

Stenden university International Campus Sites

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Stenden
university **Bali**

joined venture with STIE Triatma Mulya

Hello World!



International Hospitality
(Hotel) Management

Secure your future with a Double (European and Asian) Degree!

Admission requirements

Does the idea of studying hotel management in Bali appeal to you? Then check out our admission requirements and apply today!

Admission Requirements for the IHM Program

The admission process for the IHM program requires the fulfillment of the following parts:

1. [Academic requirements](#)
2. [Language requirements](#)

Academic Requirements for the IHM Program

- ✓ High school graduation diploma from an accredited institution of secondary education;
- ✓ Associate degrees, Diplomas, BA / MA degrees in economic and non-economic fields.

Each application will be evaluated and considered for approval on an individual base by the Admission Committee of Stenden University Bali. They will have a look at the grading sheet of your previous education and go through the scores subject by subject. If the Committee finds it necessary it will require you to undergo a personal or telephonic interview.

High school curriculum profile

The IHM course offered is a business management program in the economic field. Although for international students the secondary school subjects requirements are evaluated in a flexible manner, the following subjects are generally considered as pre-requisite subjects for a business management education:

- Mathematics
- General Economics
- Business Administration or Accounting
- Social Sciences and / or Management & Organization;
- Working knowledge of a foreign modern language in addition to English.

Language Requirements for the IHM Program

- ✓ An Academic IELTS-test with Band score 6.0 and no sub scores under 5; visit www.ielts.org for more information.
- ✓ A TOEFL-test of 550 (paper-based) or 213 (computer-based). The TOEFL is only accepted when the IELTS-test is not offered in the applicants' country of residence. Stenden University's TOEFL code is 9215; visit www.toefl.org for more information.
- ✓ Applicants who are native speakers of English or who have successfully undertaken secondary or post-secondary courses -for a minimum of two years- where English was the language of instruction are not required to submit an IELTS or TOEFL test score.

Students who do not meet the language requirements have the possibility to follow an English Language Course at our university first before joining the four year IHM program. See our website for more details on the English Language Course: www.stenden.com/bali

Application Procedure

To apply, please download the application form at www.stenden.com/bali. You can scan and email this form to maria.lee@stenden.com or you can fax the form to +62361439298.

Visa Procedure

If you are a student from outside of Indonesia, please contact our International Office to find out what kind of visa you need to be able to enroll in our program.

Tuition Fees

Please check our website www.stenden.com/bali for up-to-date information on tuition fees and non-tuition fees.



Stenden University Bali Hello World!



Welcome to Stenden University Bali!

Bali, a real tourist attraction. Year after year the island is voted by readers of all major travel magazines as the most enchanting travel and holiday destination in the world. What better place could one possibly find to train and educate young students in International Hospitality (Hotel) Management? That's why in 2008, Stenden University, being the biggest hotel school in the world in terms of number of students, decided to open a new Stenden campus site on Bali island to bring western style education to the eastern continent. And as a Stenden University (The Netherlands) alumni myself I can assure you that International standards of education are guaranteed at our Bali campus, as the curriculum and study materials used are exactly the same as the ones used in The Netherlands.

Hospitality Management is people business. In all senses of the word. To be able to fulfill your management tasks in the future, you will have to become a balanced, independent, pro-active and resourceful person who knows how to get the best out of everyone. To help students acquire these skills Stenden University has successfully been using the systems of Problem Based Learning and Case Based Learning, in which students work together on cases, defining the problems and coming up with solutions. Our experience is that once the student gets familiar with this system, interpersonal skills will greatly develop, and that gives our educational product an enormous advantage over others. Besides being used in The Netherlands and Bali, these learning systems (PBL, CBL) are also in operation at the other Stenden campuses located in Germany, Qatar, South Africa and Thailand, which makes it possible for you to do part of your studies in one of these locations!

There's so much to tell about our program. Please take your time to explore it as it is described in this brochure and on our website. If you come up with a question that you would like to have answered, feel welcome to contact our office as mentioned in the contact details in the back of the brochure.

Have fun and we hope that we will soon be able to meet you personally and say: "Hello! Welcome to Stenden University Bali!"

Barry Doesburg
General Manager Stenden University Bali

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IHM: Your passport to an International Hospitality Career

Future Leaders, we are looking for You!

Do you like working with people? Do you believe you can make a difference in the world? Do you feel challenged to explore your boundaries and strengthen your persuasion skills within a safe and friendly environment? Then Stenden University Bali might be exactly the right place for you!

We are a young, dynamic organization with a passion for people. Stenden Bali is part of Stenden University The Netherlands, an institution with more than 100 years of experience in education. It was first established in 1904 and developed into a global university with more than 10.000 students attending its programs in one of the universities' campus sites, either in The Netherlands, Germany, the middle east, South Africa, Thailand, and now also Bali. Education provided by Stenden has been recognized nationally and internationally for its high standards and its innovative concepts, especially in the field of hospitality management, thus being heralded as the Number One hospitality program in the Netherlands for 8 consecutive years by the Elsevier Magazine education survey. The most distinctive features of the program are its truly international scope and atmosphere, its practicality as a result of using special learning methods and the sound balance between theoretical and practical experience gained while studying.

Stenden University Bali: The best of two worlds

At our Bali campus you will be welcomed in a pleasant, relatively small study environment with a friendly, family like atmosphere. A place that feels like home from the very first moment on. We provide you with everything you need to become the best in your field.

HIGH-QUALITY AND UP-TO-DATE STUDY AND REFERENCE MATERIAL

As the Academic IHM Program in Bali is 100% similar with the one at Stenden University The Netherlands, you can be assured of the highest quality level of hospitality education.

PROFESSIONAL EXPERTISE

With all the top quality hotels in our backyard we often invite people from the field to give lectures to our students. It's very exciting and mind expanding to have discussions with managers and general managers about how they deal with day-to-day challenges in operations and strategy.

PERSONAL COACHING

All humans are unique, with unique characteristics. To get the best out of every single student we adhere to the system of personal coaching. During the course of the studies, you will have regular meetings with your assigned coach to discuss academic progress or difficulties of any matter you might be experiencing. This has proven to give students a feeling of safety and as a consequence enough confidence to spread their wings.

LEARNING HOTEL

Not only do we have a mock-up front office, three mock-up hotel rooms, two fully equipped kitchens, two learning restaurants and a bar on our campus site, also we have our very own learning hotel! Located on the busy beach of Seminyak, Puri Saron Hotel offers you the opportunity to accumulate loads of valuable and relevant working experience in all the different disciplines of the hotel business, whether it will be front office, food and beverage, housekeeping or spa and health.

The hotel is brand new and counts 100 deluxe rooms and 5 exclusive Villas. It will partly be run by you as a student, as our system asks for 2nd year students to lead the first year students during practice, and for 3rd year students to lead a whole department. Quite a challenge, but much fun! And of course a great opportunity to develop your management skills. With this kind of experience you will be ready to start the real work immediately after graduation.

GRAND TOUR

A very interesting and unique aspect of the international opportunities available to you is the option of following modules and semesters of your IHM curriculum at Stenden university campus sites in other regions of the world, such as Thailand, Qatar, South Africa and of course The Netherlands. This is called the Grand Tour experience. Joining a Grand Tour is an adventure that will offer you fun and educational stimulation, while, at the same time, enabling you to master the important international and intercultural skills needed to build a successful (international) career.

Studying in Bali

An island thriving on tourism of course sets the perfect stage for an international hospitality education. Everywhere you will see and will be reminded of what companies, large and small, are doing to make the experience of their guests a memorable one.

THE ISLAND AND ITS PEOPLE

The Balinese are known all over the world for their warm hospitality and their endless smiles. This most likely is, besides the wide range of outdoor sports activities, the wonderful natural sceneries and many cultural activities on the island, one of the main reasons why so many tourists, domestic and international, choose to go to Bali for a relaxing and entertaining holiday. Nowadays, Bali attracts yearly more than 1,7 million international visitors.

The main religion of the population is Hindu. There are many temples to be found, and many ceremonies are held throughout the year to honor the gods. But also the Christian community, the Buddhist community and the Muslim community are well represented on the island. If you are looking for a church or a mosque to continue to profess your religion while studying with us we will be glad to provide you with the right information.

LIVING COSTS AND ACCOMMODATION

Living costs for food and drinks are relatively low, especially when compared to costs for living in Europe. Your money can last a long time. Also there's lots of accommodation available, our International Office will help you find a suitable place to live.

SOCIALIZING AND SPORTS ACTIVITIES

Finding ourselves in the heart of tourism there's enough to see and do. Bars, cinema's and discotheques assure both tourist and student of a great night out. Meeting new friends, also outside of school, is easy, since there are numerous sports and clubs to join! For example, very close to our campus (5 mins) is an olympic size swimming pool where you can take a dive in the fresh water after classes. Also fitness clubs and other sports clubs are to be found everywhere. Whether you like tennis, squash, soccer or horseback riding, running, golf, dancing, tai-chi, pilates, yoga or surfing, what ever you like can be practiced here. Our International Office will be glad to provide you with more detailed information.

ORIENTATION PERIOD

Starting your student life maybe in a different country and culture than your own is very exciting but also a bit stressful in the beginning. To make the transition between your current life now and your future student life as smooth as possible we have an orientation period, in which all new students get to know each other, get to know us and get to know Bali and some of its most characteristic features. This orientation period starts with a personal welcome and pick up from the airport and includes special events and activities that help you settle in, informative discussions about living in Bali and other practical matters, tours to experience Bali together and to show you your way around and games to get familiar with each other and with each others' culture. During this time you will also be introduced to your buddy, an Indonesian student who volunteers to show you your way around during your first months. Of course our Indonesian students are also curious about you and your culture, so it's a very interesting intercultural experience from which often good friendships evolve.



CAREER OPPORTUNITIES

The Bachelor of Business Administration (BBA) IHM represents a flexible and broad professional training that is not only highly appreciated in the international hospitality industry, but is also recognized in other sectors of the economy. Graduates of the IHM program are welcome, worldwide, in all the industry sectors that are primarily concerned with services and service management.



"Before I came to Stenden University I was actually very shy. In the regular Indonesian education system you don't learn to stand up for your own thoughts and ideas. But with Problem Based Learning that's exactly what you are supposed to do. You discuss with your fellow students and teachers/tutors. This has helped me becoming confident, I feel I have grown so much, both professionally as well as personally. What makes Stenden University really special to me is the way the faculty staff and the study coach are committed to your well-being and success. They are always there for you if you need advice or help, about the subjects of course, but also if you have problems, for example with your visa or housing or even personal things. Thanks to them there has never been a moment that I felt lost or lonely."

SUSAN MARGARETHA, INDONESIAN
FOURTH YEAR STUDENT IHM

PROBLEM BASED LEARNING

Besides receiving academic lectures you will also be joining in PBL sessions. PBL is an active learning system which trains you to think in solutions. You will work together in a group of approximately 6 - 12 students who meet twice a week. You will be required to solve a case by analyzing the problem, doing brainstorming sessions together, setting learning goals, studying in the library and fulfilling the learning goals presented by that particular case together with your group. One of the objectives of PBL is to prepare you to become self-reliant, which means independent from teachers. Another objective is to make you become accustomed to leading a group, or to actively participate as a member of the group. These roles are being switched from session to session. This PBL method has proven to help students acquire in-depth knowledge of their field of business while at the same time developing their professional and personal competencies.



International Hospitality Management (BBA)

DURATION: 4 Years

YEAR 1 – CRAFTSMANSHIP

In the first year you will learn to recognize what hospitality is about and what being a manager is about. What are the tasks of a manager and what skills does he/she need? The year is divided in two parts, operating and non-operating. Operating concerns everything in direct relation to the visiting guest, from contacting potential guests, to actually receiving them, being hospitable, handling complaints, making sure the rooms are clean and all services level up to expectation so the guest will leave with a good impression and a happy feeling. Learning to deal with different cultures, values and norms is essential, so emphasis will be put on that.

Non-operating concerns other general and essential information you need to acquire, not directly related to your guests but to the running of an organization in relation to its environment. The course covers subjects like: the organizational structure of hospitality companies, working with computer programs, the basics of - Human Resource Management, - Marketing, - Financial Management and - Law.

YEAR 2 – MANAGING DAILY OPERATIONS

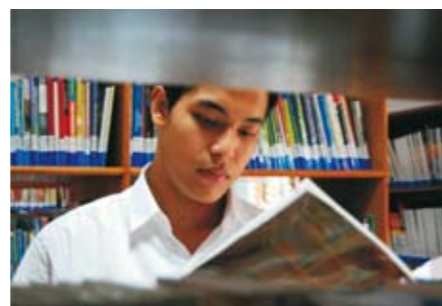
In the second year you will start exploring the hospitality industry at middle management level. You will translate the knowledge which you have acquired in the first year into management duties, problems and theories. You will gain deeper insight and understanding of the ins and outs in daily operations of a service organization. Moreover you will get your first chance to develop your leadership skills by supervising the new first-year IHM students within the program's practical (operating) department.

YEAR 3 – CHANGING ENVIRONMENT

In the third year you find yourself exploring management tasks on the strategic management level. Your study material will include subjects like Financial Analysis, Human Resource Management, Business Ethics, Market Analysis and Writing a business plan. You will also write your dissertation, a business improvement plan based on your own research findings. The second part of the third year you can fill in according to your own personal preference. You can choose to follow a minor at your own campus site or at one of our other campus sites (we have different options of minors available, general minors and specific IHM minors, which you can find in this brochure and on our website).

YEAR 4 - INTERNSHIP

You finish off your studies with a ten month internship placement. You can choose to either stay in Indonesia or go abroad, since our International Office has connections with top hospitality establishments world wide. This is the perfect time to bring acquired knowledge into practice and swim with the big fishes. During this time you will also conduct a practical research for your host company as part of your graduation assignment.



"With its innovative educational approach Stenden University prepares its students well for the dynamic hotel sector, where change is a constant and competition is fierce. While working in Asia and China I've been running into a lot of Stenden graduates. What impressed me was their understanding of the business and their level of independence.

I am convinced that in the years to come many more graduates of Stenden University will find their way to middle and top-management positions in the industry all over the world."

ALBERT ROUWENDAL, MANAGING DIRECTOR OF MÖVENPICK HOTEL AMSTERDAM CITY CENTRE

Double Bachelor's Degree

No need to go to Europe to obtain a European degree. We are proud to say that Stenden University Bali is the first university in Indonesia which offers an International Hospitality Management program honored with a Double Bachelor's Degree after successful completion of the study! Our program is accredited by both the Indonesian and the European government. The only requirement to get these two degrees is an extra Indonesian course in your first year, next to the regular IHM program.

Major - Minor

The Stenden University program structure includes both Major and Minor components: The major deals with those subjects and disciplines that are particular to the industry that you are being trained for and consists of the foundation phase, the main phase (the first 2.5 years of the course) and the internship. You will need 210 credits to complete your major. Then you need another 30 credits to complete your studies. The minor enables you to further specialize in a subject of your own choice. Your minor can also serve as preparation for a possible future Master's program. Minors are offered in the third year and represent each 15 credits. It is possible to combine several minors. Visit our website for more information.

Minors International Hospitality Management

MINOR CONFERENCE AND EVENT MANAGEMENT (THE NETHERLANDS)

In the Professional Conference and Event Management minor, you will learn about event organization, such as conferences and seminars, all of which generally take place in hotels and conference centers. Subjects covered in this course are the duties of the professional conference organizer, ICT within conference management, sponsoring, protocols and etiquette, and budgeting. At the end of the minor, you will be awarded a certificate that is recognized by the industry.

MINOR CRUISE MANAGEMENT (THE NETHERLANDS)

In the Minor Cruise Management you will learn how cruise companies are organized and how they operate. A research project on an actual cruise is part of the minor. After the minor an internship with a cruise company could be a possibility.

MINOR ENTREPRENEURSHIP MANAGEMENT (THE NETHERLANDS)

In the Entrepreneurship minor, you will specialize in starting up your own business in the hospitality industry. The course covers subjects such as writing a good business plan, the legal aspects of mergers and acquisitions, and using your personal skills.

MINOR HUMANITARIAN MANAGEMENT (THE NETHERLANDS)

In the Humanitarian minor, you will specialize in the professional organization and implementation of hospitality, care and aid for people in crisis situations. Organizations such as the UNCR, the International Red Cross and Doctors without Frontiers have a growing demand for humanitarian hospitality managers.

MINOR REAL ESTATE MANAGEMENT (THE NETHERLANDS)

In the Real Estate minor, you can specialize in the management of fixed assets: buying, selling, building and remodeling buildings in which hotels are housed. You will gain an understanding of alternative, lucrative sources of income for hotels.

MINOR SPA AND HEALTH MANAGEMENT (THAILAND AND BALI)

In the Spa & Health minor, you will specialize in implementing and promoting the wellness & spa concept in existing formulas of international tourism/leisure/hospitality organizations. There is a growing demand for the 'healthy body and mind', and a wide range of customers with medium to high buying power, as well as organizations, are willing to adapt to this development. This minor emphasizes the development, management and marketing of spas, spas in hotels and resorts, and spa restaurants (feasibility, menu design, fitness, stress management and spa medical treatments). Other important components of the course are personnel, safety, and legal and ethical issues related to spas.

MINOR WILDLIFE AND LODGE MANAGEMENT (SOUTH AFRICA)

In the Wildlife minor, you will write a strategic plan for starting a game reserve. You will practice at the Shamwari game reserve in South Africa and learn about nature conservation, environmental factors and setting up a nature reserve. The remaining part of the program covers the management of the tourist facilities in nature reserves, such as lodges and catering facilities.



"I come from Stenden University Leeuwarden and I got the chance to follow my minor Spa and Health here. I wish I could stay longer, Bali definitely stole my heart. There is so much to see and do! Climbing mountain Batur was quite a challenge and an unforgettable experience. Also the classes on Spa and Health are really good. I found the teachers to be knowledgeable, enthusiastic, friendly and easy to approach. All in all, a great environment for learning!"

JODY MILLS, THIRD YEAR STUDENT IHM

