



BACHELOR OF BUSINESS ADMINISTRATION PROGRAMMES 2010-2011



HOGESCHOOL VAN AMSTERDAM, UNIVERSITY OF APPLIED SCIENCES

With study programmes in both English and Dutch, the Hogeschool van Amsterdam, University of Applied Sciences offers cutting-edge professional, international education to students from the Netherlands and abroad. We focus on your needs by offering practical learning opportunities, meaning that you will gain a solid foundation for building your future career. We are one of the largest institutes of higher education in the Netherlands, with over 90 programmes and over 40,000 students.

The Hogeschool van Amsterdam comprises seven schools, of which the School of Economics and Management is the largest. With a history of more than 140 years of excellence in economic education, it currently has over 14,000 students from 85 different countries enrolled across its 20 different programmes.

The International Business School

forms a part of the School of Economics and Management / HES and offers 5 programmes taught in English:

- International Business and Languages
- International Business and Management Studies
- International Financial Management
- International Management
- Trade Management Asia

All programmes within the International Business School are offered at Bachelor's level and take four years. Each programme involves an internship and exchange. On successful completion of the programme you will have the degree of Bachelor of Business Administration (BBA). This degree is internationally recognised and will allow you to apply for Master's programmes in the Netherlands or abroad.



Why choose the School of Economics and Management / HES?

- The School of Economics and Management / HES is the best European business school according to the EDUNIVERSAL ranking 2008;
- We offer an international environment. Our classrooms are a meeting place for students of all nationalities, and we have partnerships with more than 100 universities around the world where our students can spend a semester studying abroad;
- The School of Economics and Management / HES is one of the oldest, largest and best-known universities of applied sciences in the Netherlands;
- We offer modern teaching facilities, state-of-the-art computer terminals, wireless access points and an extensive library;
- We provide high-quality education in small and highly interactive classes;
- We are located in lively and multicultural Amsterdam, which has the largest concentration of students in the Netherlands and where English is the official second language.

What can you expect?

Whether you are preparing for a future in middle and upper management in the private or public sectors, or planning to become an entrepreneur and start your own business, you will be taught by a team of professionals who are keen to share their experiences of the fast-paced and exciting world of business. As a student of the School of Economics and Management / HES you are free to explore your own particular interests while following a four-year programme similar to that offered by British and American university business schools. Classes are small, and study is full-time (some programmes are also offered on a part-time basis). Continuous assessment of international events means that courses are geared to the latest developments in business.



All our programmes have a practical emphasis, and we maintain close contact with organisations and companies. That means you will have ample opportunity to apply what you have learned, whether by working on real business cases or carrying out actual assignments for organisations. Companies are also actively involved in planning our curriculum. In addition, each programme includes an internship of 4-6 months so that you already have business experience when you graduate, guaranteeing that your education will be perfectly aligned with professional practice.

Why study in Amsterdam?

Amsterdam is a city of many faces. It is a unique historical city, with impressive buildings along the ancient canals and world-famous cultural attractions, such as the Rijksmuseum and the Van Gogh museum. Amsterdam feels like a metropolis, but in fact everything can easily be reached by bike. Amsterdam's central location, close to Amsterdam Schiphol Airport and the port, makes it the ideal gateway to Europe. Brussels, Paris, Madrid, London and Berlin can all be reached within a matter of hours. Germany is our biggest export partner and many large companies have their headquarters in the Netherlands, including ABN-Amro, Heineken, TomTom, LG, Hitachi and Sony.

Did you know that:

- Amsterdam is a student-friendly city with more than 110,000 students;
- There are almost as many bikes as inhabitants in Amsterdam (approx. 750,000);
- Amsterdam is ranked 22 out of 215 world cities for personal safety, according to the 2008 Quality of Life Survey from international consultancy Mercer. Interestingly, Paris and London didn't even make the top 50;
- Amsterdam is ranked 8th in terms of city functions among 35 major cities worldwide according to the Global Power City Index 2009.

Code of Conduct

The School of Economics and Management / HES is part of the Hogeschool van Amsterdam. The Hogeschool van Amsterdam endorses the Code of Conduct with respect to international students in Dutch higher education, which constitutes a pledge of quality for all students. In addition, students from the Hogeschool van Amsterdam can benefit from fast-track permit processing at the IND, the Dutch Immigration and Naturalisation Service. For more information, go to www.internationalstudy.nl or www.international.hva.nl.

All programmes have been accredited by the NVAO (National Framework of Qualifications) www.nvao.net.





INTERNATIONAL BUSINESS AND LANGUAGES

Do you have a gift for languages and want to combine it with your interest in marketing, sales and export? Do you want to learn more about different cultures and trade customs? If so, you have the right profile for an international career in business. In the International Business and Languages (IBL) programme, you will learn all the ins and outs of doing business internationally. You will also learn to communicate in a variety of languages. Having successfully completed the programme, you will be able to work as an intermediary between a company and its business partners abroad. You might work for a trading company, or one in the B2B service sector. You will then play a key role in the total business communication, with involvement in such things as solving marketing problems, dealing with business administration and developing export opportunities.

Continue your studies on a Master's level?

After your Bachelor's programme at the School of Economics and Management / HES you can continue your Business Studies on a Master's level at the University of Amsterdam. Or continue your studies in the professional Master's at HES Post-Graduate Programmes.

Facilities and activities

As a student at the Hogeschool van Amsterdam you will have an extensive range of facilities at your disposal. You will have access to an extensive library, wireless network, numerous computer rooms and reading rooms, as well as project rooms where you can work on assignments with your group.

Sports

As a student, you can try more than 70 different sports and activities at the Student Sports Centre (USC). And there are more than 20 student sport societies that you can join. What's more, the USC offers students attractive discounts on its membership fees. For more information check www.usc.uva.nl/gb.

International Student Networks

Babylonix International Student Network is the international student organisation of the School

of Economics and Management. Babylonix helps students to get involved in social activities, build networks and make the most of their study experience. The network also enables the sharing of study materials, e.g. mock exams. Another organisation is International Student Network (ISN), which helps international students to get settled in the Netherlands. ISN and the Hogeschool van Amsterdam work closely together. Every year, the ISN organises a number of cultural and social activities, such as excursions and city trips. For more information see www.babylonix.nl and www.isn-amsterdam.nl.

Survival Dutch

During your studies, you can follow a Survival Dutch course at the Language and Educational Transfer Centre (TSOC). This course is an introduction to Dutch language and culture. There is both an initial as well as an advanced programme in which you can learn your profession's terminology in Dutch, enabling you to take on an internship in a Dutch-language working environment. You can also take the State Examination of Dutch as a Second Language (NT2). For more information check www.hva.nl/learn-dutch.

All-rounder with International Expertise

International Business and Languages is a four-year full-time programme taught in English and is designed for people with initiative who are keen to look beyond national boundaries. It is a very broad-based programme with an emphasis on practical matters. You will be trained to be an all-rounder with knowledge of international marketing, sales and communication. You will also acquire a good, practical familiarity with languages used in business. You will gain an in-depth knowledge of other countries and cultures, work on international assignments, and go abroad to study for at least six months. Thanks to the growing demand for multilingual employees, you will be able to find employment quickly after the four years of study. Your first job is most likely to be a commercial position in which foreign contacts play an important role, in international trading or the B2B service sector.

Your programme First and second year

The first semester is designed to give a general orientation. You will familiarise yourself with important processes in an enterprise, with the market and with the financial situation of a business. Subjects include Cross-Cultural Analysis, Marketing Management, Management & Organisation, Accounting, Economics and Communications Skills. In addition, you will choose two other languages to study, from a choice of Spanish, French, German and Dutch (only for non-native speakers). Over the next three semesters, you will study the theory and practice of international commerce and languages in



more depth. You study International Communication Skills, Trade Law, Global Marketing, Sales & Account Management, Management Accounting, Export Management and Cross-Cultural Management during this period.

Third and fourth year

In the final two years you will be able to shape your education to match your interests. This involves going to study abroad for at least half a year, where you will take a minor at one of our partner institutes in Europe, the USA or South America. After that, you will do a six-month internship with an international company or organisation. In the final semester you will study the last language modules. Your studies will be rounded off writing a thesis, which is an assignment for an internationally-oriented company.





INTERNATIONAL BUSINESS AND MANAGEMENT STUDIES

The International Business and Management Studies programme aims to provide the international business community with managers who have the knowledge and understanding to observe changes in the world market, to understand the implications of these changes and to then adapt to these changes in order to take hold of new opportunities as they arise.

The programme aims to match the need of the business community for employees who have the skills to perform management tasks in an international context. As a graduate of the programme, you will have the specific knowledge and competences required in order to set up worldwide partnerships and work on developing international businesses. You will be capable of analysing and solving complex, interdisciplinary organisational problems. The fields of interest of the programme are international marketing, international HRM, international finance and international strategic management.

with your fellow students and continue to work on this for the rest of the academic year. Over the next three semesters, your studies will go into more detail concerning the theory and practice of international commerce and management. Among other things, you will study export management and learn how to set up a foreign branch for a company.

Prepared for the world of international business

International Business and Management Studies is a four-year, practically-oriented programme taught in English. Most students follow the full-time programme, but a part-time programme is also available. You will study in an international environment, with students and lecturers from all over the world. The programme centres on strategies for entering and dominating foreign markets. An internship abroad and six months of study abroad form essential components of the programme.

Your programme First and second year

The first semester is designed to give a general orientation. You will familiarise yourself with important processes in an enterprise, with the market and with the financial situation of a business. Subjects include Marketing Management, Accounting & Finance, Management & Organisation, Cross-Cultural Awareness, Law, Market Research and Enterprise Resource Planning. You will also learn another foreign language; you can choose from French, German, Spanish and Dutch. In addition to the knowledge you acquire, you will also have the opportunity to hone your practical skills. You may, for example, choose to set up a company together



Structure of International Business Languages

	Semester 1	Semester 2
1 st year	27 ECTS for general foundation courses 3 ECTS for major IBL	Major IBL
2 nd year	Major IBL	Major IBL
3 rd year	Minor: exchange at a partner institute (abroad)	Major IBL
4 th year	Internship (international focus)	Final subjects in major and thesis

Your future career

After completing the programme, you will be qualified to take on any position in which a broad-based knowledge of economics, knowledge of international commerce, language ability and insight into cultures play a role. This might, for example, be in the field of marketing, import and export, foreign payments, transport or international relations management. You could also work in the public sector, for a trading company or a B2B service provider. You could become an export manager,

international product manager, international salesperson, international account manager, manager of corporate communications, or foreign customer account controller.

More information

Do you want to know more about this programme? See the website www.hva.nl/ibl-int, or contact our Service and Information Centre by e-mail at international@hva.nl or telephone on +31 20 525 67 77.



INTERNATIONAL BUSINESS AND MANAGEMENT STUDIES Part-time

Do you want to gain the knowledge required to be one of the new breed of entrepreneur? Do you want to develop sound business skills and financial acumen, coupled with an understanding and appreciation of the day-to-day operations of an international organisation? Do you want to take part in 'action learning' and develop the soft skills needed in order to foster positive changes in managerial behaviour? Would you like to acquire hands-on experience at internationally renowned companies? And do you want to study part-time? Then the part-time International Business and Management Studies programme is the right programme for you.

Structure of International Business and Management Studies

	Semester 1	Semester 2
1 st year	27 ECTS for general foundation courses 3 ECTS for major IBMS	Major IBMS
2 nd year	Major IBMS	Major IBMS
3 rd year	Exchange at a partner institute	Minor (specialisation)
4 th year	Internship abroad	Final subjects in major and thesis

Third and fourth year

In the final two years you can add more personal content to your education. You will study at a foreign university for at least one semester. You will take a minor in the other semester of the third year. After that, you will do a six-month internship abroad. You will then complete your studies with a graduation assignment, which will involve researching an international marketing or management issue for a company.

Minor

In the final phase of your programme you can take a minor for one semester. This is an optional programme to broaden or deepen the scope of your studies. You can choose from the following minors: International Marketing, International Finance, Entrepreneurship, Latin American Business Studies and the 'continuation minor'. The continuation minor prepares you to take a Master's degree programme at the University of Amsterdam after graduating in International Business and Management Studies.

Your future career

Due to the increasing globalisation of the markets, the demand for internationally-oriented managers is constantly growing. What's more, with an all-round knowledge of the foreign market, you will have a wide choice of careers. You can get started in numerous positions with companies and organisations that operate internationally, such as manufacturers, trading companies, banks, market research agencies and management consultancy firms. Of course, you may also choose to start your own business. You could become a business development manager, export manager, international product manager, international marketing manager, area sales manager, international business development manager, international marketing researcher or international publicity agent.

More information?

Do you want to know more about this programme? Check the website www.hva.nl/ibms-int or contact our Service and Information Centre by e-mail at international@hva.nl or telephone +31 20 525 67 77.

You will be studying in an international environment with students and teachers from all over the world. The programme leads to a Bachelor's degree in Business Administration, and revolves around strategies for entering and conquering foreign markets. After completing your study, you will be able to take on a management-level position at an international company or in the business services industry.

Your programme

You can start the programme in September or February. Classes are held two evenings a week, and you will spend an average of 10 to 15 additional hours a week in private study. You will start the programme by looking at the key functions and processes of a company, the market in which it operates and its financial situation. This will introduce you to the various elements of an economic studies programme. Other subjects covered will include market intelligence, customer value, human resources and the supply chain. You will also focus on planning and controlling company resources and building the relationship with shareholders and other stakeholders. You will present and share information in writing as well as verbally, using business English. At the end of the programme you will have the opportunity to take a more personalised approach by following a minor – an additional programme to broaden the scope of your studies or focus on a particular area in greater depth.

Your future career

Graduates are able to manage international business operations in the fields of international marketing, finance and management, including human resource management. Working in an international setting, you will use your skills to contribute to the development of corporate internationalisation strategy and organisational policy, while respecting the ethical and moral codes of the profession. The

majority of IBMS alumni start off in marketing, sales, international trade, accounting and finance, and customer services. Most of the graduates find initial employment in sales/economic posts, and from there are able to progress to management positions. And of course some graduates start their own businesses.

More information?

Do you want to know more about this programme? Check the website www.hva.nl/ibms-pt or contact our Service and Information Centre by e-mail at international@hva.nl or telephone +31 20 525 67 77.



INTERNATIONAL FINANCIAL MANAGEMENT*

Are you good at figures and interested in the financial pages of the newspaper? Do you want to know more about the credit crisis, and learn how to buy shares on the stock market? And do you want to discuss takeovers and learn about the impact of mergers between banks? Then International Financial Management might be the right study for you. It is a four-year bachelor's programme taught in English. It's the perfect programme for people who are detail-oriented and who know that making the right decisions in the financial world is of vital importance to a company's success. After your studies you will be ready to start working in a variety of positions at management level related to financial management and consultancy.

Internationally trained professional

International Financial Management is your gateway to the international world of finance. We offer you an excellent four-year full-time programme that is very practice-oriented. During this time you will learn the tools necessary for advising the management of a company on major financial issues. You will be studying in an international environment with students and teachers from all over the world. The assignments you will be working on are international in nature. An internship abroad and six months' study at a foreign university or college are key parts of the programme. After graduation you will be a specialist in international financial issues.

Your programme

First and second year

During the first two years you will not only acquire knowledge, but also practice your skills. The first semester is an orientation period. You will become acquainted with important company procedures, with the market and with the financial position of a business. Subjects will include: Financial & Management Accounting, Marketing Management, Management & Organisation, Management Information Systems, Economics, and Quantitative Methods & Techniques. You can choose from: French, German, Spanish and Dutch (only for non-



native speakers). During the next three semesters you will go deeper into the theory and practice of international financial management. You will be engaged in analysing business processes and their relationship with Enterprise Resource Management Systems and in assessing the financial position of a company. You will also learn about writing an investment plan, cash management and treasury activities.

Third and fourth year

During the third and fourth years you will be able to make a personal study plan. You will do a minor at a foreign university, and will then do an internship with an internationally-oriented company, preferably also abroad. During the fourth year you will go back to campus and attend lectures on your main subjects. Finally, you will round off your studies by writing a thesis based on research in the field

of what you have learned during the programme: Corporate Finance, Accounting and/or Management Information Systems.

Your future career

After your studies, you can start working for companies or institutions which have operations focused on international financial issues. These can be banks, multinationals, transport companies, and businesses in the stock and currency trade. You could continue your studies and become an accountant, or become a cash manager, controller, financial manager, financial analyst, stockbroker or treasurer.

More information?

Do you want to know more about this programme? Check the website www.hva.nl/ifm-int or contact our Service and Information Centre by e-mail at international@hva.nl or telephone +31 20 525 67 77.

Structure of International Financial Management

	Semester 1	Semester 2
1 st year	27 ECTS for general foundation courses 3 ECTS for major IFM	Major IFM
2 nd year	Major IFM	Major IFM
3 rd year	Minor: exchange at a partner institute (abroad)	Internship (international focus)
4 th year	Final subjects in major and preparation for thesis	Final subjects in major and thesis

* 'Bedrijfseconomie' is the name by which this programme is officially registered at the Dutch 'Informatie Beheer Groep'.

INTERNATIONAL MANAGEMENT*

You have a real feel for trade and are keen to look beyond boundaries. You follow the international financial and economic news and see your future in international commerce. If this description applies to you, the English-language International Management programme is an excellent choice. In this programme, you will acquire the knowledge and experience necessary to help create an exciting career in the world of international commerce. As a graduate of this programme, you will enter the world of business – which increasingly has to cope with European integration processes and market globalisation in general. It goes without saying that there is a high demand for internationally-educated employees in this environment: people who can speak several languages and have an understanding of such international management aspects as import, export and international service provision. The programme will help you develop your skills in order to take on internationally-oriented positions at management level.

International commerce has no more secrets

International Management is oriented towards international trade. During this practice-oriented programme, which is taught in English, you will learn everything about import and export management, international market research and negotiating in foreign markets. You will gain international experience via an internationally-oriented internship, a study period abroad and the unique International Trade Seminar at which you can present yourself to fellow students, lecturers and businesses. Of course, a great deal of attention is also devoted to

developing your language abilities. In this way, you are trained to become an all-round import and export specialist with an excellent ability to respond to the growing demand for international managers.

Your programme First and second year

The first semester is designed to give a general orientation. You will familiarise yourself with important processes in an enterprise, with the market and with the financial situation of a business. The subjects you will study include Marketing, Accounting and Culture. You will also learn all you need to know about the European Union. In addition to English, you will study another foreign language, such as German, French or Spanish. As well as acquiring knowledge, you will also hone your skills by means of presentations. Over the next three semesters, the courses will go into more detail concerning the theory and practice of international marketing and trade. Among other things, you will study International Company Law, Export Management, Management Accounting, Global Marketing Management and Purchasing & Logistics. You will also learn all about export strategy and the influence that other cultures have on this. You will close the second year with the International Trade Seminar, a congress organised by and for International Management students.

Third and fourth year

In the final two years you can add more personal content to your education. You will take further subjects to deepen the scope of your knowledge, such as Strategic Marketing, Import and Sales Management. You will take a minor in a foreign location. This could be in Europe, although the USA, Canada, Mexico and South America are



Structure of International Management

	Semester 1	Semester 2
1 st year	General foundation courses Major IM	Major IM
2 nd year	Major IM	Major IM
3 rd year	Major IM	Minor: exchange at a partner university abroad
4 th year	Internship (abroad)	Final subjects in major and thesis

also possibilities. After that you will do a six-month internship with a company abroad or with an internationally-operating company in the Netherlands. You will complete your studies with a final paper for an international company.

Your future career

Due to the increasing globalisation of the markets, there is an ever-increasing demand for internationally-oriented managers. As an international manager, you will be able to draw up an export policy plan demonstrating how you intend to introduce a product to the foreign market. Or if that doesn't appeal, your all-round knowledge in the field of importing and exporting

will offer you a wide choice of careers. You can get started in numerous positions with companies and organisations that operate internationally, such as manufacturers, trading companies, banks, market research agencies and management consultancy firms. You could become an international marketing manager, corporate account manager, import-export manager, international salesperson, product manager or procurement officer.

More information?

Do you want to know more about this programme? Check the website www.hva.nl/im-int or contact our Service and Information Centre by e-mail at international@hva.nl or telephone +31 20 525 67 77.

* 'Commerciële economie' is the name by which this programme is officially registered at the Dutch 'Informatie Beheer Groep'.



TRADE MANAGEMENT ASIA

Do you have a special interest in countries like China, Japan and India? Do you also have an innate aptitude for commerce? If so, you will feel completely at home in the Trade Management Asia programme. Trade Management Asia will teach you all the ins and outs of doing business with Asian countries, enabling you to build an internationally-oriented career and a good knowledge of languages. Countries like China are developing at breakneck speed, giving rise to a high demand for skilled managers and entrepreneurs in this booming Asian market.

In the heart of the Asian market

Trade Management Asia is a full-time programme, taught in English and with a practice-oriented approach. You will spend a semester studying at an Asian university and also take a six-month internship in the Far East or with a Dutch company that has Asian business relations. This means that you can gain practical experience at the heart of the current market relationships. Exciting import and export projects play an important role. Within the programme you will acquire extensive knowledge of Asian languages and cultures. You will therefore be fully equipped for a fascinating management position in commerce or, of course, for successfully running your own business.

Programme of Studies

First and second year

The first semester is designed to give a general orientation. You will familiarise yourself with important processes in an enterprise – both with the market and with the financial situation of a business. Subjects include Marketing, Management & Organisation, Financial Management, Asian Trade and Communication, Presentation & Reporting. In addition to the knowledge you acquire, you will also hone your skills. Over the next three semesters, your courses will go into more detail concerning the theory and practice of international marketing and trade, with a focus on Asia. You will study Asia-Oriented Import and Export Policy, International Trading

Contracts, and Formal and Informal Relations in an area with an Asian language and culture. You will also focus on Financial Management and Entrepreneurship. Immediately after the first semester, you will select an Asian language to study as well as English. You can choose from Mandarin, Japanese or Hindi.

Third and fourth year

In the final two years you can add more personal content to your education. You will follow an international programme and take a minor at an Asian university where English is the main language. In the first semester of the fourth year you will do an internship, and in the second semester you will work on a project: 'My own company and importing'. You will then complete your studies with a final paper.

Your future career

On completion of your studies, you could work for companies that do business with Asia or for an Asian company. All kinds of commercial management functions are possible. Of course, another possibility is to start your own import or export business. You can become an area manager, import and export manager, business unit manager or business development manager.

More information?

Do you want to know more about this programme? Check the website www.hva.nl/tma-int or contact our Service and Information Centre by e-mail at international@hva.nl or telephone +31 20 525 67 77.

Structure of Trade Management Asia

	Semester 1	Semester 2
1 st year	General foundation courses Major TMA	Major TMA
2 nd year	Major TMA	Major TMA
3 rd year	Major TMA	Exchange at a partner university in Asia
4 th year	Internship (abroad)	Final subjects in major in thesis

AFTER YOUR BACHELOR'S PROGRAMME: INTERNATIONAL MBA PROGRAMME

Continue your studies at Master's level and follow the international MBA programme at the Hogeschool van Amsterdam. This programme is offered by HES Post-Graduate Programmes. HES Post-Graduate Programmes believes in developing business leaders who exemplify breakthrough leadership: men and women who can provide companies with a new direction and lead them to success. The MBA curriculum at the Hogeschool van Amsterdam University of Applied Sciences is demanding, but the experience prepares students for the breadth of opportunities that life after achieving an MBA has to offer.

The programme

The International MBA Programme is different in that it includes the accepted fundamentals of business education like financial management and business strategy, which we refer to as 'the science of business', whilst also offering what we call 'art of business' topics like Business Skills and Cross-Cultural Management. Our students and faculty come from around the globe. Many of our full-time students are from developing countries and emerging, transition economies.

Core disciplines (Foundation)

This stage of the programme teaches the student the fundamentals of management. During this period, students will cover topics such as: Operations & Technology Management; Financial Management & Managerial Accounting; Strategic Management; Marketing Management; and Organisational Behaviour.

Specialist studies (Advanced)

Having built a solid foundation during the first period, you will be able to tailor the MBA programme to your needs by choosing two specialisations. The specialised subjects on offer include: Cross-Cultural Management; International Business Law; Management of Decision Making; and International Business Planning. Additionally, students will select two electives from the following courses: Change Management & Innovation; Human Resource Management; Leadership & Coaching; and Corporate Governance & Ethics.

Dissertation

During the final stage of the programme, you will undertake a dissertation project. This involves

researching and writing a detailed academic report on a specific marketing or business issue. Part-time students normally conclude their MBA in the company where they are already employed. Dissertations could focus on a specific company or be a stand-alone piece of academic research. The dissertation is an ideal method of testing the students' acquired capabilities. It also improves their career prospects by providing tangible proof of their skills. In order to prepare the students for their final thesis task, classes in Business Research Methods are offered. The student will be taught how to set up a representative quantitative and qualitative research project. During the thesis period, students will receive individual coaching from a supervisor. The MBA programme concludes with a defence by the student of his or her thesis in front of the examination board. Upon successful completion of the MBA programme, the student will be awarded an MBA degree.

Extracurricular activities

Throughout the year we organise several seminars, events, company visits and guest lectures, at no extra cost to MBA students. Previous seminars have included the Summit for the Future, China in One Day and Diversity = Opportunities. Multinational companies visited include DHL, Heineken, Nike and UPC.

More information

Detailed information about the programme, admission requirements and the application procedure can be found on www.hespgp.hva.nl, or contact the Programme Manager MBA at +31 20 523 64 29.



FINANCIAL MATTERS

Students from the European Economic Area (EEA) pay the same tuition fees as Dutch students. Non-EEA students are not eligible for Dutch government subsidies and therefore need to pay the full costs of the programme. The tuition fees are determined by the Dutch government on an annual basis.

The 2010-2011 full-time tuition fee for EEA students is € 1,659. The tuition fee for non-EEA students is € 6,746. In addition to the tuition fee you will need to purchase books, readers and other required items. For the first year, these costs are estimated at € 550.

Scholarship and grants

The Hogeschool van Amsterdam offers the Amsterdam Talents Scholarships (ATS) to outstanding non-EEA students. This scholarship programme is performance-based and will be awarded at the end of every academic year. In order to be eligible for an ATS, a student's study results have to meet certain pre-specified requirements. An amount of € 3,000 per student is available to students who meet these requirements. Detailed information can be found on www.hva.nl/sem-scholarships.

For an overview of all scholarships offered by other organisations, see www.studyinholland.nl or www.grantfinder.nl. In some cases, the Dutch

government offers study grants (for example, 'studiefinanciering') to international students. To find out if you are eligible for these grants, please go to www.ib-groep.nl.

Student entry visa and residence permit

Students who are nationals of one of the EEA member states or Switzerland can enter and live in the Netherlands without a visa or residence permit. Students from most non-EEA countries who plan to stay for a period of longer than three months are required to obtain a visa in order to enter the Netherlands. This visa is called the MVV - Machtiging tot Voorlopig Verblijf. Once you have been admitted to the programme, the International Office will apply for the MVV on your behalf. On our website you can find full information about the application procedure as well as the forms you need to send. Non-EEA students will also need to apply for a residence permit upon arrival in the Netherlands. The International Office will assist you with the

application procedure. For general information about immigration procedures for international students, you can check: www.nuffic.nl/immigration.

Note: all Chinese nationals must obtain a NESO certificate before the application procedure can be started. NESO (Netherlands Education Support Office) will issue the certificate after verification of your diplomas and IELTS test. For information on how to apply for the NESO certificate, please see www.nesochina.com.

Accommodation

International students can apply for furnished accommodation in Amsterdam for the first year of their studies, via independent housing corporations. The School of Economics and Management / HES has reserved a certain number of rooms and apartments for incoming students, but unfortunately cannot guarantee housing for every student. For more information and the application form for accommodation, please visit our website: www.hva.nl/sem-accommodation.

Admission requirements

To be admitted to the School of Economics and Management / HES, you need to have completed secondary education on a level equivalent to the Dutch havo, vwo or mbo level 4 diploma. This means that you should have completed secondary education at university entrance level with at least a pass in

mathematics and preferably in business studies or accounting.

For example:

- GCSEs with two or more A-levels (UK)
- International Baccalaureate Diploma (International schools, UK and US)
- Abitur or Fachhochschulreife (Germany and Austria)
- Baccalauréat (France)
- American or Canadian High School Diploma, college preparatory
- Associate Degrees in the field of economic and business
- Bachelor and Master Degrees in economic and non-economic fields
- Other equivalent diplomas from accredited secondary education institutions
- Students with a relevant business management diploma in vocational education (four-year college diploma programmes, equivalent to the Dutch MBO) are also eligible.

All international diplomas and degrees must be authenticated prior to any application and will be assessed by the Hogeschool van Amsterdam and/ or Nuffic. Students aged 21 years and older by the start of the programme in September, who have not completed a diploma or degree programme as described, can apply for our 21+ entrance level test. You might be invited to take admission tests and present yourself to the admission committee.





Language proficiency

As English is the language of the programme, we expect our students to have good English-language writing and speaking skills. Native speakers (students from the United States, the United Kingdom, Ireland, Canada, Australia or New Zealand) and applicants who have successfully undertaken secondary or post-secondary courses at an accredited institution – for a minimum of two years – where English was the language of instruction, are not required to present any other proof of their English proficiency. From all other non-native applicants we require academic proof of their English level, either by presenting an IELTS test score 6.0 or higher, or a CISCE grade 1 - 6, or TOEFL 550 paper-based / 213 computer-based and 79 internet-based test score. The test must have been taken in the last two years. Applicants from mainland China are required to submit an academic IELTS test

score or a TOEFL internet-based test score, due to visa requirements. More information about these tests can be found on www.ielts.org or www.toefl.org. Our institution code for taking the TOEFL test is 1000.

How to apply

You can apply for all programmes at the International Business School by filling out the application form. You can download the application form via the website www.hva.nl/sem-apply.

All required documents are listed on the application form. As a rule you need to send the following:

- A certified copy of your secondary diploma and a list of the marks you obtained.
- A clearly legible copy of the pages in your passport that contain your personal data and signature.

A copy of a passport that has expired will not be accepted. If you already live in the Netherlands, you will also need to include a copy of both sides of your current residence permit. If your residence permit is no longer valid, please submit a copy of the expired card and an official statement from the IND acknowledging that you have applied for an extension.

- The results of an English language test e.g. TOEFL, IELTS, CISCE or equivalent if applicable;
- Two passport photos, with your full name on the reverse.

Send your complete application package to:
Hogeschool van Amsterdam
School of Economics and Management / HES
Attention: Student Administration
P.O.Box 22575
1100 DB Amsterdam Zuid-Oost
The Netherlands

Application procedure

The purpose of the application is to determine whether your qualifications grant you admission to the programme of your choice. If this is the case, you will receive a formal statement of admission. Before you can begin your studies, you will need to finalise your registration and pay the tuition fee. Make sure that you apply well in advance of the start of your academic programme. More information about the procedure can be found on www.hva.nl/sem-apply.

Starting dates

All Business Administration programmes start in September and February (provided there are sufficient applications).

Meet us

You can meet us at several education fairs around the world, or at our own open days in the Netherlands where you can meet students and get a taste of the School of Economics and Management / HES. Our Open Days take place on:

Thursday 7 January 2010
Saturday 6 February 2010
Saturday 17 April 2010

Thursday 10 June 2010

More information and the agenda can be found on www.hva.nl/sem-meetus.

More information?

Detailed information about the Hogeschool van Amsterdam and all programmes can be found on www.international.hva.nl.



Hogeschool van Amsterdam
School of Economics and Management / HES
Fruijlemaborg 133
1102 CV Amsterdam-Zuidoost
The Netherlands
Service and Information Centre: +31 20 525 67 77
E-mail: international@hva.nl

