

<b>Course title</b>	<b>Metropolitan Hospitality Management (MHM)</b>		
<b>Semester</b>	Spring (semester 2)		
<b>Inholland faculty</b>	Faculty of Creative Business		
<b>Language of instruction</b>	English		
<b>Cycle</b>	Bachelor level		
<b>Inholland location</b>	Diemen (Amsterdam)		
<b>Code subjects</b> Codes and title of subject and assessments are subject to change.	<b>Code</b>	<b>Subject title</b>	<b>ECTS</b>
	1221MHM01Z	DM, Branding & Comm: Project	30
	<b>Code</b>	<b>Assessments</b>	<b>Study hours</b>
	1221MHM01A	MHM Project: Design part 1	240
	1221MHM01B	MHM Portfolio: Insight	420
	1221MHM01C	MHM Project: Design part 2	240
<b>Number of ECTS</b>	30		
<b>Lecturer(s)</b>	Mirna Albertsma ( <a href="mailto:Mirna.Albertsma@Inholland.nl">Mirna.Albertsma@Inholland.nl</a> )		
<b>Course content</b>	<p>The Metropolitan Hospitality Management module focuses on hospitality within the hospitality sector. During the two terms, the student works on a practical assignment, namely a recommendation plan, which must also be presented. The project (team track) is divided into 2 test units: project 1: Design and Portfolio. In the individual track (portfolio: Insight), the student has the opportunity to deepen certain hospitality-related knowledge and work on program specific learning objectives.</p>		
<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>• Initiating and creating new or renewed (sustainable) products and services.</li> <li>• Realizing and implementing new or renewed products and services.</li> <li>• Marketing (sustainable) tourism products / services based on consumer knowledge and modern communication and distribution techniques.</li> <li>• Organizing and managing (changing) organizational processes.</li> <li>• Sustainable skills.</li> </ul>		
<b>Mode of delivery, planned activities and teaching methods</b>	<p>Lectures, guest lectures, site inspections and visits, short traineeship.</p> <p>Individual and group activities. Hands on activities such as conference organizing</p>		

<b>Prerequisites and co-requisites (if applicable)</b>	N/A
<b>Recommended or required reading and/or other learning recourses/tools</b>	<ul style="list-style-type: none"> <li>• Hospitality Experience. Melissen, van der Rest, Josephi and Blomme. Noordhoff, Utrecht 2nd edition</li> <li>• Handouts</li> </ul>
<b>Assessment methods and criteria</b>	<p><b>Insight Portfolio:</b></p> <ul style="list-style-type: none"> <li>• The student takes responsibility for his /her role, performs the right tasks, communicates with other team members, handles matters and directs others where necessary. The student responds flexibly and professionally to unforeseen situations and reflects on his / her performance.</li> <li>• The student performs, in particular, to professionalization of his specific role, in parallel with the project assignment, compulsory individual sub-assignments. These role-specific assignments are linked to the following functions within the team: concept developer, customer relations, researcher, communicator, presenter.</li> <li>• The student chooses assignments that fit thematically, and in terms of work form, with the typical tasks &amp; activities of this role in order to deepen his / her expertise in a particular field.</li> <li>• In addition, the student carries out freely selected individual sub-assignments (learning arrangement), which are related to program-specific objectives, which are not integrated in the team track.</li> </ul> <p>The student (proactively) directs his / her professional development by making substantive choices, formulating personal learning questions and learning objectives appropriate to the chosen field of study.</p> <p><b>Project Design:</b></p> <ul style="list-style-type: none"> <li>• In the pre-production phase, the student works in a design-oriented way in a multidisciplinary setting (production team) on the preparation of a mystery visit within the hospitality sector. Here, he / she works together with a Lab and / or partners from the field (learning community).</li> <li>• The student uses various qualitative research methods and techniques to collect and analyze the correct data.</li> </ul>

	Based on the established preconditions, the student then develops various prototypes in co-creation with the relevant stakeholders, which ultimately lead to a feasible hospitality concept for a partner from the hospitality sector.
<b>More information</b>	The extra costs of this track is €50,-