

Management Placement

The last phase of the Bachelor Course of Hotelschool The Hague is called: 'Launching Your Career'. When the student comes to this phase all Professional Duty Categories (see General Information) have been covered and it's time for the student to decide on which categories he or she would like to elaborate on and further deepen his/her knowledge.

Management Level activities are carried out by fourth year students. This last phase is meant as a start of the student's professional career. Students have the freedom to design and set up the content of this last phase. For the execution of the phase 30 weeks of the course are available. Division of the 30 weeks can be decided upon by the student and can vary per individual student, depending on personal goals and career ambitions.

The student is asked to write a plan, a so called Career Launching Plan. This plan can include different assignments for different companies, several assignments for one company or one assignment that covers all requirements. All options and varieties are possible! The student can decide on the division and content of the assignments. Via this website companies can inform students of opportunities that they have to offer and which can be part of the student's plan.

What requirements does the school set for the plan? The plan must:

- contain a research component
- partly or completely be carried out at an external company
- have a clear hospitality component
- have a clear international component
- The total must be on management level

Explanation of the required components:

1. Research component

Research must

- be executed by the student (mainly 'own' research)
- be related to an actual existing management problem or question (the outcome will be used)
- be clear (context, situation, reason and goal should be unambiguous and aligned)
- be sufficiently complex (sufficiently complex analytical level; solvable with the aid of knowledge from several theoretical domains).
- Examples of a suitable research assignments: developing a marketing strategy, executing a feasibility study, developing a new concept, developing a management information system, writing strategic advice on HR policy, developing a hospitality concept for an organization outside the hospitality industry, improving (production) processes, developing a

business model/writing a business plan, etc.

An example of an unsuitable assignment: formulating standard operating procedures (insufficiently complex), developing a new financial product for a bank (knowledge from the curriculum HTH is not sufficient for the assignment).

2. **External company**

During this course different learning pathways come together and the student focuses on relevant, real-life professional situations. To be able to do this the student's plan must be carried out partly or completely at an external company and not at the school. This is called the external component.

Companies that would like to offer possibilities to the students must be registered by the Chamber of Commerce and must be leading companies in their field.

Furthermore the company must:

- be an (inter)nationally operating professional organisation
- have a minimum of 4 employees
- make a supervisor/coach available in the company who, for the supervision of the student. This person fulfills a relevant position and has a working and thinking level at HBO level (higher vocational level).
- offer sufficient opportunity within the company for a general orientation of professional practice within the student's future career choice.
- offer sufficient work-oriented social contacts and possibilities for intensive communication with others.
- have at its disposal sufficient expertise and time for the supervision/coaching of the student

3. **Hospitality component**

One of the following elements is clearly hospitality related:

- The type of company involved or
- The section/department of the company involved or
- The problem/issue that is to be studied.

4. **International component**

International: different from the country the student originates or where he/she spent the majority of his/her school career

- The geographical location(s) of the company/companies concerned
- The geographical focus of the research necessary for the formulation of advice
- The international character of the company/companies involved in terms of working environment and target groups.

5. **Management level**

All activities carried out by the fourth year students must be at Management Level.

This means the student:

- needs to gain insight in management tasks and activities.
- needs to be functioning at "assistant to" level, meaning that the student can work in a supervisor position or be working closely to a manager
- is part of as many "management situations" as possible
- will be able to sit in on (some) management meetings