

## Hospitality Management

Course guide 2026-2027

Semester	Spring (semester 2)
Inholland location(s)	Haarlem
Inholland faculty	Creative Business
Language of instruction	English
Cycle	Bachelor level
Number of ECTS	30



## Subjects

Subject title	ECTS	Course code
Hospitality Management Portfolio	30	4325HOSE1A

### Content subjects

Discover the dynamic world of hospitality during our Hospitality Management minor! This program is your springboard to innovation in the hospitality sector, where you will not only gain theoretical knowledge, but also get the chance to develop your own hospitality concept. Prepare for an experience where you gain practical skills by working at exciting locations and networking with experienced professionals.

After completing this minor, you will not only be a sought-after candidate in the hospitality sector, but also beyond, where the value of true hospitality is indispensable. You will learn to think outside the box by directly interacting with the industry through workshops, excursions, practical assignments and guest lectures. This program is perfect for students who want to broaden their horizons, gain hands-on experience and make an impact in the hospitality sector. Make hospitality your second nature!

### Learning outcomes

#### Initiate and create

You initiate and create sustainable hospitality concepts, focused on current market trends, customer needs and cultural diversity, with attention to economic feasibility and social responsibility

#### Realize and implement

During the hotel challenge, you will research the hospitality of a hotel, and deliver a report with recommendations and design a prototype for a new product or service. You will organize or assist in organizing a small-scale event. You will also design a small individual hospitality concept.

#### Marketing

During the minor, you will work on marketing elements such as a customer profile and a persona. You can also work on marketing products for the prototypes. When designing the new customer experience, you will also work on online marketing components.

To develop the learning outcomes, you will use various skills, including: Personal leadership, Hospitality, (Inter)cultural communication and research skills.

## **Mode of delivery, planned activities and teaching methods**

Blended learning: mixture of self-study and workshops, consultancy, guest lectures from experts, field research and study trips.

## **Prerequisites and co-requisites**

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## **Recommended or required reading and/or other learning recourses/tools**

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## **Assessment methods and criteria**

You will work on (group) assignments including:

- Products for field partners in the hospitality sector such as accommodations, event locations and amusement parks, including prototypes, report + presentation
- Designing solutions in the field of hospitality in local communities such as 'hospitable city centers'
- Organization and hosting of workshop or small event
- Hospitality concept
- Portfolio

## **Lecturer(s)**

Miranda van Dam - [Miranda.vanDam@inholland.nl](mailto:Miranda.vanDam@inholland.nl)