



Aeronautical Engineering, International Business  
 Innovation Studies, International Music Management  
 Mathematical Engineering, Media and Entertainment



Management  
 Engineering  
 International  
 Engineering  
 Tourism Management  
 International

# The world within reach



Music Management  
 Media and  
 Management  
 Business  
 International  
 Engineering

International Programmes  
 2017-2018

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# A new study The start of a new future

## Come and visit us

### **Open Days**

8 October 2016  
11 February 2017

### **Open Evenings**

7 December 2016  
29 March 2017  
7 June 2017

### **Trial Study Days**

Find out more on [inholland.com/trialstudyday](http://inholland.com/trialstudyday)

### Types of personalities

In this brochure you will find icons, representing six different types of personalities, which help you choose the programme that best fits your personality.



The realistic personality: you love working with your hands, are an engineering talent and are used to physical labour. You love to work with materials accurately and prefer immediate results.



The analytical personality: you're reserved, quiet and like to get to the bottom of things. Curiosity is one of your strongest motives. Analytical thinkers like you just can't get enough information.



The artistic personality: you love to use your hands and mind to create new things. You appreciate beauty, unstructured activities and variety. You're often good at things like writing, acting, dancing or making music. You're not very fond of administrative tasks and structured activities.



The social personality: you like to do things to help people - like teaching, counselling, nursing, entertaining or giving information. You see yourself as patient, helpful, friendly and trustworthy.



The enterprising personality: you like to lead and to sell things and ideas. You're good at leading people and selling things or ideas and value success in politics, leadership or business. You see yourself as energetic, ambitious and sociable.



The conventional type: you like to work with numbers, records or machines in a set, orderly way. You're good at working with written records and numbers in a systematic, orderly way and value success in business. You see yourself as orderly and good at following a set plan.

# Welcome at Inholland of AI

A new study, the start of a new future. Choosing a study programme for further study is an exciting and intensive process. If you are keen to pursue a career in the international world of (creative) business or technology, Inholland University of Applied Sciences offers a number of relevant Bachelor programmes for you.

I am sure you are excited about the next phase in your life that you are about to enter. Learning and developing yourself pose a fantastic challenge, requiring courage, perseverance and self-confidence. You need guts to immerse in a new study programme, especially when you do this in another country, another culture. Guts to experiment, to try and fail, to experience success and disappointment. This is especially challenging when experienced in another cultural environment. Resilience and flexibility are key qualities for you to be able to grow. You are very welcome to make that next step in your personal professional development at the international study programmes at our university as they offer you the international learning environment needed to immerse in that challenge.

At our University you will study an up-to-date programme that is in sync with developments in the professional world that you are educated for. We will challenge you to become a curious, agile, critical and entrepreneurial young professional, ready and well-prepared to enter the international professional world of business or technology. All our study programmes are practice-based, so throughout your

study career you will be in regular touch with the developments in (creative) business or technology. The University offers a modern and state of the art learning environment. Adequate and affordable housing is available for you.

This brochure will introduce the four-year international English-taught Bachelor programmes that Inholland has on offer:

- Aeronautical Engineering (Delft campus)
- Mathematical Engineering (Amsterdam/Diemen campus)
- International Business Innovation Studies (Amsterdam/Diemen campus)
- Media and Entertainment Management (The Hague campus)
- International Music Management (Haarlem campus)
- Tourism Management (Amsterdam/Diemen campus).

For more information on these courses, please visit [inholland.com](http://inholland.com). Enjoy the selection process leading you to a stimulating study programme that prepares you for an exciting professional career!

**Willem Viets**  
Director Inholland  
International College





## About Inholland

At Inholland University of Applied Sciences we offer a broad range of international bachelor's degree programmes, all taught in English. The bachelor's degree programmes range from business to engineering. Not only do they offer excellent management prospects in a dynamic and highly competitive professional world, they also provide the skills required to work in a multicultural environment.

As a student at Inholland, you will be given the space you need to achieve and to distinguish yourself, both in our programmes and in applied research for professional practice. Our educational programmes are personal and accessible; our creed is that both success and adversity are the catalysts of your professional and personal development. Inholland University of Applied Sciences is here to offer guidance during an important period of your life, ensuring your ability to develop into a responsible, promising young professional who is fully prepared for the future. You will receive effectively structured, challenging and sound teaching in a comfortable learning environment. Our lecturers will encourage you to take an inquisitive approach as you identify creative, integral solutions to current real-world issues. We set the bar high and endeavour to achieve a proper balance between appropriate supervision and independence. Diversity is an asset to us in this regard.

### Active learning

As a student at Inholland University of Applied Sciences, you will be responsible for dividing your time between

lectures, tutorials, projects, group work, self-study, field trips and other activities. You will also work in small, multicultural teams solving real-life, work-related problems. This is a great learning experience – both personally and professionally. Part of your studies will be a compulsory internship (work placement), usually in your third year. This will give you the opportunity to put your theoretical knowledge into practice. You can do your internship (work placement) either with a(n) (international) company in the Netherlands or abroad. By the time you graduate, you will have already gained valuable work experience, giving you a head start in your chosen career.

It's important that your qualification is relevant in today's professional world. That's why, here at Inholland University of Applied Sciences, we believe in competency-driven education. Competencies are the skills, knowledge and insights you need for your future career. This means that, in addition to your individual exams, you also work on team assignments based on real-life business situations. You have plenty of personal contact with lecturers, tutors and your own study coach, too. All this enables you to

gain a deeper understanding of professional practice within a learning environment.

### Why the Netherlands?

The Netherlands is the ideal place to study for an international degree. With a long history of international trade, the Netherlands currently prides itself on having one of the world's highest concentrations of multinational corporate head offices per capita. Rotterdam is one of the world's largest ports and is the gateway to Europe for many companies. Amsterdam is one of Europe's major financial centres and The Hague is home to over 150 international organisations, including the International Court of Justice. The entrepreneurial spirit is deeply embedded in Dutch society, and this is reflected in our range of programmes.

Here are a few other relevant facts about the Netherlands:

- Over 1,000 international study programmes are offered, all of them taught entirely in English
- One in every three people in the major cities speaks English, making integration into society easier for foreign students

- The cost of living in Amsterdam or Rotterdam is relatively low compared to other major world cities like New York, London, Paris or even Beijing.

### Why study at Inholland University of Applied Sciences?

Choosing to study at Inholland University of Applied Sciences means choosing a university of higher professional education with the student at its heart. We'll help you get the most out of your study by providing an education that's truly focused on you. With individual career coaching and a student buddy system, we'll make sure you will obtain a degree that prepares you for business life.

We prepare you for your future career by providing education that focuses on business skills. You will work on real-life projects and gain the right experience to get you ready for the international world. We also work with some of the best businesses in Europe to provide internships that give you real work experience. Based across several campuses in the Netherlands, you can take advantage of our modern, dynamic facilities with:



- Education focused on learning in real-life projects
- Internships to prepare you for your future career
- Many different nationalities and a tolerant society
- Reasonable tuition fees
- In easy reach of the rest of Europe.

### Research at Inholland University of Applied Sciences

Research at Inholland University of Applied Sciences is organised within research groups. Since 2002, we have been involved in the development, transfer and utilisation of knowledge through these research groups. The groups are headed by so called 'lectoren', professionals who have an established reputation within a specific field, most of whom hold a PhD. Many of these 'lectoren' combine their work for us with activities elsewhere. This enables them to keep up-to-date with current professional practice in their respective fields. They are often joined in the research groups by experts from other organisations from outside the University of Applied Sciences. This exchange of expertise stimulates and facilitates innovation in the professional world, as well as in the educational programmes we offer here at Inholland. Thus, through conducting research, you learn more about the practicalities of the professional world, further developing your competencies as future professionals. The research groups act as a bridge for knowledge bringing up-to-date information into Inholland from outside, while also giving out

information, usually the results of research, both on a national and international level. Research groups focus on research requests from small and medium-sized enterprises, as well as from the public sector and larger businesses. They also seek co-operation with universities at home and abroad, alongside our own bachelor and master programmes. At present, more than twenty-five 'lectoren' work here at Inholland University of Applied Sciences, spread over six different locations.

### Exchange programme

During your time with us at Inholland University of Applied Sciences, you will be able to study at one of our 250 partner institutions located all over the world. There are many options available, giving you the opportunity to obtain the international experience so crucial in today's marketplace. You will also gain experience with a different education system, which will offer you a different perspective on life.

### Master's degree programmes

If you wish to continue your studies, you will be able to enrol on a variety of master's degree programmes, both in the Netherlands and abroad. Inholland University of Applied Sciences only offers master's degree programmes in Dutch but we have agreements with other universities.

## Study at Inholland and broaden your horizon!

## Our education

All study programmes at Inholland University of Applied Sciences are quality-checked regularly by the independent educational accreditation organisation, NVAO. This means that the programmes we offer meet all official requirements. Inholland educates its students with great knowledge and expertise. This is why the business community speaks so highly of our graduates on a regular basis.

Inholland University of Applied Sciences works extra hard to improve the quality of its programmes where quality is assured to the highest possible standard through a range of measures. We work closely on this with the student organisations, alumni, representatives of the professional work field and, of course, with everyone entrusted with quality control.

### Studying full-time

Studying full-time means devoting a lot of time to your studies for four whole years. You will spend around forty hours a week on your programme. During this time, you will attend classes, work in project groups on practical assignments and study independently. As a rule, you will do a work placement in the Netherlands or abroad during your third year. In the fourth year, you will

complete your studies with a graduation assignment at a company or institution.

### Guidance and study counselling

Each of our campuses provides a system of personal support in the form of a student career coach, a lecturer and a student counsellor. These people will help you not only with your studies but also with practical and personal issues, such as obstacles to learning, homesickness and bereavement. We will be able to support you if you have impediments, such as a chronic or psychological illness, dyslexia or a physical handicap. This support can be in the form of suitable study arrangements, special facilities or extra individual supervision. You can discuss the various possibilities with your student counsellor.





### Bachelors and masters

Most European countries have divided their higher education into bachelors and masters. This means that someone who receives a bachelor diploma in Economics in the Netherlands, for example, has roughly the same qualifications as someone who receives that diploma in England or France. Inholland University of Applied Sciences offers master's degree programmes that are very practice-oriented thanks to close contact with the business community, health care institutions and other social organisations. Inholland master's degree programmes are given in Dutch.

**To travel - crossing all boundaries - is essential to develop an open-mind and heart. Only this openness can lead to healthy unbounded curiosity, imagination, compassion and excellence. Never before have these qualities been so needed to make a difference. Or, freely interpreted from Frank Zappa: 'Travel, because a mind or heart is like a parachute, it doesn't work if it is not open!'**

Tom Kentson,  
Inholland IBIS lecturer international business



## Our campus facilities

Selecting a university of applied sciences is not simply a case of finding a degree programme that suits your talents and career choice. It is also about finding a university of applied sciences that makes you feel at home, takes an active role in your personal development, teaches at a high standard and is at the heart of the community.

The degree programmes that we offer in English are provided at four locations throughout the Randstad - the cultural, political and industrial heart of the Netherlands. While all our campuses are unique, they also have things in common, such as collaborating with businesses and educational institutes abroad, providing facilities for those with limited mobility, ICT workstations and restaurants. These are but a few of the facilities available.

### Modern facilities

The University offers high-quality education in a contemporary setting. The lecture halls, practice rooms and project rooms are fully-equipped for present-day education. With your Inholland email address and login account you have access to our ICT network, so you can work anywhere on assignments. All our buildings have computer rooms available to students, however, you can also bring your own device, since there is free wireless internet everywhere.

### Library

The collection of the Inholland library is fully digital. The huge collection of information is focused on all the

programmes. You can consult professional literature at home or in the workplace via PC or laptop. The library also organises training courses in order to teach you to deal with (digital) information efficiently and effectively. Through the library website [insite.inholland.nl/bibliotheek](http://insite.inholland.nl/bibliotheek) you can submit questions to the information specialists.

### Intranet

As a student of Inholland University of Applied Sciences you can log on to the intranet at every location. There you will find all the information about your programme. Through the intranet, we also keep you updated on news and background stories about events within and outside the University. Additionally, you will find articles about special activities, projects and actions conducted by students of Inholland. Via the intranet you can also access the University's digital Student Desk. There you are able to make nonstop reservations for project rooms or various equipment, such as a laptop or recording equipment.

## Amsterdam/Diemen

The majority of Amsterdam/Diemen students study at the Diemen campus, a location that is easy to reach by metro from the centre of Amsterdam. Here, study programmes are taught in the field of communication, innovation, economics, engineering/IT and tourism. You will find yourself attending classes in a building with a lot of pleasant rooms in which to study. It also has a spacious canteen and good ICT facilities. After class, you will be able to join your fellow students for a drink in the cafe Berlin at the Campus Diemen Zuid. You will find that Diemen campus has an informal atmosphere, where teaching is provided in a friendly and personal manner. If you want to drive to your classes, you will have the benefit of a host of free parking spaces at the Diemen campus: unique for a university of applied sciences in the Randstad! At this time, there is some building activity around the location. The new Holland Park will be a very lively neighborhood with modern canal houses, design apartments, shops and restaurants, cafes and bars for 5000 inhabitants. At the nearby situated campus you can rent a student apartment in one of the modern student homes. At the campus you will find shops and some catering facilities. More information: [inholland.nl/diemen](http://inholland.nl/diemen).

## Delft

Inholland University of Applied Sciences Delft is housed in state-of-the-art premises at the heart of the campus belonging to the Delft University of Technology. This innovative building is symbolic of the education provided here: enterprising, challenging, inventive and innovative. The programmes taught are those of Agri, Food and Life Sciences or come under the umbrella of Engineering, Design and Computing. This represents a special combination of programmes that is unique both for the Randstad and nationwide. Studying at Inholland University of Applied Sciences Delft will surely make you stand out!

### Facilities

At the campus in Delft, you will be able to work on your group assignments in small groups, taking advantage of open work areas as well as spacious computer rooms. The campus also has state-of-the-art practical areas including the laboratory, the sensory lab for food programmes, the flight simulator and the Composite Lab. During your studies you can use the professional audiovisual resources you will need to complete your assignments and pieces of work.

### City and local area

Delft is a historic city with a rich and dazzling history. It is known throughout the world as a technological centre. Delft is passionate about technology and science. Young entrepreneurs and innovative companies are given every

opportunity to develop with help from Technopolis and ES!Delft.

### Student life

Inholland University of Applied Sciences Delft has two active study societies, Sipke Wynia and FMC. The study society runs the bookshop and organises, among other things, symposia, lectures, guest lectures and excursions to companies in the Netherlands and abroad. More information on these study societies can be found on the websites at [sipkewynia.nl/en](http://sipkewynia.nl/en) and [sv-fmc.nl](http://sv-fmc.nl). The activities of the student societies mainly revolve around social and cultural interests, sport and politics. A list of all the student societies in Delft can be found on the website of the coordinating body for Delft student societies, Verenigingsraad Delft ([tudelft.nl/vera](http://tudelft.nl/vera)).

Amsterdam





## The Hague

Inholland University of Applied Sciences The Hague is a small campus with a friendly and personal atmosphere where students and lecturers know one another and you can expect professional and individual support. You will be given all the help you need to develop your talents broadly and achieve your ambitions. You will do this by working with fellow students, lecturers, student career coaches and a wide range of companies and institutions from the region. When you study at Inholland The Hague, you will become a socially responsible and enterprising professional.

### UNESCO School

In 2010, Inholland University of Applied Sciences The Hague was awarded the official status of a UNESCO School at the annual Mandela Lecture in the town hall in The Hague. This status is proof that Inholland University of Applied Sciences The Hague is a socially responsible and enterprising university of applied sciences with a keen interest in intercultural dialogue, world citizenship and sustainability.

### Building and facilities

The university of applied sciences is located on Theresiastraat, a less than ten minutes' walk from The Hague Central Station. The campus has its own lounge bar and courtyard garden. The lecture halls and project rooms are equipped for modern teaching, and the extensive ICT facilities ensure that you will be able to carry out your assignments anywhere, both at Inholland and at home.

## Haarlem

Haarlem opens its doors to visitors from all over the world. It is the capital of the North-Holland province, has a wonderful historic centre and some of the best museums in the Netherlands. In 2009, the city was listed as "the most welcoming city of the Netherlands" because of the large variety of shops, restaurants, bars, pubs and outdoor terraces in the summertime. If you love nature and the beach, you are in a fabulous spot. By bike, you can pedal along the dunes, over the dunes and down the beach. You can also combine nature with going out by riding to the nearby beaches of Bloemendaal and Zandvoort and with just a 20 minute train ride, you can be in the city centre of Amsterdam.

Haarlem is a student town with study programmes and activities for both the most intense and the more relaxed students. In an adorable Dutch village setting, students are able to combine theoretical knowledge with practical learning. The student way of life in Haarlem will make your parents happy and your international friends jealous. Inholland Haarlem is home to more than 5,500 students of which 10% are international students from over a 50 different countries. The modern campus at Haarlem is within walking distance of Overveen station, on the edge of the sand dunes and near the Haarlem ring road. It is a campus for contemporary education, complete with student accommodation.



## Practical information

Our website is a great place to get to know Inholland University better. You will find the content of all our programmes, the admission requirements and an overview of the educational modules on offer. Just click on the name of any programme that catches your eye in the quick-access menu and jump to all the information you need. You can also read all about the interesting experiences of current and former students. Visit our website at [inholland.com](http://inholland.com).

You can also contact the International Recruitment Office (IRO), if you prefer. This is the central point of contact for international students with questions about studying at Inholland. If you need assistance or if you would like to make a personal appointment with a member of the International Recruitment Team, get in touch with the IRO. If necessary, they can refer you to experts from the programmes or other Inholland University staff.

The IRO is open from Monday till Friday, from 9.00 to 17.00 CET.  
Telephone: +31 (0)20 495 1543/ +31 (0)63 100 66 32.  
You can also email us at:  
[IntRecruitment.Diemen@inholland.nl](mailto:IntRecruitment.Diemen@inholland.nl).

If you would like to find out more about our bachelor's degree programmes in English or if you are already seriously considering a specific bachelor's degree programme offered by Inholland University, then the best thing for you to do is to attend one of our Open Days. This is an excellent opportunity for you to meet lecturers and students. You can talk to people who are currently studying with us and learn from their experiences. For more information, visit our website or contact us at [IntRecruitment.Diemen@inholland.nl](mailto:IntRecruitment.Diemen@inholland.nl).

## Entrance requirements

### English test

The ability to understand, speak, read and write English is the most essential requirement for foreign students wishing to enter a Dutch university. Students from countries other than the United Kingdom, Ireland, the United States of America, Canada, Australia, New Zealand, South Africa and Germany (according to recent European law), need an IELTS (academic level) certificate with an average score of 6 for writing, reading, listening and speaking or a TOEFL (preferably Internet-based, but paper-based or computer-based is also acceptable) with an overall score of 80 for reading, writing, listening and speaking. The Cambridge Certificate in Advanced English (CAE) and the Certificate of Proficiency in English (CPE) are also acceptable. Chinese students need an IELTS certificate. For more information on TOEFL, visit [ets.org](http://ets.org). For more information on IELTS, visit [ielts.org](http://ielts.org).

### School diploma

A secondary school diploma and final grade list are required to enter a bachelor's degree programme. If your diploma is in any language other than Dutch, German, French or Spanish, you will also need to enclose a certified translation of both your diploma and the transcript. Please note that foreign diplomas will be evaluated to ensure that you have reached the required level to enter the degree programme of your choice. You will also need to show your original diploma and transcript to our Student Administration upon arrival. For more information about diplomas from your country, please visit [inholland.com](http://inholland.com) and click on How to enrol/ Admission/Diploma requirements.

### Interview (mandatory for all students)

Part of the entrance requirements is an interview with a staff member of the programme of your choice. This interview can take place via Skype, phone or in person. The interview serves to check if expectations meet and to get to know about your motivation for studying the particular programme at Inholland University in the Netherlands.

### Will I need a study visa (MVV)?

Nationals from the following countries do NOT need a visa: Australia, Canada, Iceland, Japan, Monaco, New Zealand, Norway, South Korea, Switzerland, the United States of America and all EU Member States. Nationals from any other country do need to obtain a visa. Inholland University will help you by applying for a visa (MVV) on your behalf. We have a special visa service, which is free of charge. Please check the information sheet at [inholland.com](http://inholland.com) (How to enrol/Visa and Residence Permit). You can contact this service by e-mail at [International@inholland.nl](mailto:International@inholland.nl) or by phone on +31 (0)20 495 1543.

### Tuition fee(s)

The tuition fees for the 2017-2018 academic year are approximately € 2,000 for Dutch and EU students, and € 7,800 for non-EU students. You can check the guide to tuition fees at [inholland.com](http://inholland.com) for exact details. If you have a Dutch bank account, you will be able to pay your tuition fees in ten instalments. The cost of books and readers is approximately € 300 in the first year. Many of these books will be used throughout the study programme, so the costs will be lower in subsequent years.

### Are scholarships available?

Students from outside the European Union (EU) enrolling in 2017-2018 are eligible to apply for an Inholland University scholarship. Please check our website at [inholland.nl/scholarships](http://inholland.nl/scholarships) for the requirements and the procedure.

### Application procedure

If you would like to study for your degree at Inholland University, then your next step is to apply in Studielink.nl. Please note that the application procedure for international applications takes longer than three months. We advise you to take the following steps, as early as possible:

- Register at [studielink.nl](http://studielink.nl) (code for Inholland is 27PZ)
- Send in your admission documents (to International@inholland.nl):
  - English test results
  - Secondary school diploma + grade list
  - Copy of passport or ID
- Sign up for an interview (at [IntRecruitment.Diemen@inholland.nl](mailto:IntRecruitment.Diemen@inholland.nl))
- Apply for visa, if required
- Pay tuition fees.

Follow Inholland at:

 [facebook.com/Inhollandinternational](https://www.facebook.com/Inhollandinternational)

 [youtube.com/inholland](https://www.youtube.com/inholland)

## Addresses

### Information and assistance

If you need any information or assistance for your application and admission, you can contact the International Recruitment Office (IRO) by phone, e-mail, chat or Skype. The IRO is open from Monday till Friday, from 9.00 to 17.00 CET.

### Contact details:

Wildenborch 6 / 1112 XB Diemen  
P.O. Box 261 / 1110 AG Diemen  
The Netherlands  
T: +31(0)20 495 1543  
M: +31(0)63 100 66 32  
E: [IntRecruitment.Diemen@inholland.nl](mailto:IntRecruitment.Diemen@inholland.nl)  
Skype: IntRecruitment  
Facebook: [facebook.com/Inhollandinternational](https://www.facebook.com/Inhollandinternational)



# International programmes

International bachelor's degree programmes at Inholland University of Applied Sciences (2017-2018)

	<b>Fulltime</b>
<b>Delft</b>	
Aeronautical Engineering	•
<b>Amsterdam/Diemen</b>	
International Business Innovation Studies	•
Mathematical Engineering	•
Tourism Management	•
<b>Haarlem</b>	
International Music Management	•
<b>The Hague</b>	
Media and Entertainment Management	•



# Aeronautical Engineering

Have you always been fascinated by airplanes and what makes them fly? Are you curious and technically minded? And do you often think ‘out of the box’? If you are a real high-flyer, the Aeronautical Engineering programme will suit you perfectly.

## The programme

You will graduate from the Aeronautical Engineering bachelor’s degree programme with a Bachelor of Science in the field of the aerospace industry. The focus of this four-year English programme will be on designing and constructing aircraft and aircraft components. You will learn about engineering in general and you will gain practical knowledge and experience during your work placement. The Aeronautical Engineering department of Inholland University of Applied Sciences Delft works together with Delft University of Technology (TU Delft). You will be able to make use of the facilities available at TU Delft, such as the windtunnel. You will also have access to the university library. What is more, TU Delft has a large collection of aircraft components.

### Is this programme right for you?



Have you always wanted to know how an airplane is able to fly? Do you want to know what the best materials are for the wing and what the best shape is in relation to its function? Are you curious about how to calculate all this? Do you feel a sense of challenge when asked to come up with creative technical solutions for contradictory requirements? Then there is probably an aeronautical engineer inside you waiting to come out. Are you proactive and ambitious? Do you dare to make your dream a reality and do you have the guts to realise it? Are you creative and do you have a critical mindset? Then Aeronautical Engineering is the programme for you!

### Location

This English bachelor programme is only offered at location Delft.

Inholland University of Applied Sciences Delft offers you a pleasant environment to study in a building that is situated on the campus belonging to TU Delft. We have various facilities such as a gasturbine simulator, a flight simulator and our composite laboratory. Inholland University has an agreement with TU Delft for the Aeronautical Engineering programme. This means that you can transfer to the master’s degree programme straight after you graduate (see TU minor).



Find stories from our students at [inholland.com/aestories](https://inholland.com/aestories).



## Study programme

### Structure of the programme

In the first year of study (propaedeutic phase), you will take a number of basic technical subjects. You will also be introduced to the field of aeronautical engineering through special projects, classes, practical assignments and excursions. Later in the programme, the emphasis will be placed on gaining more in-depth knowledge of specialist aeronautical engineering subjects.

You will learn to use various computer, drawing and test programs. Moreover, you will learn to work in a team. You will attend training sessions and write reports and

dissertations. You will go on excursions and work field trips and you will do internships. This broad programme will turn you into a true professional.

### Description first and second year

In your first and second year, you will work on the basic skills needed for Technical Engineering. This means that you will spend much of your time on mathematics and mechanics. You will also work on various projects and practical assignments.

### Description third and fourth year

The third year of the programme will start with an internship, during which you will perform engineering tasks. This internship lasts about 20 weeks and presents an opportunity to gain international experience. The internship is completed with a report and presentation.

You will then enter the specialisation phase of your studies. The two main specialisation tracks are:

- Design and Development,
- Lightweight Structures.

You will gain a more in-depth knowledge of aeronautical topics such as:

- performance and propulsion
- aircraft systems
- preliminary aircraft design
- measurement engineering
- flight mechanics
- materials, composites and composite compounds
- optimisation of structures
- thin walled structures
- entrepreneurship.

You can also choose to exchange part of your specialisation track for an internal or external minor, such as the gasturbine minor or the TU minor. (See TU minor).

In addition to the final theoretical component, you will dedicate a period of approximately five months to your graduation project. The project tends to be an assignment by a company and you will work on it independently. You will complete your graduation project with a report and present the results to the Aeronautical Engineering department and the company. Once you have successfully defended your thesis, you will be awarded the title of Bachelor of Science.

### What subjects are covered in the programme?

You will work on projects and attend lessons in subjects such as:

- aircraft systems
- mechanics
- mathematics
- measurement and control engineering
- aerodynamics
- materials science
- production engineering
- communication skills
- design/CAD
- measurement engineering
- wind tunnels
- materials
- workshop practice.

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*Working in the aerospace industry is challenging. Aircraft design is very complex and offers plenty of scope for an engineer to use his creativity.*



### Structure of the programme Aeronautical Engineering

	Term			
	1	2	3	4
1st yr	Mathematics and mechanics	Mathematics and mechanics	Mathematics and mechanics	Mathematics and mechanics
	Drawing	Design and Materials	Design, manufacturing and systems	Design project and CAD
	Introduction in Aeronautical Engineering	Aviation project	Programming	Aerodynamics
2nd yr	Mathematics and mechanics	Project	Mathematics and mechanics	Aerodynamics and control
	Materials and manufacturing		Aircraft structures	Maintenance and systems
	Aerodynamics and thermodynamics		Aircraft and Engine performance	Design project
3rd yr	Engineering internship		Specialisation	
4th yr	Specialisation	Engineering entrepreneurship project	Graduation project	

#### Electives

There are two components to the bachelor's degree programme in Aeronautical Engineering at Inholland in Delft: the major and the graduation specialisations. The major is the core of the programme and will account for half of your studies. This is where you will acquire your general professional knowledge and skills. You can also pursue certain study components abroad. With these graduation specialisations (from the third year of study onwards), you can set yourself apart from other students and work on your own profile.

#### TU minor

If you have the ambition to gain a Master degree after your Bachelor course, you can decide to choose the TU minor in the final year of your course. You can attend classes at the TU and after this year you

can immediately transfer to the Master programme without attending the interim year at the TU. You can also choose to gain your Master following the regular route.

#### Work placement

Gaining practical knowledge is an important part of the Aeronautical Engineering programme. In the third year you will start your engineering internship at a company. You will spend at least twenty weeks with a company in the Netherlands or abroad. You will acquire new experiences and you will work on one or more assignments. You can do your internship at an engineering or testing department, for example at Fokker, TNO, Nayak or KLM.

#### Study abroad

If you prefer to pursue part of your education outside the Netherlands, you can choose for an exchange programme with one of our partner Universities, such as Graz (Austria) or the Northwestern Polytechnical University in China or Paris (France).

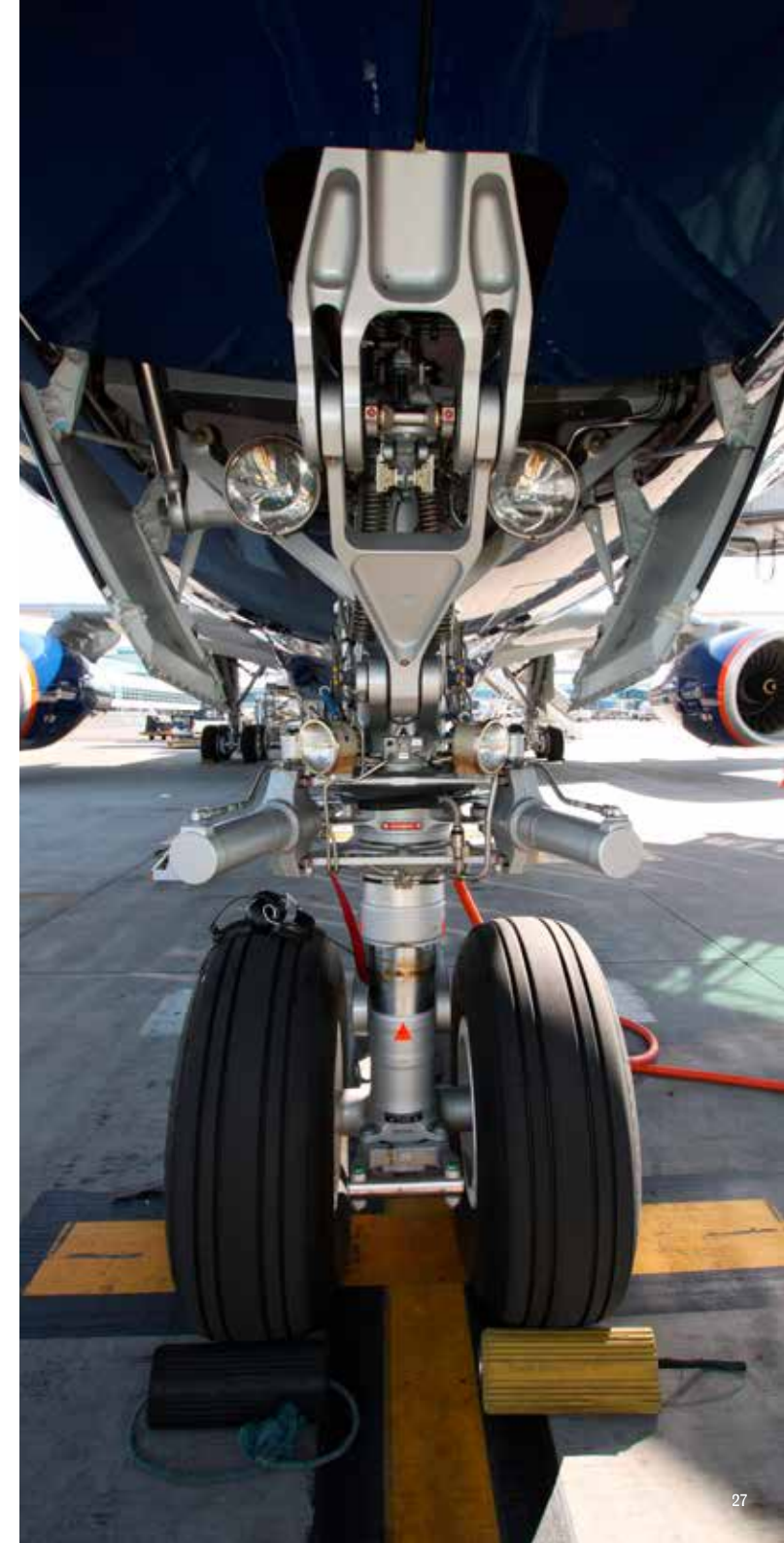
Inholland also has connections with several international companies and organisations. Some examples are:

- Airbus (Germany)
- FACC (Austria)
- CPUT University Capetown (South Africa).

Aeronautical Engineering has an international network. This could be of great importance to you, especially if you intend to work abroad.

#### Graduation

On successful completion of the Aeronautical Engineering programme, you will receive the title Bachelor of Science, which means that you can use the title BSc. This nationally and internationally recognized title identifies the level of your study.





# After the programme

## Continuing education

This diploma will give you access to various Master programmes both domestically and internationally.

## Professional profile and professions

Working in the aerospace industry is challenging. Aircraft design is very complex and offers plenty of scope for an engineer to use his creativity.

Engineering firms, research agencies and institutes also welcome graduates from the Aeronautical Engineering programme with open arms.



You can also apply the knowledge you will acquire during the Aeronautical Engineering programme to projects for generating clean, sustainable energy, such as the aerodynamic and structural design of windturbine blades.

After your graduation these are examples of jobs that will be within your reach:

### Lead Engineer

You coordinate projects in the field of engineering. You lead a team of engineers, you answer questions concerning technical problems, you design with the help of specialised drawing programs and you have contact with customers and the project manager.

### Structural Engineer

Structural engineers analyse, design and plan components and systems to create a certain design and ensure the safety and comfort of users. They are responsible for engineering the design and analysis of a component. They often specialise in specific fields, such as bridge engineering and aircrafts.

### Flight Test Engineer

You are responsible for monitoring and controlling different aircraft systems, including helicopters and space flights. You will work closely together with the pilots during all the different phases of flight. You make sure the weight and balance of the aircraft is correctly calculated to stay in the center of gravity within the limits.

### Stress Engineer

You perform engineering duties in designing, constructing, and testing aircraft, missiles, and spacecraft. You use basic and applied research to evaluate the materials and equipment to aircraft design and manufacturing. You could also recommend improvements in testing equipment and techniques.

## Field of profession

As a Bachelor of Science, you will be able to work in a wide spectrum of engineering disciplines anywhere in (aeronautical) engineering. The increasing number of international joint ventures involving in Dutch aviation means that employment can be found all over the world. Even after you have spent a few years in this field, you will find that there are still enough challenges. With the knowledge and skills you will have acquired, you will also be able to work outside the aviation industry for example, as an engineer in research and development agencies or construction companies, in the automotive industry, energy sector and automation sector.

## More information?

For up to date information about this programme, Open Days or how to enroll, please visit [inholland.com/ae](http://inholland.com/ae).



# International Business Innovation Studies

Are you interested in leading change and innovation within an international business environment? Would you like to develop and sharpen your skills? Then the International Business Innovation Studies is perfect for you.

## The programme

Have you ever heard of Kodak, Palm or Atari? No? That is because these companies don't exist anymore. Why? They failed to innovate. They missed, or even ignored, developments in the external environment and changing demands from customers. As predictability becomes more difficult and uncertainty becomes the norm, innovation becomes indispensable for businesses. More than ever, in the 21st century businesses need to be able to understand key trends that will shape the future of technology, customers, society and the market place and be agile at responding to these.

International Business Innovation Studies (IBIS) is Inholland's challenging, fully international (English-taught) 4-year bachelor programme. It is aimed at providing the business world and society with agents of innovation who can help the business they work for to survive and thrive in this age of rapid change. These are professionals who look at the (business) world from a fresh perspective, who can see beyond the conventional 'business as usual', who spot or create opportunities, who understand customer needs, who come up with new ideas (for products, services, business models, ways of doing things within the business) and who are capable of implementing these in the existing business context.

### Intake assessment

To make sure students understand what the IBIS programme is about and expects from them in terms of attitude and commitment, all applicants are required to take part in an intake assessment. The assessment consists of an entrance test (focusing on English) and a motivation interview. Students living abroad can be interviewed by telephone or Skype.

### Location

International Business Innovation Studies is offered at Inholland's Amsterdam/Diemen campus.

### Programme content

The IBIS programme merges solid business knowledge with modern, creative, future-oriented and change-driven concepts and applications, combined with a good dose of international and cross-cultural knowledge and skills. Subjects in each of the three main disciplines are in the diagram below.

Business	Innovation	Internationalisation
Strategy & Marketing	Concept Development	Cultural anthropology
Communication	Design	Global Market
Human Resources	Innovation strategies	Business English
Operations	Research & Discovery	International Business
Finance	Creative thinking	Cross-cultural communication



The programme is a mix of practical and theoretical knowledge and skills. This means that during your studies you will work on real-life projects and assignments, coached by academic staff as well as professionals in the field.

Examples of projects and assignments are:

- conduct a full functional and context analysis of a business
- develop a prototype
- set up a booth for a business expo
- put together an exposé of an innovator
- determine an internationalisation strategy for an innovation
- develop a design brief for the redesign of an innovation
- generate, pitch, produce and market your own innovative idea
- contribute to the innovative solution of a societal issue (e.g. health care, ageing, environment).

### Structure of the programme

The study programme consists of three components: a core curriculum, a 'negotiated curriculum' and a graduation track. With subjects like marketing, concept



development, entrepreneurship, innovation international business, human resources, management & organisation, creativity, law, research, and strategy, the focus of the core curriculum is on 'traditional' (international) business disciplines, as well as on new creative concepts and applications. The 'negotiated curriculum' is composed by the students themselves, by choosing from a wide array of electives. Examples of electives are:

- Serious Game Design
- Advertising
- City Marketing
- Fundraising
- Languages (French, Spanish, German, Chinese)
- Green Business
- Web design
- Engineering 101.

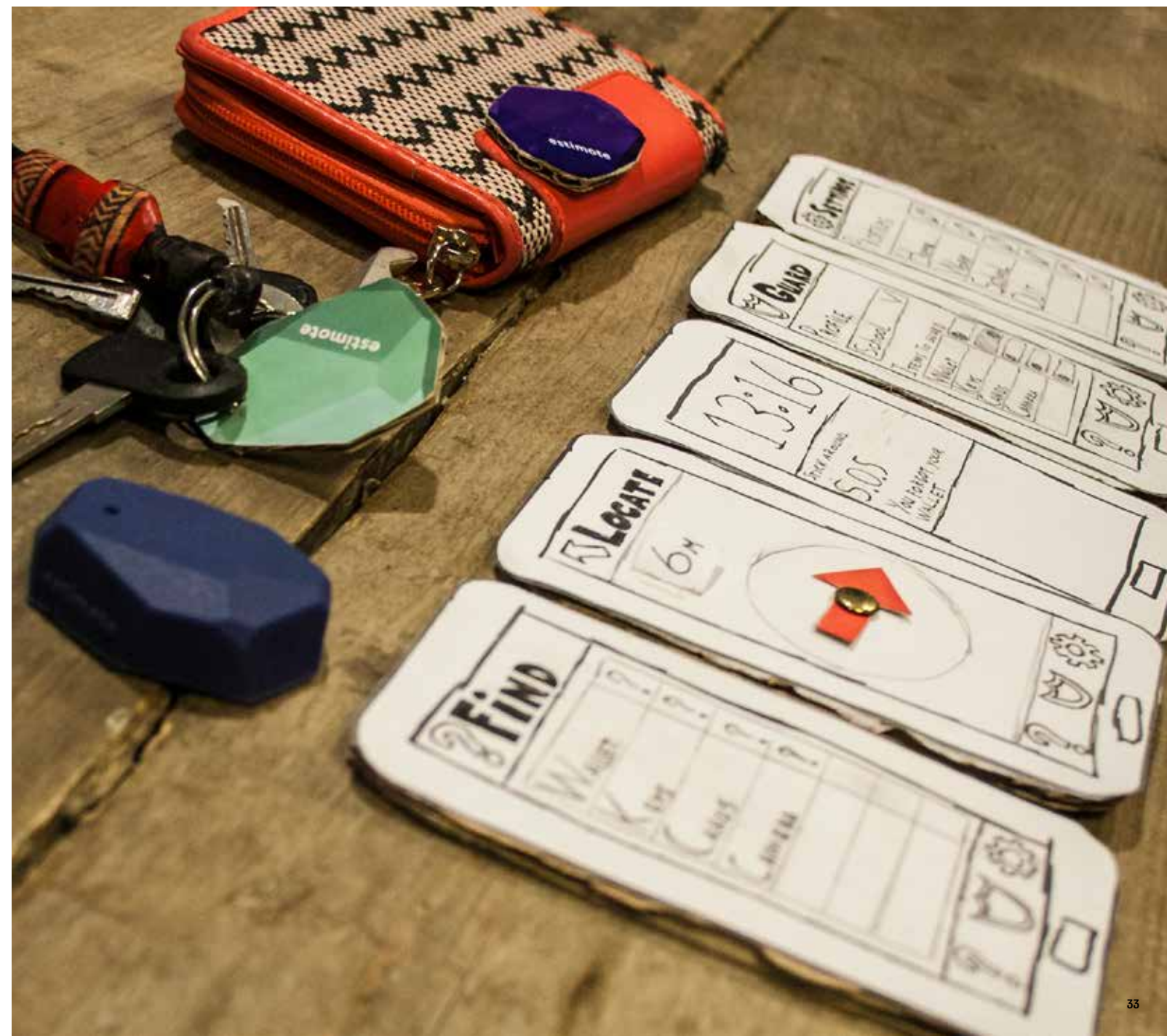
For your graduation track you can choose one of two options: Macro Innovation, which focuses on innovations that have a societal impact, and Micro Innovation, which addresses innovations within the business (sector / industry) environment.

### Practical experience

Practical experience is very important in the IBIS programme. Students actively interact with representatives from the professional field through professional coaching, guest lectures, seminars, site visits, assignments and projects. In years 3 and 4, students actually go out into the professional field for their work placement and their graduation project.

### International experience

The programme provides an international experience for its students by recruiting on an international scale and thus creating an international classroom. IBIS also actively stimulates students to complete part of their studies abroad; you can go on excursions abroad, study at one of the programme's foreign partner institutions for a semester or do your 3rd year work placement in another country.





# Career opportunities

Every business needs strong innovative entrepreneurs and leaders, be it the service, entertainment, health, financial or technology industry. Many companies, even highly innovative ones, still struggle with generating useful new ideas, and converting these ideas into viable products and services. The need for graduates who can generate ideas and implement them –i.e. for IBIS graduates– is high, on a global scale.

IBIS graduates can apply for a variety of jobs, including:

- Innovation Manager
- Programme Manager Change & Innovation
- Business Inspirator
- Creative Technologist
- Business Development Officer
- Trend Spotter-Watcher-Analyst
- Concept Developer.



These job titles are just names of course (which will probably change significantly in the next few years), they don't really say anything about what the job entails. In general the jobs IBIS graduates are eligible for, can be divided in three categories:

## Creating new / improving existing products and services

Key tasks:

- Explore consumer and technology trends
- Identify customer needs
- Identify new innovation opportunities
- Drive the (cross-discipline) process of coming up with new ideas, solutions, products, experiences and delivering sketches and prototypes
- Deliver commercially viable innovative products and services.

Focus: Ideation, Concept development, Prototyping, Consumer behaviour / research.

Examples of job titles: Concept Developer, Creative Technologist, Trend Spotter / Watcher / Analyst, Product (Innovation) Manager.

## Creating new ways / improving existing ways of running a business

Key tasks:

- Identify business and technology trends and innovation opportunities
- Translate business needs into strategies and concrete plans
- Develop new and creative ways to reach the company goals
- Develop a new vision for the way the company produces and deploys its product / service
- Manage business model design.

Focus: Trend research, Business (re-)Design / Development, Process Innovation, Piloting.

Examples of job titles: Innovation Manager, Business Developer, Trend Spotter / Watcher / Analyst.

## Implement and guide appropriate innovation strategies and processes

Key tasks:

- Build and manage a distinct innovation approach
- Lead corporate innovation process, including development of methods, processes and tools
- Facilitate creative / innovative thinking, provide support to business units and departments around the innovation process
- Strengthen the innovation process and appropriate pipelines needed to test and validate innovative products and services.

Focus: Innovation strategy, Consulting, Trend research, Change management.

Examples of job titles: Programme Manager Innovation & Change, Innovation Consultant / Manager, Trend Spotter / Watcher / Analyst.

Companies currently asking for international business innovators include:

- The Hershey Company
- Visa
- Kimberly Clark
- Google
- Deloitte
- Canon
- PepsiCo Inc.
- Frog Design

- Allianz Insurance
- BASF
- Wrigley
- Nestlé
- Amazon
- Nike
- University of Nottingham
- Walt Disney
- Samsung Electronics.

The primary target employers for IBIS graduates comprise large, international or multinational firms, but there are ample opportunities for IBIS graduates in small and medium-sized business as well. Or you can choose to start your own business / agency.

Key activities IBIS graduates perform in their jobs are:

- Defining trends and developments, problems, issues, opportunities, necessary changes
- Designing value-adding solutions that meet the end users' needs (e.g. concepts, strategies, products, services, processes)
- Executing / implementing business cases, plans, ideas, solutions and performing tasks and activities derived from the business case and plans
- Evaluating, measuring and monitoring performance and execution
- Leading innovation projects.

### More information

For more information about the International Business Innovation Studies programme, check out our website at [inholland.com/ibis](http://inholland.com/ibis) or contact our International Recruitment Office: [intrecruitment.diemen@inholland.nl](mailto:intrecruitment.diemen@inholland.nl)  
tel. +31 (0) 20 495 1543 / +31 (0) 6 310 06 632

# International Music Management

Are you interested in music and the music business as a whole?  
Do you like working in the international music and entertainment management business? If so, the International Music Management programme is perfect for you.

## The programme

Please note: International Music Management is a specialisation of the bachelor programme Media & Entertainment Management (English programme). International Music Management (IMM) is a bachelor programme that prepares students to fulfill management positions in the music business globally. As a manager within this particular field within the media and entertainment industry, students learn to fulfill core functions in creative businesses and are prepared to direct various teams, often composed of people with different backgrounds. Managers in the music business take care of finances & control, planning and deadlines. The IMM programme stands for entrepreneurship, creativity and social involvement, with a strong focus on an industry that is still growing and in need of employers that are trained on a university of applied sciences level.

### Why this programme?

The International Music Management programme teaches you to control an entertainment or music production in a professional way and gives you the opportunity to be in touch with people in the media, entertainment and music industry. In the training company of year two you will experience what it is like to work on an entertainment or music production from start to finish. The process and the content are guided by experienced experts.

### Location

This English bachelor programme is offered in Haarlem.

### Is this programme right for you?

- € What is the job in organising music festivals and fairs? What kind of work does a promotion manager in the music industry do? How do you manage a rockband in an international environment? These kind of questions will be answered in this programme.
- 123 Are you interested in the music business as a whole? Are you dynamic, creative and enterprising? Are you commercially and organisationally talented? Do you like working in a team? Would you like to be able to choose different functions in the international music and entertainment management business after you graduate? If this is the case, the International Music Management programme is perfect for you!
- 💡
- 👥

Find stories of our students at [inholland.com/immstories](http://inholland.com/immstories).

## Study programme

### Structure of the programme

Right from the outset of the programme, you will learn to deal with the needs of the professional media and entertainment sector. You will engage in various projects, courses and training sessions, visit companies and attend guest lectures, all of which emphasise the practical side of live events and music industry.

During the first two years you follow a broad programme where you learn everything about marketing, research, project management, the legal environment, concept development, entrepreneurship and the business side of the entertainment industry. You will also learn more about various sectors within the entertainment industry. In the third year you will do an internship and increase your knowledge specialising in areas closely related to the professional field. In the second half of year four you will begin with the final part of your study, the graduation phase.

### Description first and second year

From the first year onwards, you will refine the general knowledge acquired in the major to enable you to become a specialist in the music and event business. Your subjects this year are marketing, communication, management and organisation and you will become involved in projects covering the music and event business. Together with your fellow students you will immediately experience what it is like to be a project manager, researcher, representative or concept developer. In this way you develop the necessary skills.

In the second year you will follow courses on media law, strategy, cross-cultural management, business analysis and concepts and attend workshops on audio/visual production, managerial and creative skills. You will be expected to do more complex projects and show more independence playing the role of an entrepreneur, media manager or strategist.

You will become a staff member of the international music and events department of Rookie Entertainment, our own entertainment company set up and run by students. Rookie Music International allows you to gain hands-on experience within an exciting part of the music and event business.







### Work placement

In the third year, you will work as an intern in a business environment of your choice for about six months, where you can put into practice what you have learnt so far. Do you choose a major or a smaller company? Do you want to go abroad? That is possible as well. Inholland University has an extended database of national and international companies that offer work placements. This list includes MTV Networks, Loveland Events and Universal Music. An internship abroad is not only exciting and fun, but also an experience for life. It looks good on your résumé, which gives you a lead in job interviews.

Due to new development of the curriculum the program might change.

### Graduation

You will finish your study with a graduation project.

Examples of subjects are:

- an advisory report for organising a new festival
- market research in order to launch the career of a music artist
- research to music consumption and festival motivation.

Once you have completed the bachelor's programme International Music Management you will receive the degree Bachelor of Business Administration. This internationally recognised degree allows you to apply for master programmes in the Netherlands and abroad.

### Related programmes

The International Music Management programme is related to the programme Media & Entertainment Management (English programme).

## After the programme

### Continuing education

The degree gives you access to (master) courses in the Netherlands and abroad. A suitable example of additional education is Media and Journalism. This programme can be followed at the Erasmus University in Rotterdam.

### Professional profile and professions

The International Music Management programme fully prepares you for management positions in the world of music and events. You will give guidance to teams with people from different backgrounds.

As a graduate in International Music Management, you have an excellent foundation for a (junior) management job in the international music or event sector. You can work in the following roles, among others:

### Organiser of concerts or festivals

In this field you organise concerts and/or festivals. You are aware of the needs of your target audience and think of creative ways to give the audience a good time. You instruct and escort people and make sure the event can't be something less than a success.

### Marketing manager

You are in charge of the marketing department where you will lead a team. You inspire them to think of creative ways to sell or develop a new product. You decide and control the marketing strategy and always think of new ways to serve your target audience.

### Product manager

As a product manager you are responsible for the development, the improvement and the retail of one product or a stream of products from one brand. It is common that you work together with the departments Production, Sales and Marketing.

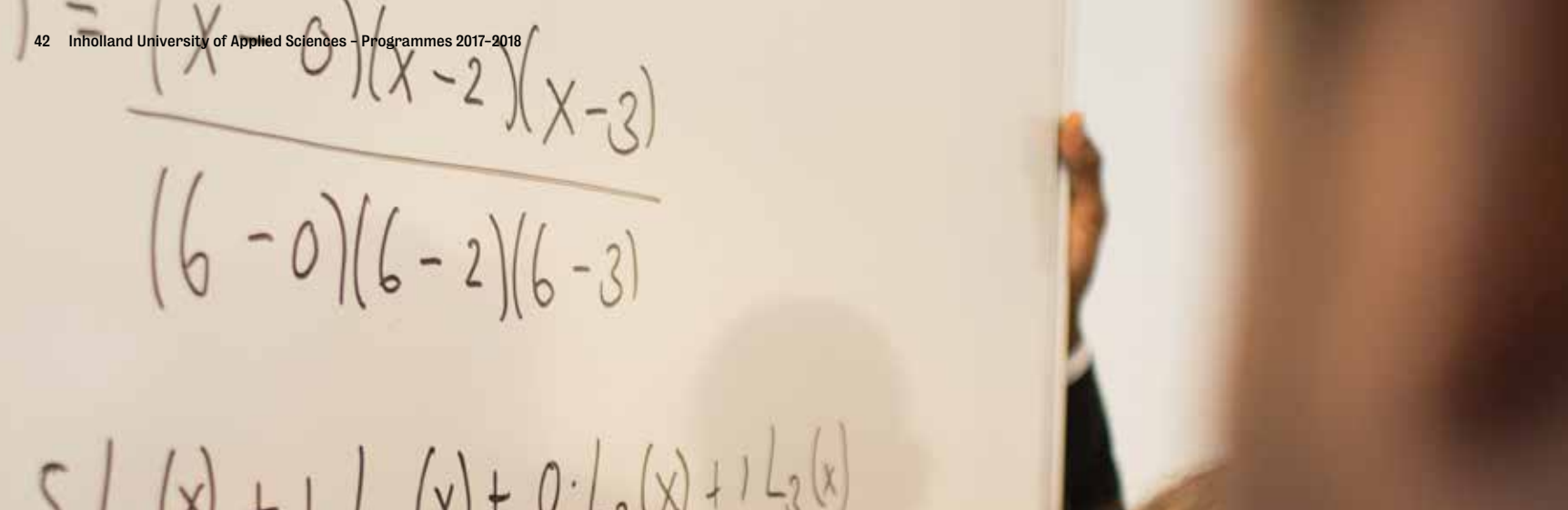
### Field of profession

Thanks to the broad character of the bachelor programme, your skills will be of interest to various companies and organisations. As a graduate in International Music Management you can get a job in sectors like:

- Media- and Entertainment Management
- Recording Companies
- Event Organisation
- Copyright Agencies
- Concept Development
- Concert Promotion.

### More information?

Further information about this study, Open Days or how to register can be found at [inholland.com/imm](http://inholland.com/imm).



# Mathematical Engineering

Information and the communication of it, is the life-blood of organisations. This makes the role of the mathematical engineer crucial. Datasets get bigger by the year, making technologies to use and analyse them become ever more important. Therefore, Mathematical Engineering professionals are essential to keeping the modern wheels of business turning.

## The programme

The bachelor's degree programme in Mathematical Engineering of Inholland University of Applied Sciences will teach you how to become one of these valuable professionals. Besides that, the programme is entirely taught in English - the business language of the world.

### Is this programme right for you?



As a professional mathematical engineer, you will be a motivated fast-thinker who enjoys working in a dynamic and specialised environment. You will need good communication skills, and will know how to implement your analytical skills and technological knowledge. You will move from solving day-to-day technical problems to helping your organisation realise its strategy. Whether you are an employee working behind the scenes, a freelance consultant working on the frontline, or an entrepreneur running your own business, you can make a difference to any organisation. Our degree in Mathematical Engineering will set you on the road to an exciting and challenging career.



### Location

This English-taught bachelor programme is offered only at the location Diemen (Amsterdam).



Find stories of our students at [inholland.com/mestories](https://inholland.com/mestories).





# Study programme

## Structure of the programme

The Mathematical Engineering programme is a fulltime, four-year programme run at our campus in Diemen (Amsterdam). The study load is approximately forty hours a week. The academic year is divided into four periods of ten weeks, and starts early September. The study programme is organised along the guidelines of an engineering degree. It is built around a number of subject areas. Those are Mathematics and Statistics, Software Development, Networking, Database Management Systems, Internet Programming, Information Science, Mobile Development and Management and Communication Skills. The programme also offers the Cisco CCNA and Cisco CCNP programs.

These courses are organised in different ways, depending on the subject. Most courses consist of lectures and of practical work (lab). Every semester there is a complex project, in which you will combine the subjects of that semester into one large assignment, on which you will work in a group. Some of these projects are for external clients, often non-profit organisations. As a Mathematical Engineering student you will learn to analyse, solve (business) problems and apply your knowledge and skills in the real world environment of a company during your internship in the third year. In the second semester of the fourth year you will carry out your final project and complete your bachelor's thesis, again as an intern at a company.



An assessment may consist of an exam, a presentation, lab work or a combination of those. At the beginning of each course the teacher will explain in detail what the assessment will look like.

## Description first and second year

The first year forms the foundation of the programme. It gives a broad overview of Mathematical Engineering. You will follow courses on mathematics, programming, networking, and databases. In two of the projects you will see the connection between the subjects taught and learn how to apply them with a group of (learning) professionals. In the second year you will deepen your mathematics and IT-knowledge. Advanced programming techniques are covered, including object oriented programming and internet programming. In several projects you will work on realistic applications. For example a data analysis for a company, an app for your own start-up or a desktop application for a company.

## What subjects are covered in the programme?

To develop the knowledge, skills and know-how that you need for a career in Mathematical Engineering, our programme includes the following topics and subjects:

### Software:

- programming
- software engineering
- building web applications
- mobile development.

### Data:

- data modelling
- databases
- business intelligence
- big data
- data mining and data analysis.



**Mathematics and Modelling:**

- algebra
- calculus
- logic
- geometry
- statistic
- graph theory
- cryptography
- operations research
- mathematical modelling.

**Networking:**

- Cisco Certified Networking Associate
- Cisco Certified Networking Professional.

**Professional Skills:**

- letter and report writing
- presentation skills
- English
- research skills
- internship in industry
- individual project (graduation thesis).

**Work placement (internship)**

In the third year the aim of the internship is to give you a real-life, IT-related, working experience and to acquaint you with the organisation of the company, the kind of work a company carries out and how you can contribute to the work done in the company. In the fourth year the aim of the individual project is that you carry out a project in a company. You will show that you can successfully conduct a project integrating different knowledge areas studied in school, quickly master topics needed for the project that were not taught in school, function within the company at an adequate (engineering) level, and communicate professionally (both orally and in writing) regarding the progress, the project results within the company and at school. The project will be documented in a written report (thesis) and a final presentation.

**Graduation**

You graduate on the basis of a final graduation project, which leads to your thesis.

## After the programme

**Job opportunities**

The choice of careers open to mathematics and applications engineers is endless. You could work for any organisation that makes use of computer networks, develops software, processes large amounts of data, manages databases or is actively involved in the development of websites and web-based applications. Alternatively, you may prefer to set up your own business and work for established organisations as a consultant. Of course, in this rapidly changing profession, new opportunities are opening up all the time.

**Professional profile and professions**

Professional positions open to a mathematics and applications engineer can be grouped into the following general categories:

- software development
- database management and the development of database applications
- network design and management
- web-based applications
- installation and maintenance and product support of the above
- IT consultancy.

Potential employers include:

- software houses
- banks & insurance companies
- data communication companies



- government organisations, municipalities and other organisations with extensive presence on the web
- IT consultancy firms
- any type of industry using IT.

After your graduation these are examples of jobs that will be within your reach:

**Data analyst**

A data analyst can combine several sources to find and create useful information for a company. In order to do that the right data must be collected and stored to make analysis possible. You will use statistical methods to find patterns in data and make predictions based upon this. For this you need to know and understand several methods that are applied in this field. Not only to be able to use them but also to be able to choose the best method in certain circumstances to be able to make reliable and credible predictions. On top of that ethics are an important professional skill for a data analyst as you will be collecting, combining an analyzing data.

**IT consultant**

You advise companies about Information and Technology systems. You listen carefully to your client and analyse his kind of need for technical information. You are in charge of the development of software, the programming of software and the necessary equipment.

**Software engineer**

You develop software and computer programmes (applications). Therefore you analyse the problems and wishes of employees and departments. You design constructions, test software and assist your client with the implementation of these applications.

**Databasemanagement**

You control large databases by installing them, making sure their qualities are up-to-date and by selecting the right data. You advise about this field and you keep in touch with the suppliers.

**More information?**

For the most recent information about this programme, Open Days or how to enroll, please visit [inholland.com/me](http://inholland.com/me).



# Media & Entertainment Management

Are you interested in music and entertainment productions? Are you familiar with the latest trends in media and entertainment? Do you have commercial and organisational talent? Do you like working in a team? Then the International Media & Entertainment Management programme is perfect for you.

## The programme

International Media & Entertainment Management is an English bachelor programme that prepares students for management positions in the world of film, television, events, music and interactive media - also known as the core functions in the creative industry.

As managers in the field of media and entertainment, graduates will lead a variety of teams, often featuring people with diverse backgrounds. They will take care of finances and will also be responsible for planning and deadlines. The programme is synonymous with entrepreneurship, creativity and social engagement. The creative industry is constantly growing and therefore offers ample employment opportunities for graduates. The programme has very close professional partnerships at national and international level.

### Why this programme?

The International Media & Entertainment Management programme teaches you how to professionally manage an entertainment production and gives you the opportunity to interact with people in the media and entertainment industry. The student-run enterprise in year two will give you experience of working on an entertainment production from beginning to end. The process and content is supervised by experienced experts.

### Location

This English bachelor programme is offered in The Hague.

### Is this programme right for you?



What is needed to organise festivals and fairs? How are interactive games developed? What does a promotion manager of major musicals do?



The programme will help to answer such questions.



Are you interested in mass media like television, radio, events and multimedia? Are you dynamic, creative and enterprising? Do you have commercial and organisational talent? Do you like working in a team? Would you like to choose from various positions in the world of media and entertainment world once you graduate? Then the International Media & Entertainment Management programme (IMEM) is perfect for you!



Find stories from our students at [inholland.com/imemstories](http://inholland.com/imemstories).



# Study programme

## Structure of the programme

The programme immediately introduces you to important issues in the professional world of media and entertainment. Projects, courses, training sessions, company visits and guest lectures will focus on the practical side of the television, film, events, music and interactive media industry.

In the first two years, you will follow a broad curriculum where you learn everything about marketing, research, project management, legal matters, concept development, entrepreneurship and the business side of the entertainment industry. You will also learn more about various sectors within the entertainment industry. In the third year, you will do your work placement and increase your knowledge by specialising in profile areas closely related to the professional field. In the second half of year four, you will begin with the final part of your study, the graduation phase.

In the third year, course work will include minors that match your interests and ambitions. These minors will allow you to distinguish yourself from other students and further develop your personal profile. You will be able to select electives from the field of, for example, Events, TV/Film and Music. It is also possible to follow a minor abroad, because the IMEM programme has links with the USA (Television Management, Music Business), the UK, Germany (Event Management) and Finland (Music and Interactive Media).

Are you interested in mass media like television, radio, events and multimedia?  
Are you dynamic, creative and enterprising?  
Do you have commercial and organisational talent? Do you like working in a team?  
Would you like to choose from various positions in media and entertainment after you graduate? Then the International Media & Entertainment Management programme (IMEM) is perfect for you!

## Description first and second year

From the first year onwards, the general knowledge acquired in the major will be further refined to focus on music, media, events and cross-media business. This year's teaching subjects will be marketing, communication, management and organisation, while projects will give you exposure to real issues concerning television, film, radio, music, events and interactive media. Together with your fellow students, you will immediately experience what it is like to be a project manager, researcher, representative or concept developer. This approach helps you to develop the competences needed in the rest of the programme.

In the second year you will follow courses in media law, strategy, cross-cultural management, business analysis and concepts, and will attend workshops on audio/visual production as well as managerial and creative skills. You will be expected to participate in more complex projects and display greater independence in the role of entrepreneur, media manager or strategist.



In The Hague, you will work at our student-run enterprise NEWb. You will be part of a project team of four to five people and will mostly deal with assignments supplied by external clients. Together with your project team, you will be fully responsible for coordination and communication with the client and thus fully responsible for client satisfaction!

## Electives

The International Media & Entertainment Management programme allows you to specialise by selecting electives in Events, TV/Film and Music.

## Work placement

In the third year, you will work as a placement student in a business environment, where you will be able to work under your own initiative. A large company or a small one? In the Netherlands or abroad? The choice is yours! Inholland University has a comprehensive database of national and international companies that offer work placements. This list includes MTV Networks, Loveland Events, Endemol and Eyeworks. A work placement abroad is not only exciting and fun, it is also a valuable source of experience. It looks good on your résumé and gives you a head start in job interviews.





## After the programme

### Graduation

Your studies will be completed via a graduation project. You will individually and independently perform research in the media and entertainment industry and offer an effective solution to the company you are working for. Finally you will present your research findings in a report.

Subject examples include:

- managing an artist, including the production of a demo
- development of a music or TV programme
- writing a project report for the production side of an internet TV station.

Once you have successfully completed the International Media & Entertainment Management programme, you will be awarded the title Bachelor of Business Administration. This title is national and international recognition for your level of graduation. Because bachelor programmes are comparable and are recognised at international level, you will have a much better chance of finding work abroad.

### Related programmes

The International Media & Entertainment Management programme is related to the programme International Music Management (English programme).

### Continuing education

The degree gives you access to (master) programmes in the Netherlands and abroad. An appropriate example of further education would be Media and Journalism. This programme can be followed at the Erasmus University in Rotterdam.

### Professional profile and professions

The International Media & Entertainment Management programme fully prepares you for management positions in the world of film, television, events, music and interactive media. You will supervise teams of people from different backgrounds, deal with finances, be responsible for planning and deadlines, and will also monitor the latest trends. Although a lot of work is done behind the scenes, you will leave your mark on the whole project.

As a graduate in International Media & Entertainment Management, you will have the perfect platform to excel in a (junior) management position in the international field of film, television, events, music or crossmedia. You can work in the following roles, among others:

#### Organiser of concerts/or festivals

In this field you organise concerts and/or festivals. You are aware of the needs of your target audience and think of creative ways to give the audience a good time. You instruct and escort people and make sure the event can't be something less than a success.

#### Production assistant in the television or film industry

You assist the producer of movies, tv-shows or commercials with the production. You make sure everything on a film set runs smoothly and you also know what to do when there is a technical problem.

### Marketing manager

You are in charge of the marketing department where you will lead a team. You inspire them to think of creative ways to sell or develop a new product. You decide and control the marketing strategy and always think of new ways to serve your target audience.

### Product manager

As a product manager you are responsible for the development, the improvement and the retail of one product or a stream of products from one brand. It is common that you work together with the departments Production, Sales and Marketing.

### Television producer

You have a leading role in the television world as a producer. To produce film or television you need to be a good organiser. For example: you control the financial budget, you recruit sponsors, you analyse film scenes and you hire employees.

### The professional field

Thanks to the broad character of the bachelor programme, your skills will be of interest to various companies and organisations. As a graduate in International Media & Entertainment Management you will be able to work in sectors like:

- Media- and Entertainment Management
- Recording Companies
- Event Organisation
- Television or Film Production
- Game Development
- Concept Development
- Concert Promotion
- Copyright Agencies.

### More information?

Further information about this study, Open Days or how to register can be found at [inholland.com/imem](http://inholland.com/imem).



# Tourism Management

Everybody needs relaxation and adventure. People like to get away, and are going on holiday more and more. Help give them the time of their lives!

## The programme

Everyone needs relaxation time, people love to explore new places and the amount of people that like to go on adventurous trips, is growing. Nowadays people go on holiday more often and take more short breaks. During the four-year, fulltime Tourism Management programme, you will learn how you can give them the ultimate holiday experience. The programme is taught entirely in English, the international language of tourism. It will prepare you for a management position in the tourism industry, one of the fastest growing economic sectors worldwide. The tourism industry offers a lot of demanding, but interesting jobs all around the world.

students and teachers. We also teach in collaboration with industry partners such as UNESCO, Amsterdam Marketing and Betterplaces, as well as with guest lecturers from the tourism sector. The curriculum is organised around current topics and projects, and it maintains a practical focus, offering a variety of project-based learning.

### Location

The international bachelor programme is offered at the Diemen campus of Inholland University of Applied Sciences.

## Study programme

During the first two years you will develop a solid base of knowledge built on a fixed curriculum. This covers general and financial management subjects and specialist tourism courses as well as marketing, research and communication. In the third and fourth year you can adjust the programme to suit your personal interests by choosing electives. The programme is organised around classes and projects.

 Find stories from our students at [inholland.com/tmstories](http://inholland.com/tmstories).



### Is this programme right for you?

Do you love a challenge? Do you like travelling and events? Are you creative? Do you have innovative ideas? Do you possess a natural curiosity for new experiences and are you an entrepreneur at heart? Do you combine good communication skills and organisational talent with natural hostmanship? Then the programme Tourism Management is perfect for you!

### Why this programme?

At Inholland University of Applied Sciences you will study in an international learning environment with students from over 20 different countries. Tourism is a global industry, with ample growth opportunities in the Netherlands and abroad. To prepare you properly, our classes are small-scaled to ensure adequate personal contact with your lecturers and fellow students. The many study trips and excursions facilitate good relationships, and build a 'community and team spirit' between

### Description first and second year

In the first year you will get a broad introduction to the tourism industry. You will learn how tourism products are created and developed, and gain an insight into the latest tourism trends. You will attend lectures to support your projects and you will receive courses in tourism, (financial) management and marketing as well as language and communication training courses. You will visit companies and attend guest lectures. A visit to a major tourism destination abroad is also part of the programme.

Your second year has a similar structure to year one, and has a focus on tourism companies and organisations. You will be commissioned to work on tourism projects by various companies and develop new products. You will be responsible for both the creative and the management side of these products. In the second year the programme offers different excursions and visits to companies in the tourism industry.

### What subjects are covered in the programme?

The programme is based on key tourism themes, combined with supporting subjects such as English, financial management, research, communication and

marketing projects. You will attend lectures and courses on subjects such as:

- Tourism products and trends
- Tourism management
- E-commerce and international business cultures
- Intercultural communication
- Tour operating
- Business ethics
- Intercultural management
- English and one other language
- Financial management and (online) marketing
- Communication courses
- Written communication
- Entrepreneurship in tourism
- Human resources management.

### Electives

In the third and fourth year you can adjust the programme to suit your personal interests by choosing elective courses. The courses focus on various aspects in the actual field of tourism. You can also study abroad at one of our many international exchange partners. Currently, the TM-programme has partnerships with universities in countries such as Great Britain, China, Indonesia, Spain, France, Sweden and Finland.

### Structure of the programme Tourism Management

	Semester 1	Semester 2
Year 1	Developing and marketing of different tourism products	Developing a tourism strategy for destinations and organisations
Year 2	Tourism management	Entrepreneurship in tourism
Year 3	Electives in the Netherlands* or study abroad (at an exchange partner of Inholland University)	
	Work placement (in the Netherlands or abroad)	
Year 4	Electives*	
	Graduation research/thesis (in the Netherlands or abroad)	

\*Electives in years 3 and 4 vary with developments in the tourism market and sector





### Work placement

Students complete a work placement in the third year, and can decide for themselves where they do so. Host organisations can be in the Netherlands or abroad. In the past, students have done their work placements in countries such as Australia, Peru, New Zealand, South Africa and the United States of America. Your study coach will be there to help you decide. A work placement project will be formulated in conjunction with the host organisation, consisting of hands-on, real life work experience. Both the host organisation and the programme will allocate you a supervisor to offer you support while you apply your knowledge and skills in practice. The work placement also involves keeping a portfolio of the results you achieve, and a record of your professional development. Examples of work placements include working with companies such as:

- Amsterdam Marketing
- TUI
- Transavia
- Hilton Hotels & Resorts
- Travelbird
- Google Travel.

### Graduation

The last six months of your education will be devoted to a graduation project involving a research project, and you will conclude the project by writing a thesis. Upon graduation you will receive the title Bachelor of Business Administration (BBA). This internationally recognized degree will allow you to apply for pre-master and master degree programmes in the Netherlands or abroad.



## After the programme

### Continuing education

If you want to continue your education you will be able to apply to various post graduate programmes offered by Universities of Applied Sciences or to a university programme.

Examples include:

- Master Leisure Sciences (Tilburg University)
- Master Leisure Tourism and Environment (Wageningen University)
- International and Tourism Studies
- Master Recreation and Tourism Studies.



### Professional profile and professions

As a tourism professional you translate the wishes of the customer into the best holiday places, products, services and attractions. You are interested in culture and people and are able to communicate in various languages. You can develop innovative concepts, know how to look at the financial figures, are an entrepreneur at heart and love to work in the dynamic world of tourism. A world with a lot of different job opportunities.

After completing the Tourism Management programme, you can work in the following positions, among others:

#### Product manager for a travel company

As a product manager you are responsible for the development, the improvement and the retail of a product or a stream of products for a travel agency. You order hotel rooms, visit accommodations and organise excursions. Furthermore you negotiate with suppliers and arrange travel itineraries for group travels.

#### (Online) Marketing manager

You are in charge of the (online) marketing of a product or organisation. You will lead a team of employees. You inspire them to think of creative and innovative ways to sell or develop new products.

#### Yield manager hotel

You manage the reservation department of a hotel (chain) and are responsible for the company turnover. You oversee reservation employees and analyse market figures as well as those of the competition. You decide and control the pricing strategy of the reservations.

#### Professional field

After you completed the Tourism Management programme, you can work in different jobs in the Netherlands as well as abroad. E.g. jobs at a(n) (online) travel agency, event organisation, museum, government, research organisation, destination management company, or in the transport sector (airport, railway organisation, car rental companies etc.).

#### More information?

Further information about this programme, Open Days or how to register can be found at [inholland.com/tm](http://inholland.com/tm).





Engineering International Business Innovation Studies International Music  
Mathematical Engineering Media & Entertainment Management Tourism  
Aeronautical Engineering International Business Innovation Studies  
Music Management Mathematical Engineering Media & Entertainment  
Tourism Management Aeronautical Engineering International Business  
International Music Management Mathematical Engineering Media &

### Open Days

8 October 2016  
11 February 2017

### Open Evenings

7 December 2016  
29 March 2017  
7 June 2017

### Trial Study Days

Find out more on  
[inholland.com/  
trialstudyday](http://inholland.com/trialstudyday)



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