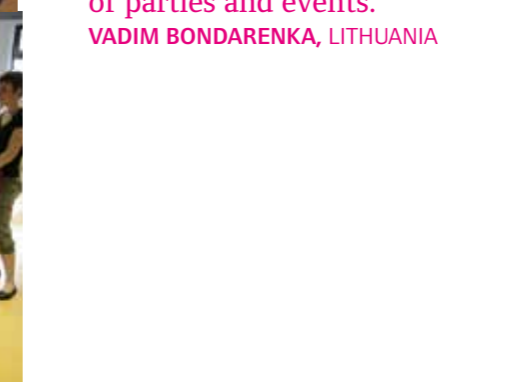
Emmen, a town of nearly 110,000 inhabitants, lies in the northeast of the Netherlands. It's also the focus of the largest connected industrial area in the north of the country, so it's no surprise that the town has developed into a dynamic university location.

In the centre of Emmen is Dierenpark Emmen, one of Europe's finest zoos, where animals roam free over large areas. Rather than being grouped by species, they are grouped by continent, for example, the AmeriCasa simulates a South American rain forest, giving the visitors a real sense of the animals' natural environments.

Sports lovers are well catered for by the 13 sports halls and 8 swimming pools. A single sports card allows students to make use of all the sports facilities at an attractive price. Those who prefer to party can do so at a host of bars and cafes frequented by students in Emmen's town centre. And accommodation is not a problem – the University has three separate student residences with fully furnished rooms.

Emmen's wide-ranging local economy offers plenty of opportunities for internships and excellent prospects for graduates of economics, technical studies and other programmes.

"Emmen is small, but students here are never bored. There are always student meetings on campus or in the city centre and a lot of parties and events."
VADIM BONDARENKA, LITHUANIA



Why Stenden?

Stenden University of Applied Sciences (formerly known as CHN) with its Dutch campuses in Leeuwarden and Emmen, is a dynamic and truly international institute.

With approximately 11,000 students, 25% coming from outside the Netherlands,

Stenden is one of the most international places to study in Europe, if not the world.

Service management is the core field in our institute with Stenden hosting the largest university for hotel management & tourism management studies in Europe. Stenden also offers management studies in the fields of leisure, business, logistics, retail and media and entertainment. The programmes are designed and constantly evaluated by an advisory board of industry leaders to ensure they continually tailored to meet industry needs.

Students get the opportunity to spend a half or full semester at one of our four campuses abroad, go on a paid internship in the third and/or final year of their programme or join our exchange programme by studying at one of our partner institutes. We have over 100 partner institutes in over 20 countries, including the USA, UK, Canada and France.

Stenden's roots go back as far as 1845.

Internships

Internships provide an essential link between education and employment. All students on Stenden's Bachelor programmes spend a significant period of their studies undertaking a paid internship. Stenden maintains strong links with business, offering students internship in countries such as the USA, UK, Canada, Germany and France. As an intern, students put their skills and knowledge into practice, gaining work experience within their field of study. A significant number of students later get hired by their internship employer and embark on a career immediately upon graduation.

Accreditation of quality education

All our bachelor and Master's programmes are accredited by the Dutch Flemish Accreditation Organisation (NVAO)

The Stenden Learning Companies: Theory meets practice

The in-house Learning Companies are professional training enterprises for specific Stenden degree programmes. Here, students not only receive regular tuition, they also benefit from training in professional organisation, working on real assignments from external customers and gaining enormous hands-on experience. The Learning Companies include our four-star Stenden University Hotel (including restaurants, a conference and events centre and the university canteens) and a studio for media productions. Each programme has its own dedicated Learning Company or dedicated practical component. The combination of academic and practical, or managerial, experience not only gives students knowledge but also essential skills. As this is exactly what employers value, Stenden graduates are assured of being strongly placed in the international job market.

Problem Based Learning

Problem Based Learning (PBL) is one of the cornerstones of Stenden's education and is quite different from traditional teaching. Students meet twice a week in groups of 12 to 15 and work together to systematically solve cases and problems reflecting real-life situations. PBL sessions are guided and supervised by a Stenden tutor to ensure learning goals are met. Graduates from Stenden look back on their PBL sessions with great satisfaction, claiming it still to be extremely useful in their careers. In addition to PBL, each programme includes workshops, lectures and presentations, offering students a diverse and challenging learning environment.

"Working in a team gives me the opportunity to improve my team spirit and the freedom to express my opinions, interact and discuss with others, and sometimes even be inspired by them. This process is simply amazing, since you realize that you are not alone in the road of acquiring knowledge, but sharing it with people from all over the world."
AOWEN FAN, CHINA



"In my fourth year, I got a great opportunity for an internship in the States at The Standard, New York. It was an amazing experience in the Room Division department. I spent one year learning and working in the operation department, and now I'm working at The Ritz-Carlton Shanghai, Pudong, as a sales executive. Although it's a new challenge to me, I am confident and striving for my next step using all my Stenden experiences."

XIAOXIAO YUAN, CHINA

"I'll be doing my work placement in Dubai with Chartebay, an Italian company with branches in various countries. I'll be working on my graduation thesis, developing a marketing and sales plan, and helping to recruit new customers. We'll be doing this by organizing events and trade fairs, and by visiting parties and hotels, delivering presentations and establishing connections with potential customers."

LISETTE KOOPS, THE NETHERLANDS

Facilities & Services

“It was really nice to live in SSH accommodation during the first year of my study. It makes it easier to meet new people, and I became friends with many people of different nationalities.”
YOUSEF BOUALI, ALGERIA

We know that going to study in a foreign country can be an exciting prospect. Therefore, we focus on providing particular support for international students. We offer a warm welcome to students from all over the world.

Coaching system
Study Start Week (SSW)
International Welcome Week (IWW)
StendenWise
Buddy programme
Personal Coaching

Intro week

An introduction week is organized for all international students. The StendenWise programme helps new students get better acquainted with the University, and first-year students have a buddy (a senior student) to guide them through their first days in the Netherlands. Every student has a Study Coach, who helps with various study and personal matters.

Information Centre

Our information centre and International Office employees are there to assist students on their arrival and during their course.

Canteen

The Canteen is a pleasant lounge at Stenden Leeuwarden where you can enjoy delicious international snacks, meals, juices and other beverages every day of the week. “A better environment starts with each of us, but at Stenden it starts right here in the Canteen. It has everything for a better environment, from organic croquettes to a sustainable cheese sandwich, from healthy shakes to pure, fair-trade falafels. I love it!” says student Diede de Haas.

Housing

NON-EUROPEAN STUDENTS
Stenden guarantees accommodation for non-EU students for the first half year of their study. Check www.stenden.com/accomodation for more information.

EUROPEAN STUDENTS
The number of rooms is limited, so we advise students from within the EU to also look for accommodation themselves. Depending on availability, you can search for an apartment or room via Stenden. Check www.stenden.com/accomodation for more information.

EMMEN
Emmen has three student residences with fully furnished four-person apartments.

LEEUWARDEN
All EU students interested in a room in Leeuwarden must register with www.shortstaysolutions.nl, where you can apply for accommodation reserved for Stenden students. Go to www.stenden.com/accomodation for more information. Another useful site is www.opkamers.nl, which has information in English.

Contemplation

Stenden Leeuwarden offers both students and staff members the opportunity to contemplate, pray and meditate. At the Contemplation Centre, you can use the Buddhist/Hindu, Islamic and Christian room. Books, music, incense and special clothes are available and a bathroom for traditional cleansing is located next to the prayer rooms.

Student Lounge

The Stenden Student Lounge is a comfortable, trendy meeting place in the centre of Leeuwarden where students can study and get to know other people. Visitors can make use of the iMac computers, enjoy a snack and beverage, or hold a meeting in one of the meeting spaces.

Hestia

STUDENTS LOUNGE IN LEEUWARDEN “A HOME AWAY FROM HOME”
Hestia is cosy house with a welcoming lounge right next to Stenden Leeuwarden. Hestia is extremely popular amongst national and international student for socializing, parties and study-related activities. For further details, please visit hestialounge.nl or find us on Facebook.

Come to the Hestia to:

- › Chill out, meet interesting people and learn about other cultures
- › Watch TV and movies on large flat-screen TVs
- › Play various board games
- › Play table tennis and darts
- › Organize meetings, dinners, semester talks, etc.
- › Hold PBL sessions
- › Enjoy a coffee, tea and chat without having to make a reservation

INTERNATIONAL STUDENT CLUB EMMEN
The Country Club is an international student club at Stenden Emmen. Everyone is welcome, irrespective of where you come from, be it the Netherlands, Germany, Spain, China, or any other country. This is where you can get to know people from all over the world in a very pleasant environment. Chinese student Yang Yu is a member of the Country Club at Stenden Emmen: “We organize a lot of activities with international flavours and special themes.” Yang Yu was co-organizer of the Chinese New Year Party in Emmen.

Sports pass

IN LEEUWARDEN
Students in Leeuwarden can get their muscles working thanks to the student sports pass, enabling access to various sports at considerable discount all year long. For more information, visit www.leeuwardenstadiestad.nl.

IN EMMEN
Emmen, Meppel and Assen offer their students a ‘HBO Sport Pass’ that provides access to unlimited sports facilities all year round. For more information, go to www.hbo-sport.nl.

SIFE

(STUDENTS IN FREE ENTERPRISE)
SIFE stands for Students in Free Enterprise. It’s an international non-profit organization operating in 39 countries around the world. With 1,600 teams worldwide, 57,000 active students and 6,500 projects, it connects the business leaders of today with the leaders of tomorrow. In the Netherlands, there are 15 teams, including Stenden SIFE Leeuwarden. SIFE’s mission is to mobilize students to create economic opportunities for those who are less fortunate. Members help to make a difference in the world while improving their own entrepreneurial skills.

LIBRARY AND KNOWLEDGE CENTRE
The new Stenden Emmen Library and Knowledge Centre was officially opened on 4 January 2011. This ‘nerve centre’ offers a wide range of modern study facilities. “I think the Library and Knowledge Centre adds real value to the university,” says Commercial Economics student Marlies Tigelaar. “I’ve been sitting there with my laptop practically every day since it opened. It has really opened up the university, and has made it possible to get in touch with a lot more fellow students. It makes studying much more fun and exciting.”



World of opportunities!

Grand Tour

Each year more than 400 students choose to go on a Grand Tour to one of our campuses abroad. The concept builds on our focus on the intercultural and international environment and aims to help students become acquainted with different cultures and customs. Stenden's Grand Tour is based on the idea of acquiring knowledge and understanding the sources of other cultures, countries and people. Students on a Grand Tour follow a part of their study at a campus other than their home campus in the Netherlands, South-Africa, Qatar, Thailand or Bali.

South Africa

'The rainbow nation'

PORT ALFRED
Port Alfred, known as the heart of the Sunshine Coast, is located in the Eastern Cape province of South Africa. The region around Port Alfred is one of the best-kept secrets in the area. Situated between two major cities, Port Elizabeth and East London, the surrounding nature is overwhelming with mountains, savannah vegetation, swamps, woodlands, riverine forests, sandy beaches and sand dunes.

STENDEN SOUTH AFRICA: THE CAMPUS

Stenden South Africa offers an accredited Bachelor Degree in Hospitality Management and a variety of minors. The campus is situated in the former Kowie Grand Hotel. The hotel has been converted into a campus with lecture rooms, PBL rooms, a library, a computer room, dining room and student accommodation. The Wildlife module is offered at a separate campus called Madolo's retreat. Madolo's is a former game lodge bordering the Shamwari 30,000 hectare game reserve where the Big Five roam free.

"Stenden University Qatar has something special that cannot be described. Its uniqueness, individualism and friendly atmosphere helps create a very educational and interesting way of learning new skills."
MARINA DAWOOD AND CARMEN DAWOOD



Qatar

'The Pearl of the Middle East'

DOHA
Doha is the cultural and commercial heart of Qatar. There's plenty to do in this beautiful city, whether it's shopping, relaxing or dining – the city has something for every type of traveller. In recent years, many new 5-star hotels and tourist facilities have been built to meet the demands of growing business and tourism. Qatar will also host the FIFA World Cup in 2022.

STENDEN UNIVERSITY QATAR: THE CAMPUS

Stenden Qatar is the first and only university specialized in International Hospitality Management and International Tourism Management in the State of Qatar, although several other minors are also available. The campus facilities include lecture rooms, PBL rooms, a library, computer rooms, wireless internet, a recreation area (including table tennis and table soccer), a cafeteria on the ground floor, and AV rooms for presentations.



www.stenden.com/grandtour



Thailand

'The Land of Smiles'

BANGKOK
Bangkok's 12 million inhabitants include virtually every nationality in the world. Known globally as "The Land of Smiles" thanks to its peoples' hospitality, Thailand has a flourishing tourism industry with more than 12 million visitors per annum. They flock to see the stunning Buddhist temples and royal palaces and the natural beauty of the forests of the north and the sunny white beaches and tropical islands of the south.

STENDEN RANGSIT UNIVERSITY (SRU): THE CAMPUS

SRU is a joint venture between Rangsit University in Bangkok and Stenden. SRU has more than 30,000 students, both Thai and foreign, giving Grand Tour students a wonderful opportunity to mix with other students from exotic places and nationalities. The SRU premises are located on the 12th floor of a building opened in 2010 by HRH Princess Sirindhorn. The SRU campus is set up to share the up-to-date technical, sport, and recreational facilities of Rangsit University.

Exchange

Each year about 200 Stenden students opt for an exchange programme at one of our partner universities. Similarly, students from the partner universities come to Stenden in the Netherlands. The exchange semester takes place in the third or fourth year and lasts one semester (either the autumn or spring semester). It should be noted that the academic calendar at the partner university may differ from the calendar at the home campus. Students follow regular courses at the university amounting to a study load comparable to the study load at home (30 EC).

"I followed the Spa Wellness and Thai holistic management programme in Thailand. During the module, I learned much about the Thai culture."
EVELIEN GROENENDAL

Indonesia

'The Island of the Gods'

BALI
The tropical island of Bali is part of the Republic of Indonesia, the world's largest archipelago. Bali is the tourist capital of Indonesia and is famous for its beautiful landscape and welcoming culture. The diverse landscape ranges from picturesque mountains and terraced rice fields to world-class surf breaks and white sandy beaches.

STENDEN UNIVERSITY BALI: THE CAMPUS

The Bali campus is located in the southern region of the island, which is the main tourism area where the majority of hotels and restaurants can be found. The Double Degree programme in International Hotel Management gives students the opportunity to access international standards of tertiary education and attain both a Dutch Bachelor of Business Administration and an Indonesian Sarjana Ekonomi.

The campus is small, but offers essential facilities such as fully air-conditioned lecture and PBL rooms, a computer lab and library, and wireless internet throughout the campus.

"Bali is an excellent place to study and to live."



"I enjoyed South Africa to the fullest and can highly recommend it – especially the Wildlife Management minor."
MARIA ROSS



English taught Programmes



Master's (1 year)

STUDY	LEVEL	STUDY TYPE	LOCATION	LANGUAGE	STUDY START
International Events Management	Master's	Fulltime	Leeuwarden, London	English	September
International Leisure and Tourism Studies	Master's	Fulltime	Leeuwarden	English	September
International Service Management	Master's	Fulltime	Leeuwarden	English	September

Bachelor (4 years)

DEG.	STUDY	LEVEL	STUDY TYPE	LOCATION	LANGUAGE	STUDY START
BBA	Applied Business Administration	Bachelor	Fulltime	Leeuwarden	English	February, September
BICT	Information Technology (IT)	Bachelor	Fulltime	Emmen	English	February, September
BBA	International Business & Languages	Bachelor	Fulltime	Emmen	English	February, September
BBA	International Business and Management Studies	Bachelor	Fulltime	Leeuwarden	English	February, September
BBA	International Hotel Management	Bachelor	Fulltime	Leeuwarden	English	February, September
BBA	International Logistics Management	Bachelor	Fulltime	Emmen	English	February, September
BBA	Leisure Management	Bachelor	Fulltime	Leeuwarden	English	February, September
BBA	Media and Entertainment Management	Bachelor	Fulltime	Leeuwarden	English	February, September
BCom	Small Business and Retail Management (short track)	Bachelor	Fulltime	Leeuwarden	English	February, September
BBA	Tourism Management	Bachelor	Fulltime	Leeuwarden	English	February, September

Certificate Course

COURSE	LEVEL	STUDY TYPE	LOCATION	LANGUAGE	STUDY START
English Language Course (18 weeks)	Certificate course	Fulltime	Leeuwarden, Emmen	English	February, September
English Language Course (36 weeks)	Certificate course	Fulltime	Leeuwarden, Emmen	English	February, September



Applied Business Administration

BACHELOR DEGREE

FULLTIME

LEEUWARDEN

“I’m very result-oriented, but also like the people-side of things. My internship in which I had to find new clients for the WestCord Hotel in Amsterdam was therefore perfect for me. It was the best way for me to finish my programme.”

SHANNA ARTS STUDENT APPLIED BUSINESS ADMINISTRATION

“I spent three months in Bangkok and three months on Bali. It was a wonderful experience being able to learn about other cultures. When I got back to the Netherlands, I started my final internship. The things I’ve learnt in theory, such as insights into business processes, I’m now able to put into practice.”

MONIQUE MEIJER ON HER GRAND TOUR FOR APPLIED BUSINESS ADMINISTRATION

The programme

Applied Business Administration is a fascinating and rapidly changing field both in education and the industry. Professional management calls for in-depth knowledge, skills and an appropriate attitude. The Stenden Applied Business Administration programme sets out to give students precisely those qualities. Recent research has shown that the competencies we teach in our programme match well with job descriptions related to business administration – students are gaining the skills required in their field of work.

Career prospects

The Applied Business Administration programme prepares students for a position in senior management. As a business administrator, graduates are required to ensure that the part of the organisation they are responsible for performs well. Whether it’s ICT, purchasing, finance, facilities or administration, these managers need to know what is needed and how the department can contribute successfully to the greater goal. A typical graduate of this programme is able to identify problems quickly and enjoys solving them effectively.

Applied Business Administration is the ideal all-round management programme focusing on the internal organisation. Graduates take on positions such as:

- › BRANCH MANAGER of one of a company’s locations, responsible for the day-to-day running of the branch.
- › PROJECT MANAGER for a profit or non-profit organisation, ensuring a project runs smoothly from planning to execution to evaluation.

- › BUSINESS CONSULTANT within a company or with an independent consultancy firm, looking impartially at processes, recognising and analysing problems and providing solutions.
- › MANAGER OF INTERNAL ORGANISATION ensuring the engine of a company runs smoothly and that the various cogs within the organisation are tuned to each other.
- › ACCOUNT MANAGER for a company or non-profit organisation, working on the accumulation, development and strengthening of contacts relevant to the organisation.

Curriculum

	1	2	3	4
	PERIOD	PERIOD	PERIOD	PERIOD
YEAR 1	Introduction to Management	Management Information	Communication	Operational Organisation
YEAR 2	Marketing Management	Business Simulation	Managing Business Information	Management & Leadership
ASSOCIATE DEGREE				
YEAR 3	Strategic Management	Research Projects	Minor	Minor
YEAR 4	Internship & Individual Research Project			
BACHELOR				

THE PROGRAMME

Starting a degree is like entering a company; in the first year, students enter as a new employee, climbing gradually within the organisation. When they enter their second year, they take on the role of a manager with a responsibility for ensuring that the organisation is running well and looking into how processes can be improved. In the final phase of the degree programme, students further explore the role of a manager, examining what additional factors are involved and what skills are demanded. Each module ends with a progress test in line with the requirements of the Body of Knowledge, the set of skills needed for a particular profession. In order to complete the degree and graduate successfully, students are required to undertake a paid internship to show their competitiveness in the real business world. On graduation, approximately 80% of our students find employment immediately.

HONOURS PROGRAMME

For those students who stand out during their degree programme and are extremely motivated, there is an opportunity to follow a plus programme as an evening course during the second and third year. An Honours degree further enhances the academic portfolio of a student and can open up even more opportunities.

MINORS

The list of minors that are available to students Applied Business are:

- › Marketing Communication
- › Bedrijfsadviseur (Company advisor/Dutch)
- › Start eigen bedrijf (Start your own company/Dutch)
- › Sport Management 1 en 2
- › Event Management 1 en 2
- › Heritage Tourism 1 en 2
- › E-business
- › International Marketing Orientation
- › Financial Retail 1
- › Spa en health, De mens als bron voor leiderschap (Men as source for leadership/Dutch)
- › Sociale innovatie (social Innovation)
- › International HRM
- › Interpersonal Communication Skills
- › Open Minor

“Applied Business Administration is a fascinating and divergent field of study.”

HEAD OF STENDEN SCHOOL OF BUSINESS

Information Technology

BACHELOR DEGREE
FULLTIME
EMMEN

“The programme is consistently practical. You design something and then test it in practice. You’re making something new, and it’s exciting to find out if it works the way you thought it would.”

JEROEN ARENDS, NETHERLANDS

“Stenden is one of only a few universities that offer IT studies in English; it was exactly the course I wanted to take.”

REZON BOHDAN JOVIAN, INDONESIA

The programme

For those interested in gadgets, games and computers, the Information Technology programme at Stenden will appeal. With this degree, students can continue into any direction of work in the field of information and communication technology. The first year enables students to discover their strengths and areas of interest before choosing a specialisation for the second year. Information Technology is a practical and rational course of action.

Career prospects

The Information Technology programme is ideal for those who like setting up and maintaining business networks, developing games, websites or videos, or even developing software for gadgets and technical applications. The programme gives students the knowledge and skills to become a multi-media professional, software developer, programmer or systems engineer. Information technology jobs use a universal language in the world, in which automation and digitalisation are increasingly important.

<p>Information Technology presents huge opportunities for an international career. Graduates in this challenging field of work could take on a position as:</p> <ul style="list-style-type: none"> › SOFTWARE ENGINEER developing specific software for companies and institutions, so that their clients can be better served and their market share increased. 	<ul style="list-style-type: none"> › DEVELOPER for new electronic payment systems, popular games, or in the field of web development. › IT CONSULTANT working either on a self-employed basis or for a company.
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Whatever the direction chosen, the chances of finding a job after graduating in IT are excellent (see the Elsevier study of October 2011).

THE PROGRAMME

The Information Technology programme in Emmen offers numerous specializations. In the first year, the foundations are laid with subjects such as programming languages, networks, databases, web technology and multimedia. Students are taught about the different aspects of information technology and work in small groups on real case studies. In this process, the contact between students and teachers is significant and informal.

In the second, third and fourth year of the programme, students specialise in software engineering, following an internship and completing the course with a final project.

A degree in IT will give considerable work and career opportunities. IT is used in businesses, institutions and government organisations to make work processes, communication and the development of new products and services more efficient. Graduates may also start their own business or become self-employed – the choice is practically unlimited.

STENDEN MYCONCEPT

The IT programme in Emmen makes use of the Fabrication Laboratory: Stenden MyConcept. The FabLab has the latest innovative devices available, including a 3D printer so that designs can be printed three-dimensionally.

MINORS IN THIS PROGRAMME INCLUDE:

- › Gaming
- › Online Social Marketeer

Curriculum

	PERIOD 1	PERIOD 2	PERIOD 3	PERIOD 4
YEAR 1	Career guidance 1A and 1B Introduction to programming with PHP (X)HTML / CSS Digital graphic design 1 Project: professional website Management Information	Oral communication 1 Unleashing your potential with PHP Introduction to database information management Project: support desk	Written communication 1 Introduction to programming in Java Introduction to computer networking Introduction to flash Project: solar boat	Career guidance 1A and 1B Introduction to C# Project: Stenden weather station
YEAR 2	Research JAVA, the next step XML Dynamic HTML IT service management	English JAVA, Finals! Operating systems Project 5.1: analysis and advice	Object-oriented design 1 Algorithms and data structures User interface design testing Project 5.2: design	Career guidance 2 C# 2 (XNA) Databases 2 Project 5.3: Realization and maintenance
YEAR 3	Internship	Written communication 2 Design patterns IT change management IT architecture Threading in C#		Knowledge management
YEAR 4	Minor	Minor	Final project	
BACHELOR				

The courses depend on the chosen specialization

“The role of technology is changing; it’s no longer a support role. It’s front and centre, driving business performance and enriching people’s lives like never before.”

ACCENTURE RESEARCH & DEVELOPMENT

International Business and Languages

BACHELOR DEGREE
FULLTIME

EMMEN

“I learnt a lot during my internship with the local government organisation in Guadalajara, Mexico. Working for the foreign affairs department, I set up a distribution centre in Rotterdam for Mexican companies. It demanded considerable initiative and determination and meant I grew tremendously as a person.”

CEES VOORN

GRADUATE IN INTERNATIONAL BUSINESS AND LANGUAGES

The programme

The International Business and Languages (IBL) programme at Stenden is given at our Emmen campus. The programme is designed with the international environment and the role of international business relations in the current and future global marketplace in mind. Graduates of this programme are equipped with skills to grow from starting positions to middle and senior management positions. IBL graduates are able to play a leading role and represent their organisation as a fully-fledged discussion partner in commercial, legal and financial areas in three modern languages both verbally and in writing.

Career prospects

On completion of the International Business and Languages programme, graduates can find work in either the Netherlands or abroad in international business, communication or with a non-profit organisation, and at various levels of management. International Business and Languages can lead to good career opportunities for those with a head for business and a heart for culture.

Graduates with a degree in IBL could take on a position as:

- › INTERNATIONAL MARKETING MANAGER considering the strategic application of marketing techniques, the market approach, the definition of target groups, and so on.
- › ACCOUNT MANAGER responsible for all international contacts between the company and particular clients or client groups.

› EXPORT MANAGER investigating and advising on opportunities for exporting products or services.

› MANAGER of corporate communications responsible for internal and external corporate communication, determining the communication programme and interpreting communication in different cultural contexts.

Curriculum

YEAR 1 The first year of the IBL programme is an introductory year. A thorough grounding is given in cross-cultural management, 3 foreign languages and economics.

YEAR 2 The second year expands on the first year with an emphasis being placed on export and international orientation. During the year, students also prepare for their international internships and studying abroad.

YEAR 3 The third year comprises the international internship and study period. Students spend six months as interns at an international company and study for six-months at one of the partner institutions abroad.

YEAR 4 In the fourth year, students develop their knowledge of international business by following and graduating in an in-depth major.

Students complete their studies with an assignment in an international company in the field of international business. The final project may also be completed internationally.

BACHELOR

THE PROGRAMME

IBL has an informal atmosphere in which everyone knows each other and where there is room for a personal approach. The academic team is a multi-cultural teaching team, and there is significant emphasis on international contacts. Students also spend at least six months at one of Stenden's overseas campuses or opt to spend six months studying at a partner institution in or outside Europe.

The first year of the programme comprises a broad range of subjects in order to develop a good basic knowledge that students can build during the rest of their degree. In addition to economics, management and organisation, cross-cultural management, law and communication, students also take English and two additional modern languages.

In the main phase of the programme, the focus lies on developing the skills needed by a manager and their practical application. The International Business and Languages programme has a major-minor structure with the minor subjects complementing the major, adding breadth or depth to the course. There is also the possibility of joining an international company based in the Netherlands. On graduation, students hold the title of Bachelor of Business Administration.

MINORS IN THIS PROGRAMME INCLUDE:

- › International learning companies
- › International marketing and cross-cultural management

Students may also opt for one of our wide range of exchange programmes. An exchange programme gives students the opportunity to take courses not otherwise offered at their home campus. They benefit from studying in new environment, meeting new people and experiencing different cultures. It is an excellent way of combining studying and travelling.

INTERNATIONAL FOCUS

IBL is designed for students wanting to work in an international global environment. The strong focus on learning languages along with business means graduates are well equipped with the skills and competencies demanded by multinational employers. Although English is the language of instruction within the IBL programme, students can choose French, German or Spanish as a second or third foreign language. Furthermore, students are required to do minors abroad in order to enhance their international portfolio.

“International Business & Languages (IBL) graduates are equipped to play a leading role in a company's international activities in the preparatory, planning and implementation phases.”

International Business and Management Studies

BACHELOR DEGREE
FULLTIME

LEEWARDEN
QATAR

“So far, in my two and a half years of study, I have had the chance to write different assignments for different companies. For example, a strategic report for Dell, a communication plan for Holland Trading Group, an export plan for Friesland Campina, a business plan for The Body Shop and, currently, I am working on a business plan for Sara Lee.”

RONGRONG HAN, CHINA

The programme

The International Business and Management Studies (IBMS) programme at Stenden prepares students for an international career in marketing, finance, management, export and research. This unique programme is the result of a partnership between the three universities in Leeuwarden (Stenden University of Applied Sciences, NHL University and Van Hall Larenstein) and combines the particular strengths of each. In addition, there is a major focus on intercultural aspects and the personal development of each student. Furthermore, in the third year, students can choose to specialize in one of the following fields:

- › Food and Agri-business at Van Hall Larenstein
- › Retail Business at Stenden
- › Business to Business at the NHL University

Career prospects

International business and management is vital for any multinational organization and businesses are linked across many cultures. Each culture brings with it a complexity of habits and traditions that need to be indulged in a company's overall culture in order to succeed. Graduates of this programme can expect to learn and masters these skills so as to be successful in an international business environment. The Bachelor of Business Administration in IBMS provides students with a platform to launch an international career. Graduates could take on a position as:

- › EXPORT MANAGER for a large or medium-sized organization that exports its products worldwide.
- › AREA MANAGER for a company that operates in multi-regional geographical locations.
- › ACCOUNT MANAGER managing sales and establishing business development activities.
- › MARKETING MANAGER overseeing indirect, direct and other platform marketing activities to establish stronger company branding.

THE PROGRAMME

Students of this programme can expect to become part of young, dynamic international student community. The programme comprises a broad, general field of study. Graduates are not only expected to have a thorough knowledge of certain content areas, but must also be able to demonstrate leadership and work in a team across cultures. Students in this programme can expect to acquire competencies that will equip them with the skills needed in today's complicated and challenging international business environment.

MINOR

Within IBMS a wide range of minors are available to students at different campus locations. The specific IBMS minors are:

- › Innovation & Leadership
- › Retail Management
- › International Business Projects
- › Business to Business
- › International Sustainable Management in Food & Agriculture

“International Business is vital to the global economy. Global business growth is occurring in emerging markets, where consumer income and buying power are increasing because of economic expansion.”

Curriculum

	PERIOD 1	PERIOD 2	PERIOD 3	PERIOD 4
YEAR 1 <i>Throughout year:</i> Second modern foreign language: › Spanish language & culture (basic) or › Dutch language & culture (basic) ¹ Faculty point, First year assessment	This is International Business and Management! English business communication Personal Development Programme (PDP) & study skills	Going global: The international entrepreneur English business communication Personal Development Programme (PDP) & study skills	Marketing, sales & research English business communication Personal Development Programme (PDP) & study skills	Accountability in international business English business communication Personal Development Programme (PDP) & study skills
YEAR 2 <i>Throughout year:</i> › Spanish L&C Intermediate or › Dutch L&C Intermediate or › Chinese L&C basic Faculty points	Staying ahead: innovation and project management English business communication Personal Development Programme (PDP)	Leading people: international people management English business communication Personal Development Programme (PDP)	Export management and logistics English business communication Personal Development Programme (PDP)	Staying in control: research, information and quality management English business communication Personal Development Programme (PDP)
YEAR 3	International strategic management & HRM English business communication PDP	International business plan English business communication PDP	Specialisation courses Retail (Stenden) Business to Business (NHL) Innovation & Leadership (NHL) Int. Sust. Management in food & agri (Van Hall Larenstein)	Specialisation courses Retail (Stenden) Business to Business (NHL) Innovation & Leadership (NHL) Int. Sust. Management in food & agri (Van Hall Larenstein)
YEAR 4	Practical period or Study abroad	Practical period or Study abroad	Thesis and thesis preparation	Thesis
BACHELOR				

International Hotel Management

BACHELOR DEGREE
FULLTIME

LEEUWARDEN
QATAR
SOUTH AFRICA
THAILAND
BALI

“International Hotel Management is a course with a lot of cultural diversity. You learn to understand different cultures; it opens up your mind.”

PAMELA GARCÍA GONZÁLEZ,
MEXICO

The programme

The International Hotel Management (IHM) programme at Stenden develops the wide range of competencies required in today's dynamic and captivating world of hospitality. Through our learning company, the on-site 4* Stenden University Hotel, IHM offers 'Real World Learning'. Students develop the essential skills required by hospitality employers by learning and working within the Stenden University Hotel, which ensures graduates are highly sought after by the industry.

Career prospects

The International Hotel Management Programme is ideal for those seeking a management career in a hotel, restaurant, resort or conference centre. The programme also prepares students for a wide range of positions in management or consultancy in the service sector and forms an excellent foundation for employment or further study. The international character of the programme means graduates find work in a variety of countries and develop a global career.

With a degree in International Hotel Management, you could take on a position as:

- › **FOOD AND BEVERAGE MANAGER** for a large hotel or resort, managing and organising the entire department.
- › **ROOMS DIVISION MANAGER** for a large hotel or conference centre, managing the front office and housekeeping staff.
- › **MANAGER** of a convention bureau responsible for the day-to-day management of conventions and events.

- › **BANQUET MANAGER** coordinating and executing the details of events and meetings in a hotel.
- › **SALES MANAGER** representing a chain of hotels and arranging package deals with corporate clients.

These are of course just a few examples. Some graduates work as an advisor for an event management agency, or even embark on a future as financial controller. This all-round programme provides graduates with unlimited career opportunities – 97% of IHM graduates find employment within 4 months of graduation.

Curriculum

	PERIOD 1	PERIOD 2	PERIOD 3	PERIOD 4
YEAR 1	Guest experience	Resources	Food & beverage	Rooms division
YEAR 2	Controlling & evaluating	Performing daily operations	International business communication	Planning daily operations
YEAR 3	Strategic management		Minor 1	Minor 2
YEAR 4	Internship and dissertation			
BACHELOR				

THE PROGRAMME

Theory doesn't work without practice, so in the International Hotel Management programme we put students straight to work in our own learning company, the on-site 4-star Stenden University Hotel. Students progress from service positions, learning and progressing to supervisory positions in the second year. In the third year, students take on the responsibility for an entire department and learn about important aspects of management. Upon graduation, students receive a Bachelor of Business Administration; an internationally recognised degree that offers global opportunities to graduates.

INTERNATIONAL FOCUS

Hospitality is a global industry that requires internationally mobile employees. Many multinational companies such as Hilton, Marriott's and Starwood offer management programmes to young internationally mobile graduates. Our International Hotel Management programme is developed with this in mind and our internship office, which has excellent industry connections and enjoys a global reputation, prepares paid placements worldwide for their 4th year students to countries such as the USA, UK and France. Furthermore, our campuses abroad offer students the unique opportunity to follow a part of their study outside the Netherlands.

During the programme, students are able to expand knowledge and specialize by following a minor. The minors in this programme include:

- › Cruise management
- › Event management
- › Food and Beverage management
- › Gastronomy
- › Humanitarian management
- › Rooms division management
- › Advanced wine studies
- › International protocol and diplomatic studies
- › Lodge management
- › Entrepreneurship
- › Spa and Health management
- › Wildlife management

INTERNATIONAL OPPORTUNITIES

The hospitality sector is an international field and our programme reflects this. Part of the programme is therefore offered abroad, in Thailand, Qatar, Indonesia or South Africa. Stenden University of Applied Sciences offers a world of opportunities.

INTERNATIONAL REPUTATION

Stenden Hotel Management School in Leeuwarden is the largest hotel management programme in Europe. In 2011 accreditation, the programme was awarded a distinctive feature in "Real World Learning." Internationally, the programme is rated as one of the best and is known for its modern, innovative and dynamic education. The programme has repeatedly been voted number one by both students and experts in the field – which could explain why 97% of its students find a job within four months of graduation.

“97% of our International Hotel Management graduates are in employment four months after graduation.”

ACADEMIC DEAN STENDEN HOTEL
MANAGEMENT SCHOOL

International Logistics Management

BACHELOR DEGREE
FULLTIME

EMMEN

“I’ve always been interested in trucks and transportation, so I wanted to follow a degree in logistics. The most interesting thing about Stenden was the method of teaching (Problem Based Learning) and was actually the reason I chose Stenden. The advantage of PBL is that your course is based on group work and solving problems.”

VADIM BONDARENKA, LITHUANIA

The programme

This programme prepares students for the broad field of Logistics and Economics, with the main focus being on process optimization in organizations and chains. Students are naturally interested in subjects such as trade, economics, purchasing, business economics and administration, business processes, marketing and the legal aspects of logistics. International Logistics Management is one of the best programmes in its field in the Netherlands according to the Higher Education Choice Guide (October 2011).

Career prospects

A bachelor degree in International Logistics Management enables students to take on the management of essential business processes. Graduates are able to oversee aspects such as the optimal flow of goods, planning, warehousing and transport, or manage a production department. The International Logistics Management programme offers a national or international future with companies, government authorities or non-profit organisations. The Netherlands is proud of its reputation of having a healthy investment environment for international companies and of its role as logistic hub in Europe.

There is a significant demand for International Logistics Management graduates, both in the Netherlands and abroad, so graduates could take on a position as:

- › LOGISTICS MANAGER planning, steering and coordinating the processes within a company in order to keep quality high but costs low whilst ensuring goods are moved and stored efficiently.
- › PLANNER responsible for the correct and timely delivery of orders, managing the stock, monitoring the transport costs and planning and liaising with carriers.
- › SALES MANAGER responsible for the sale of products and services and in charge of a sales team (made up of sales representatives), often working closely with the marketing department.

› EXPORT MANAGER, usually within a large export company, concerned with the purchasing and sales of products abroad; buying products in, finding overseas purchasers and then delivering the products smoothly.

› PURCHASING MANAGER responsible for a company’s purchasing policy, possessing astute commercial insights and knowledge into how the company and the market operates so as to be able to determine appropriate purchasing strategies.

These are of course just a few examples. Some students get jobs as production managers or logistics consultants, working either for a company or freelance.

THE PROGRAMME

The International Logistics programme comprises two phases, namely the propaedeutic year (the 1st year) and the main phase. During the propaedeutic year, students are introduced to the various aspects of the logistics process, from marketing, production and logistics to internal organisation and purchasing. They develop skills in logistics, communications and commerce – in short, a diverse range of subjects.

PRACTICAL EXPERIENCE

The knowledge gained in the first year forms the basis for the main phase of the programme. The subsequent 3 years are spent delving further into the propaedeutic subjects through projects investigating for instance the logistics process from raw material to final product. Throughout the entire programme students work in small groups on real business cases, bringing theory and practice together in a challenging and enjoyable way.

GRADUATION WITHIN A COMPANY

The main phase of the programme includes an internship. It forms an important part of the course, enabling students to apply their knowledge and experience to practice. Rewarding and enlightening, the internship is excellent preparation for a career, giving students the chance to find out about the various professions and positions in the sector and discover what profession would most suit them. The programme finishes with a practical final project centred round a particular problem. This is undertaken within a company or organisation – possibly even a future employer.

Minors play an important role in gaining further depth and specialising in a specific field of interest. Within logistics management, students can follow minors such as:

- › Green logistics
- › International transport

Logistics Management is a broad professional field in which economically oriented logistics experts focus on process optimization in organizations and chains.

Curriculum

	PERIOD 1	PERIOD 2	PERIOD 3	PERIOD 4
YEAR 1	The organisation	The client	The process	The enterprise
YEAR 2	The event	The process 2	The logistics chain	The network
YEAR 3	Internship 1 and internship 2	Minor subject	Minor subject	Minor 2
YEAR 4	Major subject 1	Major subject 2	Main focus: graduation	Main focus: final paper
BACHELOR				

Leisure Management

BACHELOR DEGREE

FULLTIME

LEEUWARDEN

Programme mission: "Leisure Management combines challenging education with international experience that trains entrepreneurial students to become commercial and creative directors for the leisure industry within the framework of a sustainable philosophy." The mission is based on the following vision: "Serving to improve the quality of life."

"You can learn a lot from books, but you learn the most from practice. And actually, that's direct preparation for business."
BARBARA BERENDS, DUTCH LEISURE MANAGEMENT ALUMNUS

The programme

The Leisure Management programme prepare students for a career in a fascinating industry that spans recreation, tourism, arts, culture, sports and media. Students are challenged to make a difference in the international sustainable leisure industry. The mission and vision of Stenden's Leisure Management programme are reflected at every stage of the course.

Career prospects

Graduates are expected to have developed a sustainable vision on leisure time, be able to think strategically, be multidisciplinary and able to act as the hub in management, decision-making and consultancy positions.

With a degree in Leisure Management, students could take on a position as:

- › **EVENT MANAGER** for a sport marketing company developing new concepts for sports events, integrating sustainable initiatives and executing the concept in collaboration with the client.
 - › **PROGRAMME MANAGER** for a large pop podium deciding which bands will play, taking care of the negotiations and coordinating the shows.
 - › **MARKETING AND COMMUNICATIONS MANAGER** for a theme park working with a team of communication staff to ensure that the park and each of its attractions are uniquely placed in the market.
 - › **PROJECT MANAGER** for a museum advising on and developing the set-up of cultural education programmes.
- As Leisure Management is a broad management programme, graduates can also work in other service industries or start up their own business. There is a world of opportunities for Leisure Management graduates.

THE PROGRAMME

The Leisure Management degree focuses on the organisation and coordination of free-time experiences. Students receive a solid grounding in marketing, business economics, new media, socially responsible entrepreneurship and communication. In addition, students gain practical experience in the leisure industry working in the various sectors of event management, tourism, sports, arts, culture, recreation and media.

In the first year of the programme, students learn about the various developments, management and product development in the leisure industry. An important component of the first academic year is the concept of new business in which students set up their own business.

The emphasis in the second year is on organising an event or festival. During this phase students are taught about project management, creativity, concept development and research. The third year focuses on strategic management and a real research project, followed by six-month optional minors as specialisations. In the fourth year, students are required to complete a seven-month international or national internship. During the internship period, students complete a final project.

INTERNATIONAL FOCUS

The Leisure Management programme is renowned for its practical and international approach. Guest speakers, business presentations, setting-up a company and field trips are all part of the course, and with its own learning company and internship office, Stenden offers a broad range of intern positions in the Netherlands and worldwide.

The minors offered in leisure management include:

- › Event management
- › Sports marketing, sports sponsoring and adventure sport
- › Sports management
- › Arts and culture management
- › Spa & health management

"Leisure Management combines challenging education with international experience that trains entrepreneurial students to become commercial and creative directors for the leisure industry within the framework of a sustainable philosophy."
ACADEMIC DEAN, LEISURE MANAGEMENT PROGRAMME AT STENDEN.

	PERIOD 1	PERIOD 2	PERIOD 3	PERIOD 4
YEAR 1 The 1st year comprises an introduction to the leisure industry and service management in general. Particular attention is placed on the operational side of leisure industry businesses. You set up a company with fellow students, so gaining experience of a wide range of entrepreneurial concepts.	Introduction to leisure studies Study career guidance English Writing skills Management skills New Business	Organisation and management Business economics English Management skills New business	Leisure marketing Business economics English Management skills Writing skills New business	Leisure Life Research English Work orientation
YEAR 2 In the 2nd year, the leisure industry is studied from a tactical management perspective. You are introduced to the aspects concerning the organisation of an event, and actually hold the event in module 4.	Human Resource Management Business economics Spanish / French / German	Leisure Experience Spanish / French / German	Event Operations Operational management Spanish / French / German	LeisureLab Scenario planning Work orientation
YEAR 3 The focus in the 3rd year is strategic thinking. You are increasingly expected to act independently and take responsibility. This year includes following a minor in the Netherlands or abroad.	Minor subjects	Minor subjects	ResearchLab Applied research	Strategic management
YEAR 4 The 4th year centres on your research and graduation. You do a 7-month internship and write your final paper, preferably carrying out the research for the company in which you do your internship.	Internship FINAL PROJECT			
BACHELOR				

Media and Entertainment Management

BACHELOR DEGREE
FULLTIME
LEEWARDEN

“I think the best thing about Media and Entertainment Management is that you meet so many different kinds of people. Creatives, deep thinkers, but also real go-getters – and they all manage to get on very well together. The open, informal way in which students and lecturers interact is what creates the positive friendly atmosphere that makes this degree stand out.”
EDWIN VAN DER HORST,
NETHERLANDS

The programme

The Media and Entertainment Management programme at Stenden prepares students for careers as managers and professionals in the media and entertainment industry. The programme combines management with creativity and focuses on developments, trends and innovations and, through our approach of problem-based learning and other educational methods, stimulates students to develop vision. With media consumption changing so massively and rapidly, the industry needs staff and management with the latest knowledge and experience. Stenden provides its students with exactly what they need.

Career prospects

For those wanting to work in the magazine world, those tempted by advertising or television, or those wanting to start up for themselves to create cross-media formats, the Media and Entertainment Management programme fits the bill. Students learn how to be a multi-faceted media professional able to think in terms of concepts, and manage and combine different media. Whatever line of work is chosen, it's guaranteed to be in a field that develops quickly and offers huge opportunities.

A Media and Entertainment Management degree will open up many opportunities for work. Depending on the area a student specialises in, careers can include:

- › MEDIA PLANNER working with a team of specialists to create the right mix of analogue and digital media.
- › MAGAZINE MANAGER responsible for a publication's readers market, developing and arranging promotional activities for readers and managing single issue sales.
- › PRODUCER acting as the hub in the making of audiovisual productions, organising facilities, people and material and ensuring budgets and deadlines are kept.

- › ONLINE MARKETEEER responsible for developing and executing online marketing plans for a concept or brand, taking decisions on aspects such as which message is to be communicated, how the brand should be promoted online and how communication with the target group should take place.

These are of course just a few examples. Some graduates go on to work as project managers, editors, marketing managers, or as managers in the music and entertainment industry. Others start their own companies or freelance as media specialists and advisors.

Curriculum

	PERIOD 1	PERIOD 2	PERIOD 3	PERIOD 4
YEAR 1 First year of degree (propaedeutic year): a broad and general year in which students are introduced to the various disciplines within media & entertainment management.	Media in Context	Media Operations	Personnel & Organisation	Media & the Consumer
YEAR 2 During this year, students develop their knowledge of the subjects introduced during the first year.	Media Relations	Media & Culture	Branding & Communication	From Concept to Production
YEAR 3 In addition to two compulsory modules, students choose a specialization in which to develop and broaden their knowledge.	Strategic Management	Media production	Minor	Minor
YEAR 4 The final year centres around the internship and final paper.	Internship FINAL PAPER			
BACHELOR				

THE PROGRAMME

The Media and Entertainment Management programme teaches students about communication tools and techniques and how to connect information, experiences, theory and practice. Cross-media communication is a key focus of the programme. The academic year is divided into four modules of nine weeks, with each module carrying a main theme which is studied and explored from a number of different angles.

In the propaedeutic year, students are introduced to different types of multimedia techniques and tools, and are trained to use them in practice by setting up four media productions. Most of the academic team members are active in the media industry, so students learn directly from qualified people within the field. Students are also taught subjects such as statistics, management, marketing, ethics, organisational sciences and business economics.

In the second year of the programme, students further explore the theories behind media analysis, human resource management, brand management and marketing communication. The third year focuses on the strategic management and students spend one of the modules working for a company. Stenden is well known for strong links with industry and numerous companies (both national and international) prefer Stenden students as they are reputed for being independent while possessing problem solving capabilities. These qualities are well sought after by most employers. Students may also study abroad for one semester.

The final year of the programme comprises a 42-week internship with students expected to work four days and spend one day a week writing their final paper.

The minors offered within the programme include:

- › A brand new start
- › Entertainment education
- › Music management
- › Spa & Health Management

“After my internship with Sanoma in Belgium, I was able to work in their offices in the Netherlands. I look into how reader's rate adverts and which magazines meet the needs of advertisers. I like what I'm doing.”
FEMKE BORST, ANALYST/MEDIA PLANNER AT SANOMA PUBLISHERS

“In past years, the Media and Entertainment industry (M&E) has seen a dramatic turnaround. The interactive sector is growing faster than most of the more traditional sectors.”
ERNST & YOUNG

Small Business and Retail Management (short track)

BACHELOR DEGREE
FULLTIME

LEEWARDEN

“During my time at the Retail Business School, I have learnt about exporting and marketing products to other countries and how international companies like Apple, Nike and Phillips, work so effectively.”

HUYNH NHU HANG, VIETNAM

The programme

The Small Business and Retail Management (SBRM) programme at Stenden is an attractive course for students with an entrepreneurial mindset. This programme is a short track programme enabling students to gain a bachelor's degree in two years (year 3 and year 4). The course prepares students for a position in management in the retail sector. Retail organisations constantly need to adapt to changing consumer demands and branding and conception are important elements. At Stenden, we pay particular attention to these subjects.

Career prospects

With the knowledge and skills acquired during the programme, graduates are able to work at management level anywhere within retail, whether it's a chain of supermarkets, luxury fashion stores or department stores. Students can simply pursue their interests, tailor-making the programme by opting for a specialisation in Fashion Retail, Small Business or Retail Management.

The SBRM programme also provides students with the ideal basis for setting up their own retail business or chain of businesses.

With a degree in SBRM, graduates could take on a position as:

- › STORE MANAGER or BRANCH MANAGER for a large retailer responsible for the day-to-day running of one or more branches.
- › ADVISOR for small and medium-sized enterprises advising entrepreneurs on how to run their business and increase market share.

- › PURCHASER for a large chain store closing deals and ensuring branches maintain and/or upgrade their stock levels and quality.
- › FRANCHISEE running their own store but under the branding of a larger chain.
- › AREA MANAGER responsible for branches in a particular area.

THE PROGRAMME

In order to be a successful retail manager or sole trader, practical knowledge and skills are needed. It's therefore important that there is a good link between the programme and professional practice. In the SBRM programme, students regularly hear guest speakers from the field and get to put theory into practice in challenging assignments and projects. For those with an entrepreneurial spirit, there is extensive attention paid to learning how to start up a business.

Students who are accepted in the short track programme are exempted for the first two years and start in the third year which centres on the specialisation (Retail Management) In the final year, students take on a minor subject or study abroad for a semester before embarking on a final internship and final project. On graduation, graduates receive the internationally recognised title of Bachelor of Commerce (BCOM).

SBRM students can choose from a number of minors available in English, including:

- › Entrepreneurship
- › International Market Orientation
- › E-business
- › Marketing communications: Service learning
- › Students In Free Enterprise (SIFE)

PERSONAL AND PROFESSIONAL

The Small Business and Retail Management programme at Stenden University of Applied Sciences has an outstanding reputation – it was rated one of the best programmes in the Netherlands in the October 2011 Choice Guide. Our experience and personal approach means students get to develop knowledge and skills in a pleasant and professional environment, and we also have excellent contact with leading retailers such as IKEA, Sting, V&D, Esprit, Zara.

“Small business and firms play a vital role in the economy, providing new ideas, products, services and jobs. The UK's 3.7 million small firms account for approximately 40% of the country's GDP and have an annual turnover of one trillion pounds.”

CABINET OFFICE, UK GOVERNMENT

Curriculum

	1	2	3	4
	MODULE	MODULE	MODULE	MODULE
YEAR 1 Strategic year with a particular focus on managing organisations at a strategic level.	Branding	Performance Management	Strategy	Retail Concept Development
YEAR 2 Tactical and strategic management; minor subject and final project.	Minor / overseas study	Minor / overseas study	Graduation	Graduation
	BACHELOR			

Tourism Management

BACHELOR DEGREE
FULLTIME

LEEUWARDEN

“What I value most is the transferrable skills Stenden has trained me with – although international tourism management was the major I studied, it was actually just as management-focused as tourism-focused. I not only gained a comprehensive knowledge of tourism which equipped me to work in the tourism industry, but also knowledge to help me work in other fields such as marketing, HR, or finance.”
SHUNAN WANG FROM CHINA,
ALUMNI WORKING AT LOUIS VUITTON

The programme

Tourism is and always will be an important economic driver. All over the world, the tourism sector is growing and offering opportunities for those who have an entrepreneurial attitude and open mind. The International Tourism Management programme enables students to develop their professionalism in an interdisciplinary curriculum comprising several disciplines. The mission of International Tourism Management is “The education of future tourism managers who, through mastery of practical competencies, have the ability to work in an international context and, through bridging divides between economics, ethics and ecology, contribute to the further professionalization of the tourism industry.”

Career prospects

International Tourism Management is the perfect programme for students with a talent for creativity, communication, intercultural cooperation and organising. This international course prepares students for a management, consultancy or advisory position in the tourism industry. Graduates get to work on the development of new tourism concepts and products and contribute heavily to the professionalization of the field of tourism. It's a broad programme focused on sustainable tourism and the graduate's future role in the industry. The programme literally, takes students anywhere and has an international character.

A degree in Tourism Management could provide career opportunities as:

- › **PURCHASING MANAGER** buying in travel products such as hotel rooms, apartments and flight seats, negotiating prices, and negotiating partnerships with companies providing transfers and excursions at the place of destination.
- › **MARKETING AND COMMUNICATIONS MANAGER** for a city marketing agency, responsible for and ensuring that tourists to the city know what's happening and that they want to be there.
- › **REGIONAL MANAGER** of a travel agency acting as the first point of contact for the travel agency managers and providing the link between head office and the agencies.
- › **POLICY OFFICER** for the civil services liaising between government, companies and other organisations, applying organisational skills to activities such as creating new provincial cycle routes.

These are, of course, just a few examples. Some students start up for themselves or work as advisors. Others meet their ambitions as product managers for theme parks. This all-round programme means career opportunities are virtually unlimited.

THE PROGRAMME

Sustainable tourism lies at the core of this programme. Students learn to prioritise the needs of the community and the environment of a tourist destination, learn about the impact tourism has on different cultures and examine which economic factors play a role.

Of course, theory doesn't work without practice. As early as the first year, a visit to a European city and a rural area of tourism is included; followed by a field trip to the Mediterranean in the second year. Students are introduced to all aspects of a management position, and are taught how to market a product or service using specific marketing tools and put theory into practice. To connect theory to the real world, students practice and work with a management simulation game in the third year. During the final year students undertake a seven-month paid internship within an industry-related company and write their bachelor thesis.

Upon graduation, graduates receive the title of Bachelor of Business Administration. With this internationally recognised title, graduates are able to find work anywhere in the world.

MINOR

Stenden has a major-minor structure in place. Although the major is the main focus of the programme, the student can add depth or breadth to their knowledge by following a minor. Stenden offers minor programmes in:

Community Tourism: covering small-scale tourism in developing countries in collaboration with development organisations and the tourism industry.

Heritage Tourism: looking at the management of natural and cultural heritage and examining not only opportunities for tourism, but also how heritage sites can be protected and maintained.

Adventure Tourism: focusing on planning and managing outdoor activities such as climbing, diving, rafting and parasailing, and studying the development of sustainable tourism products and innovative strategies.



“Travel & Tourism is one of the world's largest industries, supporting 255 million jobs and generating 9 percent of world GDP.”
WORLD TRAVEL & TOURISM COUNCIL

GOOD FOR THE WORLD

The Tourism and Hotel Management programmes at Stenden meet the Standards of Excellence set by the International Centre of Excellence. Stenden has been welcomed as Associate Member of the International Centre of Excellence.

The International Centre of Excellence (ICE) is an independent international accreditation body that specialises in tourism, hospitality, culinary arts and events education. According to ICE, Stenden “places considerable emphasis on the development of focused and effective research skills. Students contribute to identified-fields of activity which develops their research competence and contributes to the schools research capabilities. The facilities at Stenden University are exceptional and the use of the Stenden Hotel and other facilities for the development of students results in highly competent graduates who are fully prepared for work positions in today's industry.”

Curriculum

	1	2	3	4
	MODULE	MODULE	MODULE	MODULE
YEAR 1 The 1st year provides a general introduction to the most significant issues in the tourism industry. The year is characterised by understanding the nature, role and relationship between the markets, organisations and resources involved in the tourism industry.	Provides a general overview of the industry, with an emphasis on the socio-cultural, economic, and environmental importance of tourism, the variety of destinations, the motivation for travel, the external influences on the industry, and trends.	Centres around strategy, leadership, personnel and middle management.	Further explores marketing in tourism with a particular focus on the use of marketing by tour operators.	Explores the tourism system in cities and the countryside in Europe.
YEAR 2 The 2nd year explores the core of the tourism industry and the complexity of balancing people, planet and profit. It also examines tourism structures and systems.	Builds on a basic management knowledge and understanding of organisations, and develops Human Resource Management (HRM) theory and skills.	Explores the core product of tourism, namely experiencing resources. Natural resources can either be enjoyed for their own sake or to facilitate activities like sports, outdoor activities or beach life. Cultural resources include architecture, history, art or traditions of local inhabitants.	Develops skills in managing tourism development for an international destination.	Presents a detailed study of the role of tour operators and provide students with knowledge and skills in tour wholesaling.
YEAR 3 The 3rd year concerns specialisation and integration and brings together the elements covered in the previous two years and challenges the students to combine their knowledge, skills and attitude to produce coherent, professional solutions.	Looks at themes such as understanding strategy development, strategic positioning, strategic choices, implementation of strategic decisions, and values-based strategy.	Exposes students to real world experiences by presenting a variety of practical research tasks, so as to develop business skills and competencies.	Choice of either following minor degree subjects, taking part in the Stenden University Grand Tour, or going on an international exchange.	Continuation of option from module 3.
YEAR 4 The 4th year centres on the internship and the final paper.	Internship.	Internship.	Internship and final paper.	

BACHELOR/MASTER

English Language Course

“PREPARING STUDENTS FOR IELTS, A STENDEN STUDY IN ENGLISH AND LIFE IN EUROPE”

LEEWARDEN & EMMEN

“You find yourself in such a good learning environment, which helps you as well to adapt to school and learn specific classes as PBL that will waiting us in the future.”
OLGA GUBINA

“My goal is not only to pass the IELTS, but also to touch real English. If I begin my study in master program, I will know how to communicate with other countries, students and teachers.”
LIU CHANG YUANYUAN (STEPHANIE)

“I think highly of the language course as it not only help me to improve our language skills but also the study skills.”
ZHOU DIANNA

The programme

Overseas students are a valuable part of our growing international identity. Thanks to its global footprint, Stenden attracts students from all over the world. The English language course helps these students reach the required level of English (IELTS 6), and helps them settle quickly into a new culture and study-style.



COURSE CONTENT

Central to the course is of course the English language. The aim is for students to achieve level 6 in the IELTS exam, the minimum standard for study at Stenden. The course is delivered by native speakers who are well-qualified and experienced in second language teaching, applying their expertise, the latest technology and an understanding of the complexities of learning a second language to this high level. Classes are given in speaking, listening, reading, writing, grammar, vocabulary and general English as well as general IELTS exam skills. At the end of the course the students take, on-site, the IELTS exam.

The course also includes a module, called ‘Life and Study Skills’ (LSS) showing students how to cope with the style of teaching and learning at Stenden, which may be totally different from the methods they have been used to in their own countries. In addition, the course includes an introduction to ‘Problem-Based Learning’ (PBL) which helps the students develop their skills in critical thinking.

Dutch culture may be very different from the student’s home country and the LSS module is designed to help students achieve an understanding of the new country so that settling-in is as comfortable as possible

The students are assigned to a teacher-mentor responsible for the student’s academic progress throughout the course. The teachers hold regular meetings to discuss students’ progress and will quickly intervene to let a student know of an area of concern.

PROGRAMME START DATES

You can start this programme in either September or February.

Graduate Studies Master's

Stenden offers three master programmes in the fields of service management, leisure & tourism studies and events management.

A Master's degree is a post-graduate academic degree that provides a higher qualification for senior management positions. On successful completion of a Bachelor degree at Stenden or elsewhere, graduates can continue their studies in the form of a Master's degree, specialising in a particular field so as to enhance their employability factor with top organizations in the private and public sector.

KEY HIGHLIGHTS OF THE MASTER'S STUDIES AT STENDEN INCLUDE:

- › The entire programme being geared towards the concrete practice of services, policy and planning.
- › Relevant theories and practical experience relating to the various fields of service provision being studied and critically analysed.
- › Attention being given to the social and cultural aspects of services and related sustainability issues.
- › The students being trained to become leaders and managers in a personalized community.
- › International orientation and a common core segment being compulsory for all students, and specific segments being devoted to the various fields of specialization as well as research projects forming an important part of the programme.

THE EXPERT PANEL AND INNOVATORS

Stenden's knowledge circle brings together people from industry and lecturers from universities of applied sciences. In recent years, various associate professors have been inaugurated at Stenden. The clear objectives of our associate professors are knowledge circulation and knowledge development, professionalization of lecturers and curriculum renewal.

ACCREDITED MASTER'S DEGREE PROGRAMMES

The Master's programmes at Stenden are accredited and validated by the London Metropolitan University and by the Dutch Flemish Accreditation Organisation (NVAO). After successfully completing a Master's programme you will receive a double degree, namely a British Master of Arts degree and a Dutch Master's degree. Please visit www.stenden.com for more information.

MASTER'S IN INTERNATIONAL EVENTS MANAGEMENT

This programme provides post graduates with the skills necessary for the conception and delivery of successful international events through the core aspects of organizational management and operations. Students explore management theories surrounding the events industry and develop the tools and strategic approach required for the integrated events management in global context. The programme takes place in two locations, namely Stenden Leeuwarden (The Netherlands) and London Metropolitan University (United Kingdom). The programme structure consists of modules that examine the Events and Live Media Industries, Imagineering and the Experience Economy, Events Marketing, Research Methods, Strategic Management, and the Management of the Event Experience.

CAREER PROSPECTS

Graduates of this Master's programme are likely to find management positions in a variety of international events sectors. Graduates could take on a position as:

- › CONFERENCE OR EVENT MANAGER at meeting, incentive, conference and events (MICE) companies.
- › PROJECT MANAGER leading and managing projects or events for public and non-public sector organizations.
- › BRANCH MANAGER at an event management or service management branch of a company located either nationally or internationally.



MASTER'S IN INTERNATIONAL LEISURE AND TOURISM STUDIES

Today's society is dominated by the service sector and tourism constitutes one of the largest sub-sectors. Tourism is regarded as a key driver for economic progress due to its power to generate jobs and income. However, the social and environmental impacts cannot be overlooked; tourism affects the quality of life of the residents in the destination communities and their sense of place. For tourism development to be sustainable it must serve the needs of humanity, serving the community and all its values. A basic element of modern tourism is matching supply and demand within the limits of acceptable change for the destination community. Maximizing benefits and minimizing costs requires knowledge and understanding, careful analysis, vision, planning and leadership with process taking precedence over product.

The Master's programme addresses the phenomenon of tourism as the most important element of our leisure time. It addresses the interdependent relationship between leisure, tourism and other leisure fields; the diverse implications of leisure and tourism for the quality of life of the people involved; the issue of leadership and creating and aligning sustainable value for the community, the industry and the individual; and the changing organization of societies, the changing configuration of the tourism industry, and the major transformations of social and cultural issues and how these affect tourism policy, planning and development.

Master's students can opt to specialise in the following fields of leisure and tourism studies:

- › Culture and arts
- › Hospitality
- › Media and education
- › Sports, recreation and wellness
- › Events and conferences
- › Tourism

CAREER PROSPECTS

The Master's of International Leisure and Tourism Studies focuses primarily, but not exclusively, on the public and semi-public sector at local and regional level. Our graduates typically find jobs in:

- › POLICY AND PLANNING (e.g. policymakers at local, regional and national level)
- › MANAGEMENT CONSULTANCY in larger leisure and tourism companies, such as hotel chains and leisure parks
- › RESEARCH AND EDUCATION (e.g. lecturer in tourism or post-doctorate researcher)
- › CONSULTANCY AND DEVELOPMENT (e.g. at a consultancy firm or research institute)
- › MANAGEMENT AND COORDINATION of the interests of different industries and stakeholders (e.g. in NGOs and other intermediary, bi-lateral and multi-lateral organisations)

MASTER'S IN INTERNATIONAL SERVICE MANAGEMENT

Service provision is an integral and vital part of all business activity which has now extended beyond applications such as banking, retailing, hospitality, insurance, and health care. More than 60% of the European workforce and 80% of the American workforce are currently engaged in the more broadly defined service sector. Creating service orientation is also high on the agenda of the public sector and traditional production industries.

The main challenge in service management is building the organisation's structure, strategies, processes, and culture around the customer. It involves a change of focus from products to customers. Understanding and creating customer expectations, creating employee commitment, and turning the physical environment into an effective 'service scape' are all elements of effective service management.

The Master's programme in International Service Management is designed to help organisations meet these challenges. It takes an integrated approach to service management, covering marketing and communication, human resource management, quality management and the financial and technological aspects of service delivery. The programme takes a broad look at service delivery, including aspects of sustainability, intercultural communication and leadership skills.

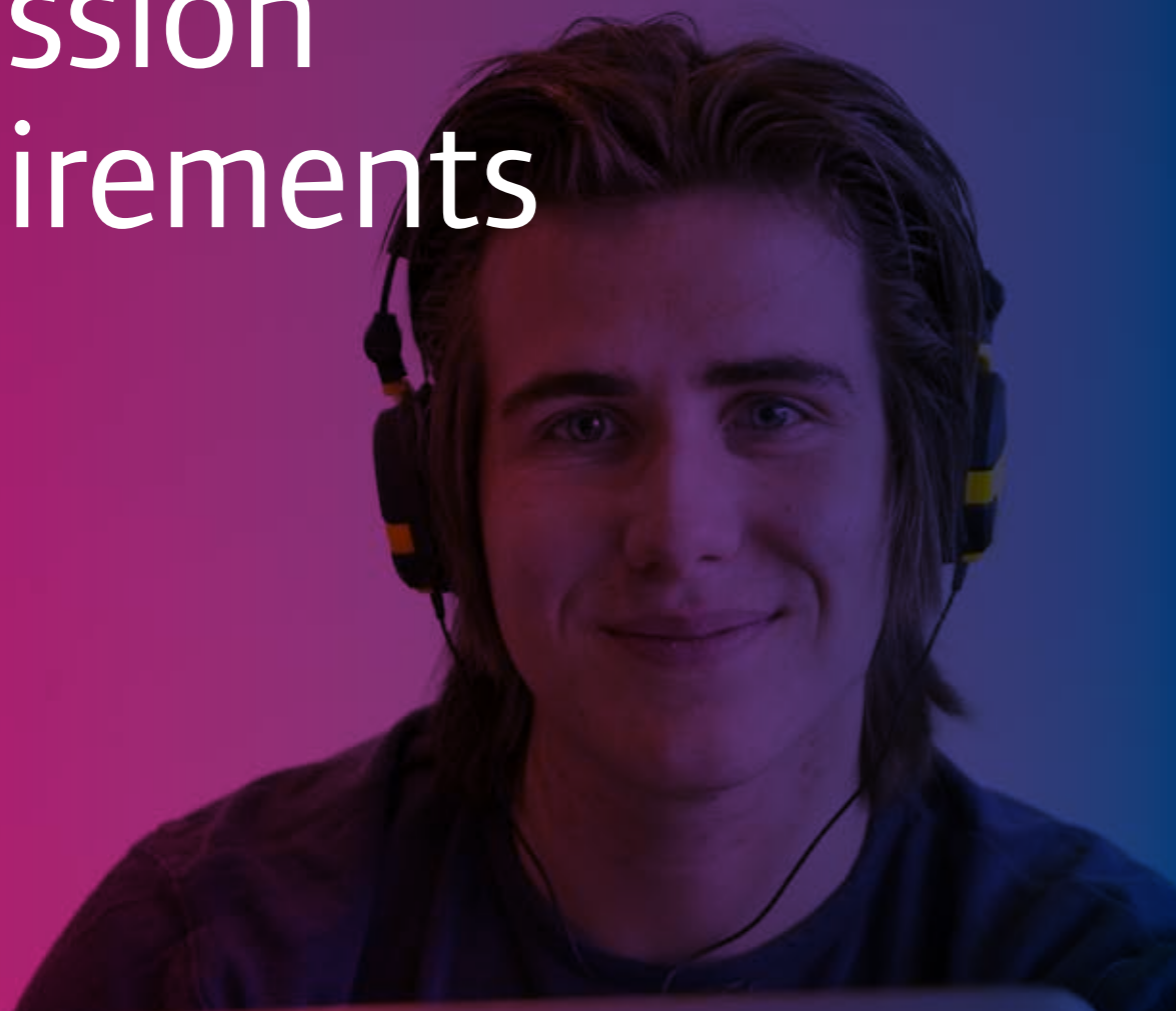
CAREER PROSPECTS

The service industry encompasses a variety of sectors, from hospitality, retail and financial services to medical and paramedical institutions, schools and other public organisations. The Master of International Service Management prepares graduates for a broad range of career opportunities. Our graduates perform successfully in positions such as:

- › MANAGEMENT CONSULTANT for service organisations
- › QUALITY MANAGER
- › LECTURER and TRAINER
- › MARKETING CONSULTANT



Admission Requirements



Non-EU Students

LANGUAGE AND ACADEMIC REQUIREMENTS

ENGLISH LANGUAGE COURSE

- › Language: Academic IELTS 5.5 (18 weeks course, with a minimum score of 4.5 for each skill) and 5.0 (36 weeks course, with a minimum score of 4.0 for each skill)
- › a diploma of secondary education from an accredited institution

Stenden also accepts TOEFL and the Cambridge Certificate of Proficiency in English as official language tests.

BACHELOR DEGREE PROGRAMMES

- › Language: Academic IELTS 6.0 (with a minimum score of 5.0 for each skill), TOEFL 550 (paper based) or 79 (internet based)
- › International or European Baccalaureate, or a diploma of secondary education from an accredited institution
- › Associate, Bachelor or Master's degree

MASTER'S DEGREE PROGRAMMES

- › Language: Academic IELTS 6.5 (with a minimum of only one subscore 5.5), TOEFL 575 (paper-based) or 90 (internet-based). Cambridge ESOL score must be CAE-C
 - › Bachelor or Master's degree
- Applications are evaluated on an individual basis.

APPLICATION PROCEDURE

To apply, please complete the application form which can be found on the Stenden website in the "Application" section, and send it to our international support office (io@stenden.com). Please send the application form along with the necessary documentation digitally and by express mail as soon as possible.

DEADLINES

Deadlines are subject to change, so please check our website www.stenden.com for up-to-date information on application deadlines. In general, the deadline is at least three months prior to the start of the academic year. Please note that there are two intakes per year for Bachelor programmes, namely in September and February.

VISA PROCEDURE

All non-EU students who wish to study in the Netherlands need an MVV visa (Authorization for Temporary Residence) to enter the Netherlands. Our International Office (IO) applies for the visa on the student's behalf. Please visit our website for more information on the visa procedure and an overview of required visa documents.

MEET STENDEN WORLDWIDE

Stenden representatives visit fairs and organize seminars in a number of countries. Please check the calendar on our website to find out when we will be visiting a location near you.



EU-Students

ACADEMIC REQUIREMENTS BACHELOR DEGREE PROGRAMMES

- › International or European Baccalaureate or a diploma of secondary education from an accredited institution
- › Bachelor or Master's degree

A list of accepted diplomas per country can be found on www.stenden.com in the application section.

MASTER'S DEGREE PROGRAMMES

- › Bachelor or Master's degree
- Applications are evaluated on an individual basis.

LANGUAGE REQUIREMENTS

EU students should provide proof of having an adequate level of English, with English language having been a compulsory subject during prior education and the student having obtained an adequate grade.

TUITION FEES

EU students may pay their tuition fees in instalments and should check with our international office for terms and conditions. All current tuition fees are published on www.stenden.com in the study expenses sector.

FULLY-FUNDED TUITION FEES

As a European citizen following a course programme in the Netherlands, you may qualify for either full or part funding of your studies or a loan to cover tuition fees. Please visit www.ib-groep.nl (choose "international visitor") for more information.

APPLICATION PROCEDURE

European students need to apply via www.studielink.nl before the application deadline and submit the required documents. For more information, please visit our website.

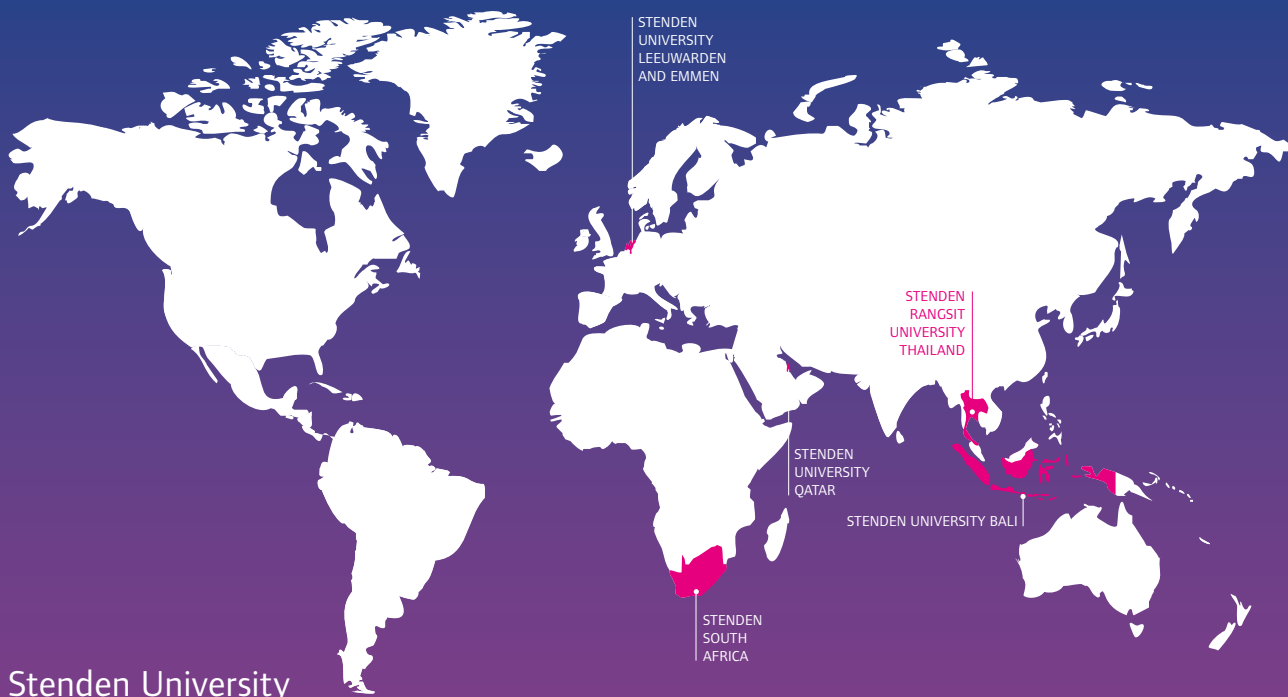
DEADLINES

Please check our website for up-to-date information on our application deadlines. In general, the deadline is at one month before the start of the academic year. Please note that Stenden offers two intakes per year, namely in September and February

OPEN DAYS

If you would like a first-hand impression of Stenden, come to one of our open days on campus. Check out the calendar on our website for dates of upcoming open days.

Admission requirements and tuition fees may be subject to change. The latest information can be found on www.stenden.com



Stenden University international campus sites

STENDEN UNIVERSITY
NETHERLANDS LEEUWARDEN
Visiting address:
Rengerslaan 8, Leeuwarden
Postal address:
P.O. Box 1298
8900 CG Leeuwarden
The Netherlands
T +31 58 244 17 63

STENDEN UNIVERSITY
NETHERLANDS EMMEN
Visiting address:
Van Schaikweg 94
Postal address:
P.O. Box 2080
7801 CB Emmen
The Netherlands
T + 31 59 185 31 92

STENDEN SOUTH AFRICA
1 Grand Street
Port Alfred 6170
South Africa
T +27 46 604 22 00

STENDEN UNIVERSITY QATAR
P.O. Box 36037
Al-Jeleait Street
Bin Omran
Doha, State of Qatar
T +974 448 88 116/126

STENDEN RANGSIT UNIVERSITY
THAILAND
52/347 Muang-Ake
Phaholyotin Road, Lak-Hok
Pathumtani, Thailand 12000
T +66 29 97 22 22

STENDEN UNIVERSITY BALI
Jalan Kubu Gunung, Banjar
Banjar Tegal Jaya
Dalung, Kuta Utara, Badung
Bali 80361, Indonesia
T +62 361 41 29 70

info@stenden.com

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When Stenden is mentioned we refer to Stenden University of Applied Sciences.

