Hotel Management School Maastricht

Collaborate with Hotel Management School Maastricht

To keep our curriculum up-to-date and challenging, we collaborate with companies and organizations within various sectors. In this brochure you will find the different ways in which you can collaborate with Hotel Management School Maastricht.

Discover the possibilities!



Collaborate

Hotel Management School Maastricht offers a four-year bachelor's degree with a focus on management. Pioneering, sustainability, 'connecting gastronomy' and developing a 'global mindset' are our focus points. Collaborations with the professional field offer students the opportunity to get in touch with the industry and gain experience.

In addition, our students, with fresh perspectives, knowledge and innovative ideas, are an added value to the professional field.

Read more about the collaboration opportunities, from internships, minors, management consultancy projects, to research projects within our research centres, and partnerships and sponsorship opportunities. Together we invest in the future of the hospitality (industry)!

Fitting to your wishes

For your wishes, ideas or projects, we'd be happy to find a way of working together that fits within your company or organization.

It is important that both our expectations are aligned. In the overview below you can see what our study programme looks like

Within Hotel Management School Maastricht we have three specialization directions, where students specialize in the chosen track for the last 1.5 years: Business of Hotels, Food Service, and Horizons in Hospitality.

What you can expect from our students depends on their knowledge and experience, their year of study, and the form of collaboration. Students go through a learning process. Therefore, there is no obligation to achieve specific results, but there is an obligation to make a genuine effort. What you can expect in terms of investment and guidance of our students also depends on the assignment, the internship location or the project.

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<tr><th>Year 1 ●</th><th>Year 2 ●</th><th colspan="3">Year 3 ●</th><th>Year 4</th></tr>
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<tr><td>Intercultural hospitality</td><td>Minor 2 ●</td></tr>
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● Collaboration within (final-year) internships, modules and minors, management consultancy projects, or research.
● ComIn, workshops, guest lectures, or other collaborations (depending on the module).

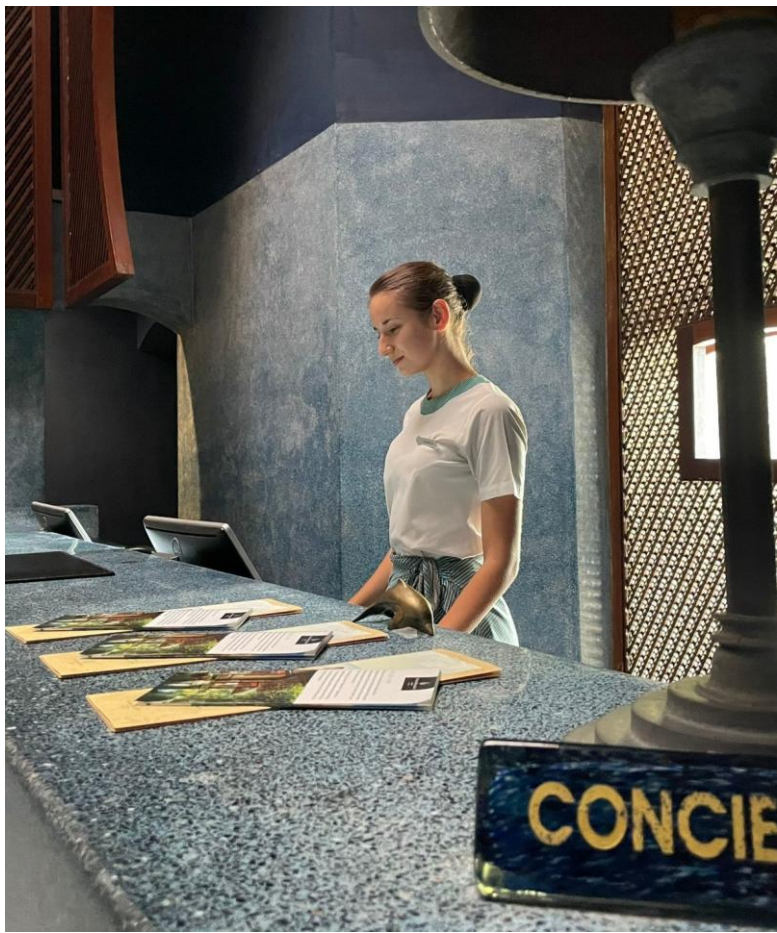
Operational & management internships

Internships are an important part of our education and are essential to prepare students for a successful future in the international hospitality industry and beyond. Hotel Management School Maastricht has had a successful network of partners for years, but we are always looking for new organizations and companies to collaborate with. Our students bring a fresh perspective to your organisation and offer you new insights. An internship period lasts 22 weeks and starts twice a year: in February and September.

Are you working for an international 4- or 5-star hotel, and are you looking for interns? **In the second year** of the study programme, our students complete **an operational internship abroad**. The internship must take place in Front office, Housekeeping or F&B. The student must perform operational tasks and take on various responsibilities provided by the hotel. We also encourage students to proactively take on additional responsibilities and seize in-depth learning opportunities.

In the fourth year, all hotel school students complete their education **with a management internship** in a hotel or another organization where hospitality adds value, in the Netherlands or abroad. The specialization that the student has chosen for the last year and a half of the programme prepares them for the final internship. This internship offers a perfect preparation for the student's first job after graduation. Examples of internship departments and sectors are finance, sales & marketing, human resources, event management, food service, tourism, consultancy or project management.

The internship office assesses all internship locations and reviews if they are suitable for our students. In addition, they make a pre-selection of our students for you. This way we assure a good match between both parties.



Management Consultancy Projects

During the **management consultancy project** in the first semester of the graduation year, students take on the role of (junior) hospitality consultant. This is where theory and practice come together! For 20 weeks, the students will work as a team on a **management issue provided by you** as organization or company. The students conduct practice-oriented research and then provide a well-founded, realistic advice. They acquire both practical and strategic problem-solving skills that are characteristic of successful professionals - such as teamwork, working under pressure, collaborating with various stakeholders, etc. At the end of the project, they present their acquired knowledge and advice and reflect on the process and the learning outcomes. We strive for the best possible match between student and project, so that the student can further specialize in the direction he/she wishes. The management consultancy project is a paid assignment.



Possible topics

Examples of assignments are elaborating on a business case, developing hospitality concepts, advising on a future-proof employee life cycle, or drawing up a marketing or communication plan. Issues concerning growth strategies, (inter)national expansion or brand positioning can also be addressed.

Workshops, panels, projects & guest lectures

In many modules within the study programme, we invite experts from the industry and the non-profit sector. For a workshop, a panel discussion on industry trends, or an inspiring project. By sharing your knowledge and experiences, students gain more insight into life after Hotel Management School Maastricht and the professional industry. For you, this is a great opportunity to meet our students and get to know the changemakers of the future.

Perhaps your expertise fits within one of our specializations. Are you enthusiastic about organizing or participating in one of the above activities? Let's discuss the options together.



ComIn

ComIn stands for **Community Involvement**. During their studies, our students work circa 60 hours on a project in which they make a positive contribution to society. For example, volunteer work at the food bank or at an asylum seeker centre. Do you have a special or inspiring project in which sustainability (people, planet, prosperity) is a focus point and our students could contribute? Let’s see if we could make this a ComIn project together.

Partnerships & Sponsoring

At Hotel Management School Maastricht, we help our students to become the changemakers of the future. In addition to the above-mentioned ways, there are more options to work with us. We would be happy to explore the possibilities with you.

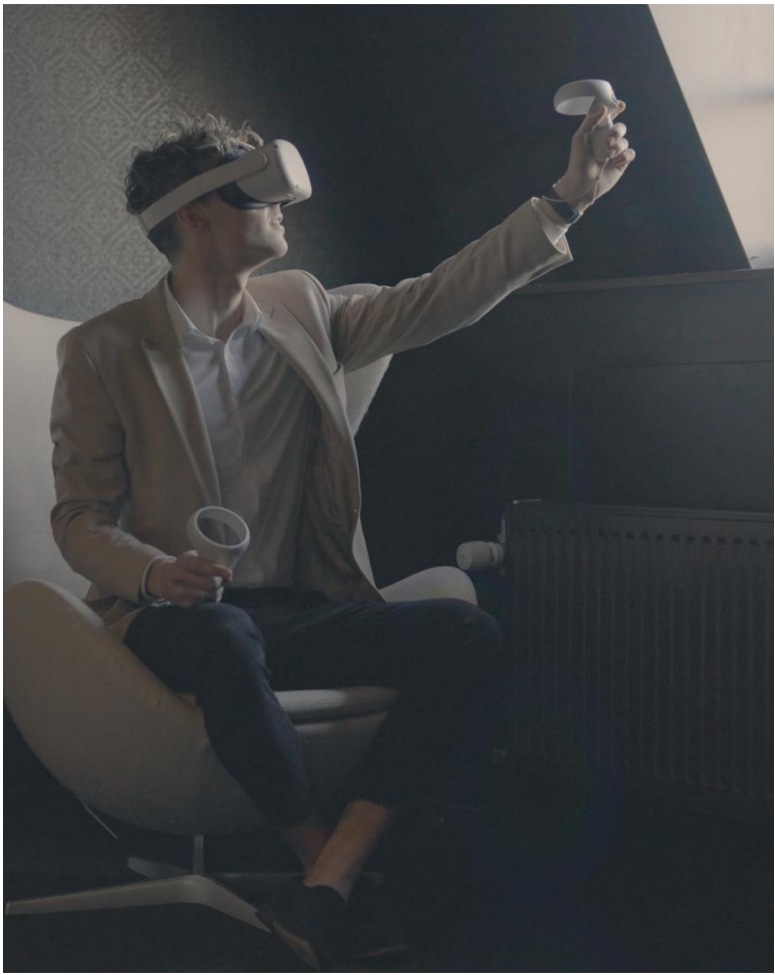
Foundation HMSM

The Foundation HMSM wants to offer young, ambitious people with a passion and talent for hospitality the opportunity to study at Hotel Management School Maastricht. This is not always possible for everyone. **Your financial support can make a difference for the accessibility of, and diversity in, our education.** Many companies support us thanks to a (years-long) collaboration with alumni and lecturers who work within the company. It is also possible for companies to set up a named fund with a specific goal. The Foundation HMSM has an ANBI status, which means that a donation to the Foundation can yield tax benefits.

Research

We have two research centres at Hotel Management School Maastricht: **Future of Food** and **Global Minds @ Work**. We believe that it is essential to better understand and respond to changes in the world.

Our research centres conduct research that is socially relevant, that provides insight into the most recent trends and changes, and that prepares our students to start working as highly qualified and passionate professionals.
Our professors/researchers are open to collaboration with educational institutions, with interested parties from the industry, or in the context of your conference or congress with an inspiring keynote or workshop. Also take a look at www.globalmind.info for the Global Mind Monitor, developed by the research centre Global Minds @ Work.



Benefits for you

This may depend on the way we collaborate. For example:

- Tailor-made advice (management consultancy project)
- Fresh input from young professionals
- Up-to-date knowledge of trends, developments, and access to all available knowledge within the field: possible within projects or via a collaboration with the research centres
- Become more well-known amongst talented young professionals who are building their network for the future and looking for job opportunities
- Expansion of your own network and name recognition
- The opportunity to profile your company as a socially involved organization; both within projects or, for example, with a donation to the Foundation HMSM

Benefits for us

- Challenging education
- Good relationship with the professional field, and a way to stay up to date with what is happening within the hospitality industry
- Recognition and strong reputation. Not only for our education but also for our students who will be looking for a challenging and inspiring job in the future
- Possibility for students to specialize within the broad sector of hospitality: students choose their own study path

Investment

This may differ depending on the way we collaborate. In most collaborations, it involves an **investment of time**. Think of consultation hours, reading or assessing information, supervision during internships, or time spent on a guest lecture or workshop.

In addition to time, there may also be a **financial investment**. This applies, for example, to the management consultancy projects. Here, you pay a contribution of €2.950 (excl. VAT). An internship allowance is customary during an internship.

It is also **an investment in the future** of our industry and the education at Hotel Management School Maastricht. Do you want to invest in the development of our students, so that they can grow into the changemakers in the hospitality industry and beyond?

Previous clients

Business of Hotels
Hilton, Marriott, Event Hotels, Penta Hotels, European Hotel Capital, Postillion Hotels, The Usual Hotels, LBG Hotels, Odyssey Hotel Group, Van der Valk

Foodservice
Sligro, Hanos, Bidfood, Koppert Cress, Farm Frites, MoldBrothers, Metos, Lightspeed, Until, Circulware, Unilever Food Solutions, Nestle professional, Heineken, Bunzl Foodservice, Hutten, Jumbo, Oma's Soep, RAI Amsterdam, SVH, Regionaal Voedselsysteem Limburg,

Horizons in Hospitality
Rituals Cosmetics, Marie-Stella-Maris, Vebego, Nedlin, MUMC+, Envida, KLM, AZC, MTB, Provincie Limburg, Waterschap Limburg, Bolt21

Hotel Management School Maastricht



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