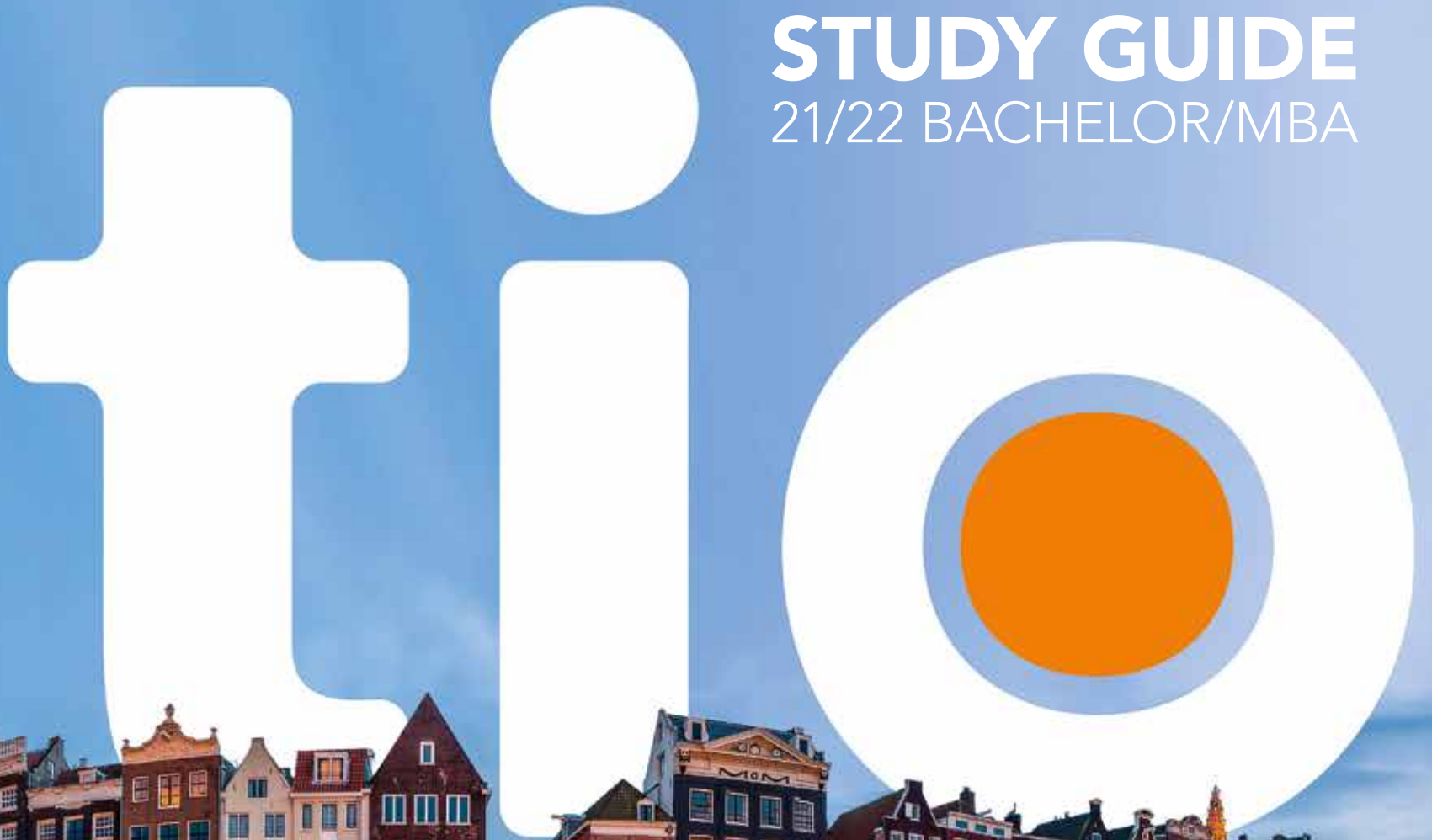


# STUDY GUIDE

21/22 BACHELOR/MBA



**Personal, excellent and  
entrepreneurial**





## DEAR READER,

Welcome to Tio University of Applied Sciences. This guide contains everything you need to know about our study programmes, the many challenging projects we offer and our focus on personal attention. I wish you the best of luck with your study choice!

To me, the great thing about Tio is that it ticks all the right boxes and has done so for more than fifty years! More than half a century of enthusiastic lecturers, small classes, room to excel, excellent facilities and plenty of personal attention – and all that in a wonderful atmosphere.

Over the years, Tio has never stopped innovating. Tio - being the market leader in private higher education – has recently introduced a range of new programmes and possibilities. For example, you can earn an Associate degree in two years, enrol in a MBA programme at Tio and get your bachelor degree in just 2.5 years after completing your pre-university education. And did you know you can take all your classes at Tio either on campus or live online from the comfort of your own home? That is sure to come in handy while the corona crisis is still going on.

However, earning your degree requires hard work and dedication. Tio students are hardworking, sociable, and eager to travel all over the world. Tio lecturers love sharing the knowledge they acquired through their extensive professional experience. In short: the people who work and study here all have the same entrepreneurial spirit. Experience their enthusiasm for yourself during one of our open days.

In the end, choosing the right programme comes down to just one thing: dare to follow your heart. If it feels right, go for it!

Katinka Reuling  
Managing director

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*“In the end, choosing the right programme comes down to just one thing: dare to follow your heart.”*





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# WHAT TO EXPECT OF THE NETHERLANDS

## THIS IS THE NETHERLANDS

The Netherlands is the perfect place to start your international career, since the Netherlands is (and always has been) the trading centre of the world. Dutch people are known for their spirit of commerce, open-mindedness towards people from different countries, international ambitions and innovative ways of thinking. The ideal place for international education.

## HISTORY

The Netherlands has always been an innovative country. During the Dutch Golden Age in the 17<sup>th</sup> century, the Netherlands was a safe haven for immigrants and travelers from different cultures all over the world. Today, the Netherlands still is the world's largest investor, with about 5,800 billion dollars in foreign investments. Also, many ground breaking innovations have their roots in the Netherlands, such as Bluetooth, the stock market and the submarine.

## CHEESE AND FLOWERS

Originally the Dutch, strangely enough the term used for someone living in the Netherlands, are known for their cheese and tulips. Every year, the Netherlands exports ± 600 million kilos of cheese and more than 9 billion Euros worth of flowers and plants. And in the past decade the Netherlands has also become known for other export products like its famous DJs, television concepts such as The Voice and solid investment companies.

## THE DUTCH GO GLOBAL

With around 20% of all its inhabitants being non-native, the Netherlands can truly be called a multicultural country. This international mind set is also reflected in the high number of multinationals having its roots in the Netherlands, such as Booking.com, ASML, Heineken, ING and Philips. Many international students are attracted to our small country: more than 90,000 international students study here. Even Erasmus, whose name is used for the famous international Erasmus scholarships, was a Dutchman.

## OPEN-MINDED

The Dutch are open-minded to people from other cultures, free spirited, friendly and tolerant. More than 200 different nationalities live together in the Netherlands.

## FOREIGN LANGUAGES

Most Dutch people speak more than one language. The Netherlands is ranked as the number one country when it comes to English proficiency among non-English speaking countries, which is why almost everyone speaks English well. In addition to this, many people speak German, French or Spanish. The Dutch are pretty direct, social and are not afraid to give their opinion. They tend to be down to earth and to project this view to the rest of the world.



# LIVING IN THE NETHERLANDS

## STUDENT HOUSING

Campus accommodation is not common in the Netherlands. Most students rent a room in a student house. If you need help finding a place to live, Tio can assist you. Students requiring a student visa will automatically be offered housing via Tio.

Since there is a high demand for student accommodation, we recommend starting your search as soon as possible and, where possible, letting Tio help you. Average accommodation prices for student housing in the Netherlands vary between €450 and €800 a month.

Should you decide to try to find your own place to live, there is plenty of useful information available on [tio.nl/info#housing](https://tio.nl/info#housing).

Keep in mind that most student housing is not furnished unless otherwise specified and you will only be renting a room, and may have to share the other facilities like the bathroom and kitchen with other students.

## DAILY EXPENSES

Your daily expenses include food, public transport and clothes. But you also need to take into account the costs for housing and insurance. Experience has shown that students living and studying in the Netherlands for one year spend between €800 and €1,100 a month (source: [Studyinholland.nl](https://Studyinholland.nl)).

## INSURANCE

Tio expects all its students to have third party liability insurance as well as health insurance. EU/EEA students can study at Tio based on insurance taken out in their home country.

For students requiring a visa, Tio will provide you with sufficient insurance. For more information please consult [aon.nl](https://aon.nl).

## SPORTS

The Dutch love their sports: the Netherlands is one of the most sporting countries of the European Union. It is possible to play tennis, play football, swim, do aerobics, fitness or participate in some other activity in cities in which Tio campuses are located. Tio facilitates its students with discounts on fitness centre memberships and by organising multiple sportive events, such as the Tiolympics.

## Connected

1,5 hrs  
Brussels

3 hrs  
Paris

5 hrs  
London

6 hrs  
Berlin



“What I like the most about Amsterdam is that people are so open to other cultures and that I have time to visit other towns and cities, like Rotterdam”

**HERIBERTO J. CASTILLO**  
STUDENT FROM MEXICO

English proficiency

1<sup>st</sup>

country worldwide

(English Proficiency Index 2019)



# WHAT TO EXPECT OF TIO

## THIS IS TIO!

Tio offers small-scale and high-quality education with challenging curricula and appealing projects, making it a great place for Dutch and international students to study.

## TIO LEADS THE WAY

Tio is one of the most prestigious universities of applied sciences in The Netherlands. Satisfied students and the quality of education are key elements. Tio is very proud of the fact that in addition to the high scores Tio received in the National Student Survey (NSE) and the Elsevier Enquiry Best programmes 2019, Tio offers the best bachelor's degrees in their respective fields elected by the Higher Education Guide.

## MODERN AND INNOVATIVE EDUCATION

Dutch education is known for the informal communication between lecturers and students. This is reflected in the lecturing style at Tio. Lectures at Tio are very interactive. Students are expected to present their views and opinions. Studying at Tio means studying in a modern learning environment, equipped with the latest facilities.

## VALUE FOR MONEY

Tio is a private educational institution, which is why the tuition fees are higher than those of government-funded institutions. Money well spent, considering you will be able to enjoy the unique hands-on approach Tio offers, many networking opportunities and plenty of chances to excel during projects and internships.

## SMALL-SCALE AND PERSONAL

The education at Tio is small-scale, personal and interactive, lecturers know you by name. When weighted in the 2019-2020 academic year, the average number of students across the whole of Tio was 12 per classroom. This enables active participation in the lectures, for example by taking part in roleplaying games and discussions. Projects are an important part of the study programmes. You will visit events, run a hotel with fellow students, organise a trip, start-up a (digital) student company or manage an investment portfolio.

## INTERNATIONAL STUDENTS AT TIO

Tio students go everywhere in the world for their internships, international exchange and study trips. In addition to this, many international students study at Tio, both full degree students and exchange students. This gives character to the international campuses in Amsterdam, Eindhoven, Hengelo, Rotterdam and Utrecht.



"At Tio the atmosphere is good and I like the interaction between students and lecturers. The classes are smaller than I am used to"

**SONGAH CHOI**  
STUDENT FROM SOUTH-KOREA



**90,000+**  
international students  
in the Netherlands  
(1 in 10 students is international)



"Due to the small classes students at Tio are very motivated. You not only know their name, but also their interests and background. This makes it very personal"

**CARLO VAN RANTWIJK, MIM**  
LECTURER

# INTERNATIONAL STUDENTS AT TIO



**MARC OLIVIER –**  
CANADA

"Tio is a great university with a warm atmosphere and there is always someone there for you to help with any kind of questions"



**ROCÍO MORENO DEL RÍO –**  
SPAIN

"I love studying in the Netherlands. I think the small-scale and personal education of Tio is the best way to learn"



**YI-NUAN –**  
TAIWAN

"The Netherlands is a truly international environment with many different languages in addition to Dutch and English"



**LAYLA HOYEN –**  
GERMANY

"At Tio I get a lot of practical experiences because of all the projects and assignments. Also giving presentations is a good exercise"



**IZAAC CASILLAS –**  
MEXICO

"Tio is really different from the environment in my school back home, because my school is very big"



**KATARINA KRET –**  
AUSTRIA

"The Dutch people are more open and take it easy"

## WHERE DO THEY COME FROM?

- America
- Austria
- Belgium
- Brazil
- Bulgaria
- Canada
- China
- Denmark
- Finland
- France
- Georgia
- Germany
- India
- Indonesia
- Italy
- Malaysia
- Mexico
- Norway
- Poland
- Portugal
- Romania
- South Korea
- Spain
- Suriname
- Sweden
- Switzerland
- Taiwan
- Turkey
- United Kingdom
- Vietnam
- And more

SEE [TIO.NL/EN](https://tio.nl/en) AND READ MORE ABOUT THESE AND OTHER STUDENTS.

# TIO CAMPUSES





# TIO AMSTERDAM

## METROPOLIS

Would you like to study in Amsterdam, our lively and innovative capital? Tio Amsterdam is located just a three-minute walk from Amsterdam Sloterdijk station.

### WELCOME TO TIO AMSTERDAM

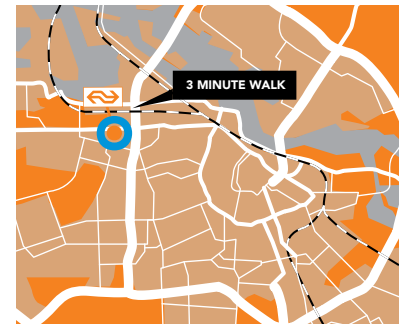
Tio Amsterdam is the largest of all of Tio's campuses, but still small-scaled and very personal. It is a modern campus with a hint of that typical Amsterdam bravura and an international character. At Tio Amsterdam, you can choose both Dutch and English taught study programmes.

### ABOUT AMSTERDAM

Amsterdam represents the perfect union of hotel management, event management, tourism and business. It is a metropolis with an abundance of lively streets and places to go out. The city is home to an impressive number of five-star hotels and it plays host to many major events and festivals, such as the Amsterdam Dance Event. Furthermore, Amsterdam attracts more than one million international business travellers every year (source: NBTC).

### TIO AMSTERDAM

Tempelhofstraat 5  
1043 EA Amsterdam



### OPEN DAYS

Sat 14/11/20 – 11.00 / 12.30 / 14.00  
Thu 03/12/20 – 19.00 / 20.30  
Sat 16/01/21 – 11.00 / 12.30 / 14.00  
Wed 10/02/21 – 19.00 / 20.30  
Sat 20/03/21 – 11.00 / 12.30  
Wed 26/05/21 – 19.00 / 20.30

### TRIAL STUDY DAYS

Fri 20/11/20  
Fri 08/01/21  
Fri 05/02/21  
Fri 05/03/21  
Wed 31/03/21

Amsterdam represents the perfect union of hotel management, event management, tourism and business.



"The vibrant and innovative character of Amsterdam is reflected at our beautiful campus. With its many, sociable students and lecturers you feel right at home"

**MARTIJN NABERMAN**  
CAMPUS MANAGER

### PROGRAMMES

HEM	🕒
ITM	🕒
CEO	🕒
IBM	🕒
MBA	🕒*

\* From September 2021

# TIO EINDHOVEN

## INNOVATION CITY

Eindhoven plays a leading role in technology and design and is the #1 innovation city in the Netherlands. Tio Eindhoven is located eight minutes from Central Station on foot, right in the middle of the city centre.

### WELCOME TO TIO EINDHOVEN

Tio Eindhoven is located at the Begijnenhof, right next to the popular Stratumseind with its many night-life establishments. At Tio Eindhoven, you will mostly encounter students from the provinces of North Brabant and Limburg, but also from Belgium. This melting pot results in an amazing atmosphere.

### ABOUT EINDHOVEN

The many multinationals located in Eindhoven, such as ASML, Philips and VDL, play a major role in its qualification as an "innovation city". This is a perfect environment to kick off your professional career. Eindhoven is also a real student town where you can enjoy the finer things in life, the Burgundian hospitality and unique events such as the GLOW festival.

### TIO EINDHOVEN

Begijnenhof 8-12  
5611 EL Eindhoven



### OPEN DAYS

Sat 31/10/20 – 11.00 / 12.30 / 14.00  
Sat 30/01/21 – 11.00 / 12.30 / 14.00  
Wed 10/03/21 – 19.00 / 20.30  
Sat 27/03/21 – 11.00 / 12.30  
Thu 10/06/21 – 19.00 / 20.30

### TRIAL STUDY DAYS

Thu 12/11/20  
Tue 09/02/21  
Wed 17/03/21  
Thu 08/04/21

Tio Eindhoven is located at the Begijnenhof, right next to the popular Stratumseind with its many night-life establishments



"Tio Eindhoven is all about togetherness, working hard and perseverance. The campus is brimming with that typical Brabant atmosphere!"

**NICOLE FAASSE**  
CAMPUS MANAGER

### PROGRAMMES

HEM	
ITM	
CEO	
IBM	🕒
MBA	



# HENGELO

## A GREAT LEARNING ENVIRONMENT

**Hengelo has always been an industrial city. In the past, the metal industry thrived in the region. Tio Hengelo is just a ten-minute walk from the train station.**

### WELCOME TO TIO HENGELO

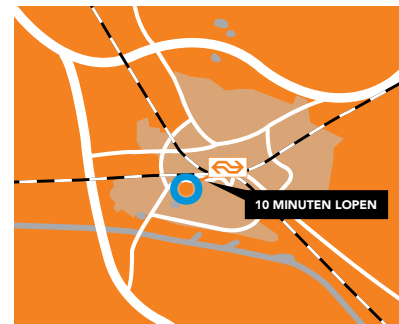
In Twente, entrepreneurialism runs in people's blood. That explains why Tio was established fifty years ago by businesses in Hengelo. Tio is located in a gorgeous monumental building that offers every modern facility you would expect. The campus is located at walking distance from the central train station. Would you rather live in a student residence? That is not a problem in Twente: both Hengelo and Enschede have a wide range of affordable student accommodations to choose from.

### ABOUT HENGELO

Hengelo is a fun medium-sized city where all sports and recreational facilities can be easily reached by bike. The student town of Enschede is also accessible by bike. Hengelo itself is home to many establishments that are frequented by groups of students. Hengelo is located near the border with Germany, one of the Netherlands' most important trade partners.

### TIO HENGELO

Julianalaan 9  
7553 AB Hengelo  
12



### OPEN DAYS

Sat 24/10/20 – 11.00 / 12.30 / 14.00  
Sat 09/01/21 – 11.00 / 12.30 / 14.00  
Sat 06/03/21 – 11.00 / 12.30  
Wed 07/04/21 – 19.00 / 20.30  
Thu 24/06/21 – 19.00 / 20.30

### TRIAL STUDY DAYS

Tue 17/11/20  
Tue 02/02/21  
Tue 23/03/21

Tio's smallest campus is housed in a beautiful monumental building.



"Tio Hengelo highly values quality and entrepreneurship. The personal attention students receive from a qualified and motivated team of lecturers allows them to bring out the best in themselves"

**MAURICE KRABENBORG**  
CAMPUS MANAGER

### PROGRAMMES

HEM  
ITM  
CEO  
IBM   
MBA

\* From September 2021

# TIO ROTTERDAM

## THE BUSINESS HEART

**From the amazing Central Station, you can reach Tio Rotterdam on foot in just one minute! The school is located in the city's business heart, amidst such multinational corporations as Unilever and Coolblue.**

### WELCOME TO TIO ROTTERDAM

Tio Rotterdam is located in a modern building in the business heart of Rotterdam. An inspirational environment where young professionals can immediately start developing their network. The open and fun atmosphere creates the perfect student environment.

### ABOUT ROTTERDAM

Where better to learn about the true meaning of "international" than in the port of Rotterdam? Gaze at the impressive skyline from the top of the Euromast or visit the Markthal, which is one of the city's many hotspots. Close to Tio Rotterdam, you will find trendy eateries and bars. "Manhattan on the Meuse" is also home to a lot of great events.

### TIO ROTTERDAM

Weena 457  
3013 AL Rotterdam



### OPEN DAYS

Sat 21/11/20 – 11.00 / 12.30 / 14.00  
Sat 09/01/21 – 11.00 / 12.30 / 14.00  
Wed 17/02/21 – 19.00 / 20.30  
Sat 13/03/21 – 11.00 / 12.30  
Wed 14/04/21 – 19.00 / 20.30  
Thu 03/06/21 – 19.00 / 20.30  
Sat 28/08/21 – 11.00 / 12.30

### TRIAL STUDY DAYS

Wed 02/12/20  
Fri 05/02/21  
Wed 03/03/21  
Wed 24/03/21

Tio Rotterdam is located in a modern building in the business heart of Rotterdam.



"On our small-scale campus in the middle of the trendy and modern city centre of Rotterdam, you get personal education from our lecturers from the industry"

**JAN-WILLEM TEN BROEK**  
CAMPUS MANAGER

### PROGRAMMES

HEM  
ITM  
CEO  
IBM   
MBA



# TIO UTRECHT

## THE STUDENT CITY

**Choose Utrecht if you want to study in a true student city. The campus is just a ten minute walk from the Central Station and close to the city centre.**

### WELCOME TO TIO UTRECHT

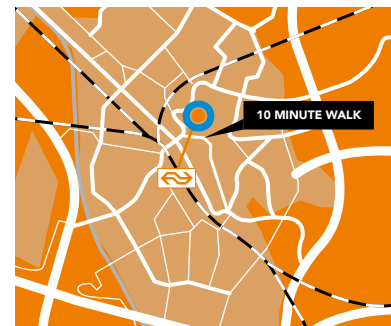
Tio Utrecht is known for the many activities which take place at the campus and for its international character. In Utrecht, you can choose all the English-language study programmes. This campus is centrally located, that's why it's obvious that students from all over the Netherlands and far beyond find their way to Tio Utrecht.

### ABOUT UTRECHT

The city's population has the highest average education level out of the Netherlands' four biggest cities. The historic city centre is not only home to some famous tourist attractions, but also to a wide range of cafes and restaurants. Or visit a festival or concert in TivoliVredenburg, the nation's most versatile music stage. It is no surprise that the foreign press is so excited about Utrecht.

### TIO UTRECHT

Oudenoord 2  
3513 ER Utrecht



### OPEN DAYS

Sat 07/11/20 – 11.00 / 12.30 / 14.00  
Sat 28/11/20 – 11.00 / 12.30 / 14.00  
Sat 06/02/21 – 11.00 / 12.30 / 14.00  
Wed 03/03/21 – 19.00 / 20.30  
Sat 10/04/21 – 11.00 / 12.30  
Tue 11/05/21 – 19.00 / 20.30  
Mon 05/07/21 – 19.00 / 20.30

### TRIAL STUDY DAYS

Fri 13/11/20  
Fri 15/01/21  
Wed 17/02/21  
Thu 18/03/21  
Fri 16/04/21

Students from all over the Netherlands and far beyond find their way to Tio Utrecht.



"Tio Utrecht is a great campus with highly motivated students and involved lecturers. The atmosphere is great here"

**ARTHUR TEEUW**  
CAMPUS MANAGER

### PROGRAMMES

HEM	⊙
ITM	⊙
CEO	⊙
IBM	⊙
MBA	⊙*

\* From September 2021

# LARGE NETWORK

Partly as a result of its national renown and its many lecturers with practical experience, Tio has an extensive network. Both during and after their studies, students can benefit from this network.

### NATIONAL ORGANISATION

Tio has six campuses across the Netherlands and a head office in Utrecht. Students get the best of both worlds: a personal approach on campus and the decisiveness, the quality and the network of a national organisation.

### INTERNSHIP OPTIONS AND CAREER OPPORTUNITIES

Tio maintains close relationships with national and international (internship) organisations and is happy to help you find the right internship. Thousands of students came before you, which means you can choose from a wide selection of internship organisations. Tio's annual Career Event, which is attended by more than 150 renowned (internship) organisations, is the perfect place to network and explore the internship and employment market.

### LEARNING FROM THE EXPERTS

Tio's lecturers are professionals with practical experience in their field. They each have an extensive network that they are happy to share with their students. Tio also offers its students master classes from top entrepreneurs and experts working in the sector.

### PROJECTS FOR TOP BUSINESSES

Tio's contacts allow you to develop your own network at leading companies in your sector during company visits, projects and study trips.

### INTERNATIONAL OPPORTUNITIES

Tio has close ties with partner universities all over the world, as well as a large international network of internship organisations. Internships, minors and (after graduating) even a master's programme at a top university: these are just a few examples of the international opportunities that Tio offers its students.



"I LIKE THE PERSONAL APPROACH AT TIO. EVERY LECTURER KNOWS YOU BY NAME AND IT IS VERY INFORMAL!"

Jennifer - Canada



# WHICH STUDIES DOES TIO OFFER?

**MASTER**  
national and international  
1-2 years

p. 80

YEAR 3 (AND 4)  
YEAR 2  
YEAR 1



## PRIOR EDUCATION

intermediate vocational education (level 4), higher general secondary education\*, pre university education\*

\* Comparable diploma, for example: German Fachhochschulreife or Abitur (allgemeine Hochschulreife), British GCE A levels, French Baccalaureat, American High School (incl. a college preparatory programme) or secondary hotel school, tourism, or business education. Visit [tio.nl/en/admission\\_requirements](http://tio.nl/en/admission_requirements).



# WHAT DOES TIO REPRESENT?



## SMALL-SCALE AND PERSONAL

Last year, the average class at Tio consisted of just 12 students. Small groups means that you will have extensive personal contact with your lecturers and fellow students. The Accreditation Organisation of the Netherlands and Flanders (NVAO) gave Tio the special "Small-scale and intensive education" hallmark.



## ACCELERATED LEARNING

At Tio, you can earn your master's degree in just 1 year, your bachelor's degree in 3 years or your Associate degree in 2 years.



## AFFORDABLE FOR EVERYONE

Tio is affordable for anyone with DUO's student finance. Based on an average starting wage, you only have to pay back €25 per month after you graduate.



## EXCELLENT

Tio stimulates its students to excel by means of e.g. an honours programme, management positions during projects, accelerated learning and participation in internal and external competitions.



## MOTIVATED STUDENTS

Studying at Tio is a conscious choice. About 70% of the bachelor students pay for (part of) their bachelor programme themselves, which makes them even more motivated to succeed. This leads to excellent results and enthusiastic lecturers.



## INTERNATIONAL OPPORTUNITIES

Tio has an extensive international network. All students gain international experience like international internships, graduating internationally or studying abroad at one of Tio's partner universities.



## TIO LEADS THE WAY

For years, Tio's bachelor programmes have been earning the highest scores in the independent Higher Education Guide, which is based on the National Student Survey (NSE). Also, Tio has been the market leader in private higher education.



## ENTREPRENEURIAL

As a private university of applied sciences, Tio can respond quickly to demands from the industry, to students' wishes and unforeseen circumstances. For example, Tio's students were able to take their classes online from the very first day of the corona crisis. All of Tio's classes are now available live on campus and online. Tio strives to instil its entrepreneurial spirit in every one of its students. As Tio prepares students for a variety of professional sectors, you develop an open mind that will allow you to make a difference in your own sector as well.



## LARGE NETWORK

Tio has campuses all over the country. As a result, Tio has developed excellent relationships with national and international businesses. The lecturers have extensive networks of their own to boot. All this leads to interesting internships and amazing career opportunities!



## LECTURERS FROM THE INDUSTRY

Tio's lecturers are professionals with extensive experience in their field. Nearly all of them have a master's degree.



# WHO CAN YOU RUN INTO AT TIO?

At Tio you feel right at home among your fellow students and lecturers. Why did they choose Tio?



**SOPHIE DE WEERDT**  
STUDENT

"I love learning more about the world and Tio lets me do just that. I want to make a career out of travelling. With Tio, that is more than just a dream!"



**JASPER BREEBAART**  
LECTURER

"For my own company, I trade on the financial markets. I incorporate the latest economic news into my lectures"



**ANNE VAN DIJK**  
STUDENT

"I would love to work in marketing and be part of a team that, like Tio, challenges me to bring out the best in myself"



**DOMINO KARAMAT**  
STUDENT

"At Tio, I learned to think creatively and bring out the best in myself. That will help me realise my dream of one day opening my very own restaurant"



**BOY MASIUS**  
STUDENT

"Having completed the best business programme in the Netherlands opens many doors. Giant companies suddenly don't seem so large anymore and your dream job comes within reach. Together with the lecturers who are preparing me for the business world, Tio gives me the opportunity to do what I love: playing in the big leagues"



**BOYD WIJNBELT**  
STUDENT

"Tio gives you the freedom to develop yourself and discover what you like. That has been tremendously helpful"



**MARION ARIËNS**  
LECTURER

"I use my years of experience working in various positions - from product manager to e-marketing manager at large tour operators such as Thomas Cook - in my lectures"



**MOOS JANSSEN**  
STUDENT

"I have always dreamed of owning a hotel, but I've also been interested in events from a young age. At Tio, I can combine the two and develop myself in myriad other ways as well"



**GEBERT JANSSEN**  
LECTURER

"My events agency operates in fifteen countries from Mexico to China and has won a number of international awards. In addition to speaking at conferences, I use my years of experience in my lectures to students"



**SASKIA ZWAAK**  
STUDENT

"At Tio, you start building connections even during your studies. It has helped me realise my ambitions: having a top job and running my own online company"





sensational



# HEM

## Hotel and Event Management

Bachelor's degree  
in 3 or 4 years

Associate degree  
in 2 years



## #HOSPITALITYTALENT

Welcome to the world of top-class hotels and five-star restaurants, festivals, sports events and conventions. HEM: the classic hotel school combined with event management.

Will you be the manager of the Amstel Hotel in Amsterdam or the Hilton in New York? Or event expert organising Tomorrowland? Take the first step with the HEM programme! Hospitality is all about creating an experience. Put yourself in your guest's shoes and use your professional knowledge and skills in the field of management, organisation and e-commerce in order to make a stay or an event a great success.

### THE SECTOR

Leisure is big business, from a visit to a festival to spending a nice weekend at a luxury hotel. On top of that, the Netherlands is the European country with the highest number of conventions - although the corona virus spoiled that last year. This is the perfect time for creative managers to shine and help the sector recover. Furthermore, websites such as Booking.com have created a strong demand for e-commerce professionals. A sector with plenty of future potential!

### BACHELOR OF ARTS

The HEM programme (CROHO number 34118) will train you at an accelerated pace for the internationally acknowledged title of Bachelor of Arts (BA). HEM is based on the national Hotel Management training profile. You can earn your HEM Associate degree in just two years.

### BEST HOTEL SCHOOL

The Higher Education Guide selected this bachelor's programme as the best hotel school in the Netherlands six times in recent years. Additionally, the programme has received top marks in the National Student Survey eight times in the last few years. In Elsevier's "Best Programmes of 2019" enquiry, HEM also earns high scores. The Accreditation Organisation of the Netherlands and Flanders (NVAO), which evaluates all higher education institutes, rated this programme as "good", which means Tio serves as an example for other educational institutes.

### IS THIS PROGRAMME SUITABLE FOR YOU?

- I am an organisational talent
- The hotel industry interests me
- I would love to take a look behind the scenes at events
- It seems like fun to develop a new food concept
- I am entrepreneurial
- I like being hospitable
- I love being in control
- I enjoy discovering new cultures
- I like working in a team



# HEM

## CURRICULUM

HOTEL MANAGEMENT	31 EC <sup>1</sup>
Cooking skills	4
Food & beverage management (project)	8
Guest lectures	1
Hotel and event week (project)	4
Hotel simulation game (project)	2
Menu development & design	2
Reservation systems	2
Rooms division management	4
Technical hotel skills	2
Technical restaurant skills	2

EVENT MANAGEMENT	30 EC <sup>1</sup>
Advanced event management	4
Creative concept design	2
Event management	2
Event marketing	2
Event project management	2
Event week (project)	2
Marketing	12
Master classes	0
MICE (Meetings, Incentives, Conferences, Exhibitions)	2
Sports and festival management	2



LIKE TO KNOW MORE ABOUT THE COURSE CONTENTS?

INTERNATIONAL MANAGEMENT & ENTREPRENEURSHIP	42 EC <sup>1</sup>
Company visits	0
Corporate social responsibility	2
Digital marketing	4
E-commerce	4
Finance & accounting	10
Human resource management	4
Information management	4
International study trip (project)	2
Law and hospitality	2
Management skills	2
Operations management	2
Organisational behaviour	4
Supply chain management	2

INTERCULTURAL COMMUNICATION	23 EC <sup>1</sup>
Business correspondence	6
Commercial skills	2
Communication	2
Corporate communication	2
Cross-cultural communication	2
English <sup>2</sup>	6
Professional development	3

PRACTICAL RESEARCH	44 EC <sup>1</sup>
Data analysis	2
Excel	1
Final thesis	30
Market research (project)	4
Preparation for the final thesis	2
Research methods	5

### TWO-YEAR AD PROGRAMME

The curriculum of the Associate degree programme consists of a selection of the courses listed below. Visit [tio.nl/en](http://tio.nl/en) for the exact curriculum.

ELECTIVE COURSES	70 EC <sup>1</sup>
Deutsch, Français, Español <sup>2,3</sup>	4
Free choice	6
(International) internship 1	20
(International) internship 2	20
Minor	20

OPTIONAL COURSES <sup>4</sup>	0-23 EC <sup>1</sup>
Cooking 2.0 <sup>5</sup>	2
Dutch language & culture 1 <sup>6</sup>	5
Dutch language & culture 2 <sup>6</sup>	2
Extra foreign language <sup>2,7</sup>	2-4
Introduction to finance and accounting <sup>8</sup>	2
Wine study 1,2	2

- 1 EC stands for European Credit. One EC represents a study workload of 28 hours. Subject to changes.
- 2 The linguistic level to which you are assigned is determined based on your assessed linguistic ability and if you will have to take the language course for one or two semesters.
- 3 Besides English, one other foreign language is mandatory.
- 4 Optional, thus not mandatory.
- 5 Only offered in Dutch.
- 6 Only mandatory for international students.
- 7 Besides choosing an extra foreign language, you can also take a language course at a higher level.
- 8 Optional, only mandatory for students whose pre-education does not include Management & Organisation or Business Economics.

# 92%

of all HEM graduates are (highly) satisfied about the actuality of the programme

(compared to the national average of 68%, HBO-monitor)



"You learn so much during the Hotel and event week. It is amazing to achieve this together"

MAUREEN WAKELKAMP  
STUDENT



"I use my experience as a chef and host in top-quality restaurants in the Netherlands and abroad every day in my teaching"

PAUL OLDENMENGER, MED  
LECTURER

# TO EXCEL IN PRACTICE

Tio's education has a practical focus. Learning by doing.



### EVENT WEEK

A week full of inspiration, real-life cases and pitches: develop a creative concept for a real client such as EventBranche as an event manager. "During this week, I truly learned to work together as a team."



### HOTEL AND EVENT WEEK

Run your own hotel for a week during the Hotel and event week.



### MASTER CLASSES

Pinkpop founder Jan Smeets during College Tour with Twan Huys: "Pinkpop will continue for as long as I live."

### COOKING

Learn to cook from real chefs and prepare challenging and amazing meals.



### PRACTICE ROOMS

Take courses in the practice rooms, such as the hotel room, the restaurant room or the (external) cooking studio.





# CHOOSE YOUR INTERNSHIP

Gain work experience during your internship at top organisations all over the world.

Will you demonstrate your hospitality as the duty manager of a five-star hotel? Or would you rather show off your talents as an event coordinator? The sky is the limit during your internship. At Tio, you will complete two thirteen-week internships and a twenty-week research project at top organisations all over the world. Think of e.g. Heineken in Sierra Leone, the Hilton hotel in Kuala Lumpur or ID&T in Amsterdam. This is a fantastic opportunity to get to know your sector from the inside. Having such internships on your CV will ensure your career is off to a great start.



**Hidde Hoogendam**  
Sales intern in Sierra Leone



**Jan Clardeij**  
Marketing intern at America  
Marketing Systems in San Diego



**Maureen Boels**  
Intern Production at  
Tomorrowland by ID&T

CURIOUS ABOUT  
THE INTERNSHIPS?  
FOLLOW TIO ON  
SOCIAL MEDIA!



**Lieke Mommersteeg**  
Duty manager in  
Kuala Lumpur



# CHOOSE A MINOR THAT SUITS YOU

In addition to your major, in which you follow the courses from the curriculum, you can choose a minor of 20 ECs or two minors of 10 ECs to expand your knowledge.\*

## STUDY ABROAD

Enrich your language skills and international contacts by studying one or two semesters at one of the 45 partner universities abroad.\*\*

20/40 ECs

## DIGITAL MARKETING

Develop your own website and come up with the ultimate online strategy to sell your product or service. Learn all there is to know about SEA, SEO and content building.

10 ECs

## INTERNSHIP MINOR

If you want to acquire even more practical experience, increase your knowledge of the sector and give your CV a boost, you can complete an internship at an organisation of your choosing.

20 ECs

## SALES

Develop your sales skills: familiarise yourself with the ins and outs of customer relationship management, social selling and co-creation within the B2B sector.

10 ECs

## REAL ESTATE

Explore the real estate market and learn all there is to know about land and building management, maintenance, housing, operation and processes in this successful sector.

20 ECs

## ENTREPRENEURSHIP

Together with a team of fellow students, you run your own organisation, complete with a management team, shareholders and an innovative product that you will develop and put on the market.

20 ECs

## INTERNATIONAL BUSINESS

You will acquire knowledge of international marketing, cultural differences and international management to be able to advise a global player.

20 ECs

## INTERNATIONAL FINANCIAL MANAGEMENT

You will analyse the international, business and financial risks of corporate acquisitions.

10 ECs

## MARKETING COMMUNICATION

A mixture of marketing communication and concept design & media: you learn to reach out to consumers with your communication strategy.

10 ECs

\* In addition to the aforementioned minors, you can also choose the Research minor, the Stocks & bonds minor, the Practical minor and the Management development internship. Go to [tio.nl/en/hem](http://tio.nl/en/hem) for more information about the contents of these minors. Pre-university education students who complete the HEM programme in 2.5 years do not take a minor.

\*\* The semesters of some universities do not align with Tio's. As a result, you may miss a few weeks of classes at Tio or incur one or more months of study delay. Spending two semesters at one of Tio's partner universities is only possible when you choose the four-year programme.



"During the minor Entrepreneurship you learn to set up a business plan and what to arrange with external stakeholders. After graduating, I want to start my own business"

**ROGIER GROEN**  
STUDENT



38%  
of the HEM  
alumni are  
entrepreneurs

(compared to 24% at other hotel schools, HotelloTOP)



"I had no prior knowledge of developing a website, but during the minor Digital Marketing I learned how to build and maintain a website"

**EVELIEN OOMS**  
STUDENT



"THE HILTON PADDINGTON IS A BUSY BUSINESS HOTEL IN THE CENTRE OF LONDON. VERY INSTRUCTIVE TO WORK HERE"

**Michiel de Kleine**



# HEM

## THIS IS WHY STUDENTS CHOOSE HEM

### THE BEST HOTEL SCHOOL IN THE NETHERLANDS

The Higher Education Guide has selected Tio as the best hotel school in the Netherlands six times in recent years. On top of that, the NVAO has rated the HEM programme as excellent with regard to its student guidance and quality assurance.

### FREEDOM OF CHOICE

You can fill in 42% of the study programme yourself: choose your own internship, your role during projects, the minor that suits you best and the theme of your final thesis project.

### LOTS OF GUIDANCE

On average, you will have ± 26-28 contact hours per week, except during your graduation year. The small group size means you will get a lot of personal attention. You also get extensive guidance during projects and internships. The NVAO rates the guidance as "excellent".

### SPECIALISATION E-COMMERCE

The past years online spending has increased significantly in the event and hotel industry, and the expectation is this continues to rise. E-commerce is therefore an important aspect of the HEM programme.

### INTERNATIONAL

You will complete multiple components of the study programme abroad. You will go on an international study trip during your third year.

### HIGH-QUALITY DEGREE

Tio carefully safeguards the quality and end level so you are guaranteed to get a valuable degree. Over 73% of all first-year HEM students end up earning their degree.

### LEARNING BY DOING

60% of the programme has a practical focus: projects and practical courses. Lecturers all have practical experience in this field, you do two internships and you can choose a minor with a practical focus.

### GUARANTEED LECTURES

Any cancelled lectures will always be rescheduled.

### LIVE WHEREVER YOU WANT

Several hotel schools oblige you to live on-site. Tio lets you live wherever you want and does not ask you to share your room.

### INTERESTING PROJECTS

During the Hotel and event week, you run your own hotel together with your fellow students. You also take part in the Event week, during which you and your team are tasked to come up with a concept for a business. Lastly, you play the hotel simulation game, write a business plan and go on an international study trip.

### ACCELERATED LEARNING

Earn your BA in just three years and your Associate degree in two.

### WIDELY EMPLOYABLE

Your HEM degree is also valuable outside the hotel and event sector. You are trained to become a professional with an excellent eye for service provision. Such people are in high demand in other sectors as well. Circa half of the HEM graduates work in other fields, e.g. in consultancy or the financial sector.

### SPECIALISATION EVENT MANAGEMENT

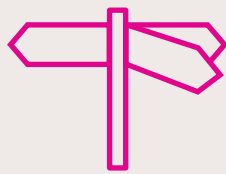
Event management and hotel business are inseparable. HEM is the classic hotel management school completed by event management.

### SMALL CLASSES

You attend lectures in groups of no more than circa 16 students, while practical lectures are given to groups of 10. The weighted average for the HEM programme during the 2019-2020 academic year is 13 students per group.

### COOPERATION WITH SECTOR

Tio works closely together with trade associations such as HotelloTOP, IDEA, Ecommerce Foundation, EventBranche, the Fellowship for Event Managers and the Royal Dutch Hotel and Catering Association to ensure the course content always reflects the latest trends and developments.



You can fill in 42% of the study programme yourself



"I love the close relationship between the lecturers and the students. Besides I learn new skills and knowledge that will be helpful for my future in the world of hospitality"

**ALEX BABIO GUILLÉN**  
STUDENT FROM SPAIN



"I feel honoured to study at such a high-quality programme. Tio students are in high demand. Recruiters are already looking at my LinkedIn page"

**EVELINE RENSSSEN**  
STUDENT



"THIS MANAGEMENT DEVELOPMENT INTERSHIP AT DREAM VILLAGE IS AN INCREDIBLY VALUABLE EXPERIENCE. IT HAS DONE SO MUCH FOR MY NETWORK!"

**Flip Vermeeren**



# HEM

## GENERAL INFORMATION

### CAMPUSES

Amsterdam and Utrecht offer HEM taught in either Dutch or English.

### TWO ENROLMENT OPTIONS

Monday 4 January 2021 (kick-off day 17 December 2020).  
Monday 30 August 2021.

### BA IN 2½, 3 OR 4 YEARS

At Tio, you can obtain your BA in 3 years. Together with your study coach and depending on your results from the 1<sup>st</sup> year, you will choose between the 3- and 4-year programme after your 1<sup>st</sup> year. After completing your pre-university education, you can earn your degree in just 2.5 years.

### ASSOCIATE DEGREE IN 2 YEARS

At Tio, you can earn your HEM Associate degree (Ad) in two years. The Ad programme is offered pending accreditation by the NVAO.

### ADMISSION REQUIREMENTS

- Havo, vwo (any profile), mbo4 diploma.
- Comparable diploma, e.g.: German Fachhochschulreife or Abitur (allgemeine Hochschulreife), British GCE A-levels, French Baccalaureat, American High School (incl. a college preparatory programme) or secondary hotel school education.
- CEFR: ≥ B2. TOEFL: iBT ≥ 75-80 points (Institutional TOEFL code Tio: 4764). IELTS academic: ≥ 6.0. Cambridge exam: ≥ 160 points / Cambridge First Certificate.
- For students who have not pre-

viously studied Management & Organisation or Business Economics, the preparation course Introduction to finance and accounting (FA) is mandatory.

### INTERNATIONAL EXPERIENCE

International experience is important, so you will do at least one part of your programme abroad.

### INTERNSHIP AND FINAL THESIS

Two internships of ≥ 13 weeks each and one 5-month final thesis project.

### STUDY LOAD

The study load is ± 26 to 28 contact hours and ± 14 to 19 hours of home study per week, dependent on whether you are following the 3- or 4-year programme. In the final year, dependent on the minor(s) selected, you have fewer contact hours and more home studying.

### MASTER PROGRAMMES

Your HEM degree allows you to enrol in a wide variety of master programmes. More on page 80.

### EMPLOYMENT OPPORTUNITIES

Employment opportunities in the hospitality sector have been rising consistently for years, although the corona virus presented a serious challenge to overcome. With your management skills, you can help your company recover or start a new business from scratch!

### STARTING SALARY

The gross starting salary for recent hotel school graduates is around

€2,140 per month (Higher Education Guide 2020).

### AFFORDABILITY

As a student, you are entitled to a student grant of more than €21,000 per year. Read more on page 112.

### ANNUAL FEES<sup>1</sup>

Tuition fee <sup>2,3,4,5</sup>	€20,400
Tuition fee 4 <sup>th</sup> year	€10,200
Enrolment fee (one-off)	€95

### Optional<sup>6</sup>

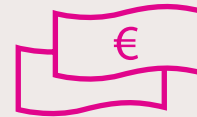
Dutch language & culture 1	€0
Dutch language & culture 2	€0
Cooking 2.0	€550
Extra foreign language <sup>7</sup>	€350
Introduction days	€275
Introduction to FA	€0
Wine study	€500

- 1 A registration is valid from 1 August 2021 to 31 August 2022 or from 1 January 2021 to 31 January 2022.
- 2 Tuition fee includes the cost of study materials, the study trip and projects.
- 3 Tuition fee for the last 6 months of the 2.5-year programme for pre-university students: €10,200.
- 4 For continuing students, the tuition fee is indexed annually up to 3%.
- 5 An extended registration costs €3,200 per semester. An extended registration just for internships and final thesis costs €440 per month. These amounts will be indexed annually up to 5%.
- 6 Optional, thus not mandatory.
- 7 Costs per semester.



24% of all HEM graduates work at a business in the hospitality top 100

(compared to the average of 14% at other hotel schools, HotelloTOP)



70% of the HEM students pay (part of) the study costs themselves



"Tio students make a great impression: they know what they want, they have an independent and professional attitude and they take great care of their appearance"

CÉLINE VAN OERS  
HILTON

## YOU AND YOUR FUTURE



DAAN VEENSTRA –  
HILTON DUBAI

"I love organising new events for Hilton. I also enjoy the diversity: my team consists of people from five different nationalities"



MITCHELL WARMERDAM –  
GYMEYES

"It is great to see Gymeyes grow so rapidly in such a short time. It earned me a spot in the FD Talents Top 50. Next year, we hope to reach the milestone of one million users worldwide!"



MARIEKE LAMBERTS –  
PULLMAN EINDHOVEN COCAGNE

"It's a great experience to work as a general manager for a luxurious and upscale brand like Pullman Eindhoven Cocagne"



MAUREEN DASSELAAR –  
TRIPLE DOUBLE

"I supervise the events team, which consists of several event and project managers, among other people. We organise approximately 100 to 120 events per year"



MELISSA VAN ROOIJ –  
POSTILLION HOTEL

"Working as general manager at my age truly is a dream come true. It has absolutely kickstarted my career"



BORIS VRNOGA –  
SBV EVENT & TRAVEL CONSULTANCY

"As an international entrepreneur, you create your own opportunities, manage your own time and you discover the world"

### WHERE CAN YOU WORK?

- Event organisations
- Hotels
- Restaurants
- Theme parks
- Convention and fair venues
- Cultural centres
- Multinationals
- Banking and insurance companies
- Cruise ships
- Marketing agencies
- Consultancy firms
- Your own business

### WHAT CAN YOU BECOME?

- Hotel manager
- F&B manager
- Event manager
- Wedding planner
- Convention organiser
- Marketing manager
- Consultant
- Duty manager
- Reservations manager
- Front office manager
- General manager
- Entrepreneur

GO TO [TIO.NL/EN/HEM](https://www.tio.nl/en/hem) TO READ MORE ABOUT THESE AND OTHER TIO STUDENTS.





destination



# ITM

## International Tourism Management

Bachelor's degree  
in 3 or 4 years

Associate degree  
in 2 years



## #WORLDTRAVELLER

As a tourism manager you sell the world both online and offline. You design trips, purchase at sharp rates and establish global contacts. ITM is your boarding pass to the future.

Do you love exploring new countries and different cultures and do you have commercial and leadership skills? ITM is the perfect programme for you. After earning this bachelor's degree, you will know how to compose trips and promote these (online). As a tourism expert with a background in e-commerce, you might e.g. work for a tour operator, or you turn your own business into a huge success. Your knowledge of event management allows you to organise the most unique international (business) events and incentives.

### THE SECTOR

Tourism continues to grow worldwide and it is of crucial importance to our global economy. New business models and the advent of online entrepreneurship have reshaped the sector drastically. With regard to products, there are constant new developments: consumers are always looking for unique experiences.

In addition to package and group trips, there is a growing demand for custom trips and the sector faces some disruptors in the market. A world in motion!

### BACHELOR OF ARTS

The ITM programme (CROHO number 34927) will train you for the internationally acknowledged title of Bachelor of Arts (BA) in three or four years. The programme is based on the national Tourism Management training profile. You can earn your ITM Associate degree in just two years.

### BEST TOURISM PROGRAMME

This bachelor programme has achieved top marks in the Higher Education Guide nine years in a row. The programme has also received the highest scores in the National Student Survey ten years in a row and it reached the #1 position in Elsevier's "Best programmes 2019" enquiry for the sixth consecutive year.

### IS THIS PROGRAMME SUITABLE FOR YOU?

- I want to discover the world
- I love composing a holiday
- I enjoy looking for the best deals online
- I love being in control
- I want to discover different cultures
- I enjoy speaking different languages
- I am an organisational talent
- I am interested in the impact of e-commerce
- I want to work in an international environment



# ITM

## CURRICULUM

INTERNATIONAL TOURISM	41 EC <sup>1</sup>
Company visits	0
Destination management	4
E-tour operating & business travel	4
Guest lectures	1
Incoming tourism	2
International study trip 1 (project)	2
International study trip 2 (project)	4
Law and tourism	2
Tourism business innovation (project)	2
Tourism theory & research	4
Tour management	2
Tour operating (project)	8
Travel and product knowledge	2
Travel destinations	4

EVENT MANAGEMENT	24 EC <sup>1</sup>
Advanced event management	4
Creative concept design	2
Event management	2
Incentive & event travel (project)	2
Marketing	12
Master classes	0
MICE (Meetings, Incentives, Conferences, Exhibitions)	2



LIKE TO KNOW MORE ABOUT THE COURSE CONTENTS?

INTERNATIONAL MANAGEMENT	41 EC <sup>1</sup>
Corporate social responsibility	2
Digital marketing	4
E-commerce	4
Finance & accounting	10
Human resource management	4
Information management	4
Management skills	2
Operations management	2
Organisational behaviour	4
Professional development	3
Project management	2

INTERCULTURAL COMMUNICATION	20 EC <sup>1</sup>
Business correspondence	6
Commercial skills	2
Communication	2
Corporate communication	2
Cross-cultural communication	2
English <sup>2</sup>	6

PRACTICAL RESEARCH	44 EC <sup>1</sup>
Data analysis	2
Excel	1
Final thesis	30
Market research (project)	4
Preparation for the final thesis	2
Research methods	5

ELECTIVE COURSES	70 EC <sup>1</sup>
Deutsch, Français, Español <sup>2,3</sup>	4
Free choice	6
(International) internship 1	20
(International) internship 2	20
Minor	20

### TWO-YEAR AD PROGRAMME

The curriculum of the Associate degree programme consists of a selection of the courses listed below. Visit [tio.nl/en](http://tio.nl/en) for the exact curriculum.



60%  
of the  
programme  
has a practical  
nature



"We organised our study trip to Lisbon ourselves. That responsibility is so awesome"

**CARMEN VOLLEBREGT**  
STUDENT



"My experience in the international event and travel industry, e.g. the trips I organised for the national football team and during various Olympic Games, comes in very handy during my lectures"

**BC. JEROEN MOUW**  
LECTURER

# TO EXCEL IN PRACTICE

Tio's education has a practical focus.  
Learning by doing.



### MASTER CLASSES

Travel show presenter Floortje Dessing talks about her life and ambitions. "It is good to be ambitious, but you should first discover what you truly love and focus on that. If you really want something, go for it and work your ass off!"



### PRACTICAL FOCUS

You attend lectures in the practical rooms, such as the tourism room and The Boardroom.



### INCENTIVE & EVENT TRAVEL

Transport, accommodation, activities and guidance: develop an original incentive trip.

### TOUR OPERATING

With a budget of € 3,500, develop a unique trip for two. If your trip wins, you can pack your bags!



### INTERNATIONAL STUDY TRIPS

You develop and go on your own trip in the 1<sup>st</sup> year. You also go on a study trip in the 3<sup>rd</sup> year.





# CHOOSE YOUR INTERNSHIP

Gain work experience during your internship at top organisations all over the world.

Will you make a career out of developing the most amazing trips as a product manager at a major tour operator, or would you rather use your expertise to develop events for an event agency abroad? The sky is the limit during your internship! At Tio, you will complete two thirteen-week internships and a twenty-week research project at unique positions in top organisations or at smaller specialised companies. Think of e.g. tour operators in New Zealand, Cambodia or Los Angeles or the head office of TUI. This is the perfect way to get to know the sector and it will do wonders for both your personal development and CV!



**Pepijn de Graaf**  
Employee events and business trips at Stray Travel in New Zealand



**Floris Steenvoorden**  
Tour guide at Expedition America in Los Angeles



**Merel Kraaijenhof**  
Guest relations intern at Corendon in Turkey



**Kim Teleng**  
Intern at Come2Indonesia in Bali

CURIOUS ABOUT THE INTERNSHIPS? FOLLOW TIO ON SOCIAL MEDIA!





# CHOOSE A MINOR THAT SUITS YOU

In addition to your major, in which you follow the courses from the curriculum, you can choose a minor of 20 ECs or two minors of 10 ECs to expand your knowledge.\*

## STUDY ABROAD

Enrich your language skills and international contacts by studying one or two semester at one of the 45 partner universities abroad.\*\*

20/40 ECs

## DIGITAL MARKETING

Develop your own website and come up with the ultimate online strategy to sell your product or service. Learn all there is to know about SEA, SEO and content building.

10 ECs

## INTERNSHIP MINOR

If you want to acquire even more practical experience, increase your knowledge of the sector and give your CV a boost, you can complete an internship at an organisation of your choosing.

20 ECs

## SALES

Develop your sales skills: familiarise yourself with the ins and outs of customer relationship management, social selling and co-creation within the B2B sector.

10 ECs

## RESEARCH

This minor is the perfect preparation for an academic master's programme and teaches you more about conducting research.

10 ECs

## ENTREPRENEURSHIP

Together with a team of fellow students, you run your own organisation, complete with a management team, shareholders and an innovative product that you will actually develop and put on the market.

20 ECs

## INTERNATIONAL BUSINESS

You will acquire knowledge of international marketing, cultural differences and international management to be able to advise a global player.

20 ECs

## INTERNATIONAL FINANCIAL MANAGEMENT

You will analyse the international, business and financial risks of corporate acquisitions.

10 ECs

## MARKETING COMMUNICATION

A mixture of marketing communication and concept design & media: you learn to reach out to consumers with your communication strategy.

10 ECs

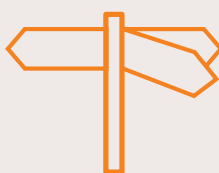
\* In addition to the aforementioned minors, you can also choose the Stocks & bonds minor, the Real estate minor, the Practical minor and the Management development internship. Go to [tio.nl/en/itm](http://tio.nl/en/itm) for more information about the contents of these minors.

\*\* The semesters of some universities do not align with Tio's. As a result, you may miss a few weeks of classes at Tio or incur one or more months of study delay. Spending two semesters at one of Tio's partner universities is only possible when you choose the four-year programme.



"I decided to study abroad as it is a once in a lifetime experience and I love meeting new people. I would recommend it to anyone who has the chance!"

**EMILY LANGHAM**  
STUDENT FROM LUXEMBOURG



You can fill in 42% of the study programme yourself



"The Digital Marketing minor is definitely useful, because digital marketing has become an integral part of the travel industry"

**LAURA ELBERS**  
STUDENT



"I would definitely recommend to study abroad. You learn so much from the experience!"

Niels van der Heijden





# ITM

## THIS IS WHY STUDENTS CHOOSE ITM

### BEST TOURISM DEGREE IN THE NETHERLANDS

The Higher Education Guide 2020 has awarded ITM the title of best tourism degree for the ninth year in a row. Logically, since Tio has been a major player in the travel industry for more than 50 years.

### TOURISM ASKS FOR TIO

A Tio degree is very valuable in the tourism industry. That's why there is a great demand for Tio graduates.

### SPECIALISATION E-COMMERCE

More than two in three Dutch people book their holiday online (source: CBS). The travel industry needs specialists in this field. ITM therefore combines knowledge of tourism with e-commerce.

### SMALL CLASSES

You attend theoretical lectures in groups of no more than circa 16 students, while practical lectures are given to groups of 10. The weighted average for the ITM programme at all Tio campuses during the 2019-2020 academic year was 12 students per group.

### LEARNING BY DOING

At least 60% of the ITM programme has a practical focus: projects and practical courses. You take part in two internships, conduct practical research and you can choose a minor with a practical focus.

### COOPERATION WITH SECTOR

Tio works closely together with trade associations (ANVR, Ecommerce Foundation and IDEA) and experts with a wealth of practical experience in this field to ensure the course contents reflect the latest trends and developments.

### LOTS OF GUIDANCE

On average, you will have circa 25-27 contact hours per week, except during your final year when you are graduating. The small group size means you will get a lot of personal attention. There is also plenty of room for supervision and guidance during projects and internships.

### INTERESTING PROJECTS

Together with your team members, you create an incentive and a group trip. As a future travel specialist, you will also develop a study trip that you actually go on yourself and present your recommendations to a travel agency. If you create the best trip during the Tour operating project, you actually get to go on that trip.

### SPECIALISATION EVENT MANAGEMENT

Tourism involves much more than just booking a trip. MICE has become an integral part of the tourism sector, which is why event management is a major component of the ITM study programme.

### INTERNATIONAL

ITM offers you a wealth of international opportunities. You will go on two international study trips and complete multiple components of the programme abroad.

### HIGH-QUALITY DEGREE

Tio carefully safeguards the quality and end level of its bachelor programmes, so you are guaranteed to get a valuable degree. More than 73% of all first-year ITM students end up earning their degree.

### WIDELY EMPLOYABLE

Not only will you learn everything there is to know about tourism and events, you will also acquire knowledge about e.g. marketing and e-commerce. That makes ITM a broad commercial programme that prepares you for a variety of positions, fields and industries.

### ACCELERATED LEARNING

At Tio, you can earn your BA degree in just three years and your Associate degree in two years.

### FREEDOM OF CHOICE

You can fill in 42% of the study programme yourself: choose your own internship, your role during projects, your minor and the theme of your final thesis project.

### GUARANTEED LECTURES

Any cancelled lectures will always be rescheduled.



# ITM

the best for  
9 years in a row  
(Higher Education Guide)



"The travel industry of the future needs smart and creative spirits. This means study programmes need to match the dynamics in our sector. At Tio that's well taken care of"

**FRANK OOSTDAM**  
ANVR

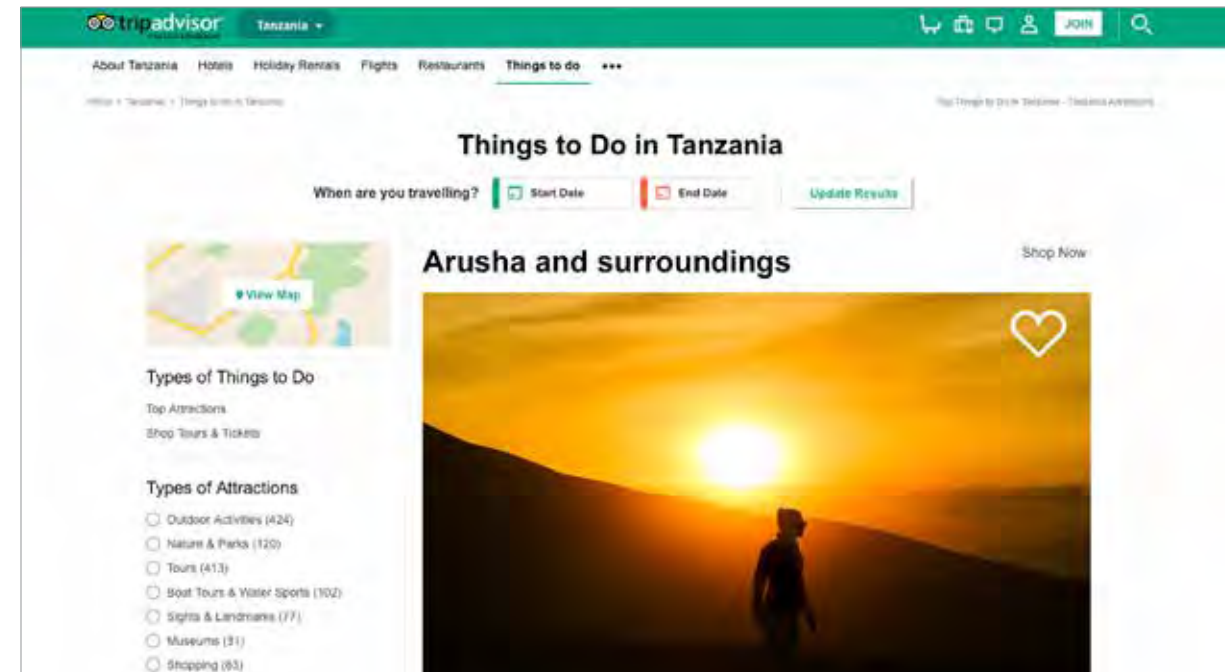


Best tourism student of the Netherlands:  
Travel Talent 2019

**LOTUS VAN COOTEN**  
STUDENT

"GET OUT OF YOUR COMFORT ZONE AND EXPERIENCE THE MOST AMAZING ADVENTURES. IT GOT ME A JOB IN BEAUTIFUL TANZANIA"

Lex Hoesintalib





# ITM

## GENERAL INFORMATION

### CAMPUSES

Amsterdam and Utrecht offer bachelor's degrees taught in either the Dutch or English language.

### TWO ENROLMENT OPTIONS

Monday 4 January 2021  
(kick-off day 17 December 2020).  
Monday 30 August 2021.

### BACHELOR'S DEGREE IN 3 OR 4 YEARS

At Tio, you can obtain your BA in 3 years. Together with your study coach and depending on your results from the 1<sup>st</sup> year, you will choose between the 3- and 4-year programme after the end of your 1<sup>st</sup> year.

### ASSOCIATE DEGREE IN 2 YEARS

At Tio, you can earn your ITM Associate degree (Ad) in two years. The Ad programme is made available pending accreditation by the NVAO.

### ADMISSION REQUIREMENTS

- Havo, vwo (any profile), mbo4 diploma.
- Comparable diploma, e.g.: German Fachhochschulreife or Abitur (allgemeine Hochschulreife), British GCE A-levels, French Baccalaureat, American High School (incl. a college preparatory programme) or secondary tourism school education.
- CEFR: ≥ B2. TOEFL: iBT ≥ 75-80 points (Institutional TOEFL code Tio: 4764). IELTS academic: ≥ 6.0. Cambridge exam: ≥ 160 points / Cambridge First Certificate.
- For students who have not pre-

viously studied Management & Organisation or Business Economics, the preparation course Introduction to finance and accounting is mandatory.

### INTERNATIONAL EXPERIENCE

International experience is important, so you will complete at least one part of your programme abroad.

### INTERNSHIP AND FINAL THESIS

Two internships of at least 13 weeks each and one five-month final thesis project.

### STUDY LOAD

The study load is ± 25 to 27 contact hours and ± 15 to 20 hours of home study per week, dependent on whether you are following the 3- or 4-year programme. In the final year, dependent on the minor(s) selected, you have fewer contact hours and more home studying.

### MASTER PROGRAMMES

Your ITM degree allows you to enrol in a wide variety of master programmes. More on page 80.

### EMPLOYMENT OPPORTUNITIES

Because of the rapid changes taking place in the tourism sector, there is a strong demand for young professionals with in-depth knowledge of e-commerce.

### STARTING SALARY

The gross starting salary for recent tourism graduates is around €2,140 per month (Higher Education Guide 2020).

### AFFORDABILITY

As a student, you are entitled to a student grant of more than €21,000 per year. Read more on page 112.

### ANNUAL FEES<sup>1</sup>

Tuition fee <sup>2,3,4</sup>	€20,400
Tuition fee 4 <sup>th</sup> year	€10,200
Enrolment fee (one-off)	€95

### Optional<sup>5</sup>

Dutch language & culture 1	€0
Dutch language & culture 2	€0
Extra foreign language <sup>6</sup>	€350
Introduction days	€275
Introduction to finance and accounting	€0
Wine study	€500

- 1 A registration is valid from 1 August 2021 until 31 August 2022 or from 1 January 2021 until 31 January 2022.
- 2 Tuition fee includes the cost of study materials, the study trips and projects.
- 3 For continuing students, the tuition fee is indexed annually up to 3%.
- 4 An extended registration costs €3,200 per semester. An extended registration just for internships and final thesis costs €440 per month. These amounts will be indexed annually up to 5%.
- 5 Optional, thus not mandatory.
- 6 Costs per semester.

# 84%

of the students  
choose a 3-year  
bachelor  
programme



"I am very happy that I chose the English-language programme: you pick up the English very quickly and get to meet a ton of international students"

**PRISCILLA BLOKDIJK**  
STUDENT



"In addition to my study, I have my own company in Indonesia: I manage an accommodation and organise jungle tours with the locals"

**SITTA YAN**  
STUDENT

# YOU AND YOUR FUTURE



**SEBASTIAAN DE VRIES –  
TUI NEDERLAND**

"As Area Manager Antilles, I am responsible for the day-to-day management and strategic growth of our offices on Curacao and Aruba"



**LISANNE RAADVELD –  
NBBS REIZEN**

"As a travel specialist, I handle requests for trips to the USA, Canada and the Bahamas and create amazing trips for our customers"



**DAAN LENDERINK –  
SCHIPHOL  
TRAVEL INTERNATIONAL**

"With a revenue of ± 140 million euros, my company is in the top 5 of business travel agencies"



**EDGAR FLUIJT –  
TRIP.ME BERLIN**

"I am responsible for the marketing team and focus mainly on optimising campaigns. This lets me combine my passions for marketing and travel!"



**GERDIEN ELKINK –  
SUNWEB GROUP**

"As a marketing manager, I manage the departments of, among others, GOGO and Beachmasters. We are constantly positioning our brands"



**MAXIME WILLEMSE –  
CARLSON WAGONLIT TRAVEL**

"As an event manager for a big client, I travel every 6 to 7 weeks. To Dubai, Riga or Frankfurt for example"

## WHERE CAN YOU WORK?

- Tour operators
- Theme parks
- (Business) travel organisations
- Airlines
- Event and incentive agencies
- Cruise lines
- Hotels
- Wildlife resorts
- Booking websites
- Marketing agencies
- Consultancy firms
- Your own business

## WHAT CAN YOU BECOME?

- Product manager
- (Business) travel advisor
- Tour manager
- (Online) marketer
- Event manager
- City marketer
- Sales manager
- Consultant
- Tour leader
- Travel manager
- Entrepreneur

GO TO [TIO.NL/EN/ITM](https://tio.nl/en/itm) TO READ MORE ABOUT THESE AND OTHER TIO STUDENTS.



# promotional



Apple Store

★★★★★

0,2 mi



M&M Store

★★★★★

0,4 mi



Omega Boutique

★★★★★

1,3 mi



GAP

★★★★★

0,7 mi



Starbucks

★★★

2,3 mi



Marriott Marquis Hotel

★★★★★

0,1 mi



Broadway Theatre

★★★★★

0,6 mi



# CEO

## Commerce Entrepreneurship and Organisations

Bachelor's degree  
in 3 or 4 years

Associate degree  
in 2 years



## #COMMERCIALTALENT

A strong brand with strong campaigns, developed by entrepreneurial professionals who cleverly react to consumers' wishes. Will you work on the latest campaigns for Coolblue or Amazon, or would you rather start your own business?

Are you a sales expert and do you like thinking outside the box? Make the most of your talents in with the CEO programme. You will draw up marketing plans, develop communication campaigns and close the best deals. Your vision of the future and knowledge of the market will make all the difference. You know what it takes to develop and market a brand.

### THE SECTOR

Online business is booming: 96% of the Dutch people like to shop online, where they spend a total of €25.8 billion per year (source: Thuiswinkel.org). This has also led to an increased demand for e-commerce experts. After graduating, you will know how to boost online and offline sales, both in SMEs and multinational organisations. You can have a career as an account manager, online marketer, communication advisor, sales manager or start your own business!

### BACHELOR OF SCIENCE

The CEO programme (CROHO number 30119) will train you for the internationally acknowledged title of Bachelor of Science (BSc) in three or four years. The programme is based on the national Commercial Economics training profile. You can earn your Associate degree in just two years.

### BEST COMMERCIAL ECONOMICS PROGRAMME

The Higher Education Guide has selected CEO as the best Commercial Economics bachelor's programme four years in a row. The programme has also been given top marks in the National Student Survey four years in a row. In Elsevier's "Best Programmes of 2019" enquiry, the programme has earned the #1 position three years in a row. The collaboration with trade organisation Thuiswinkel.org has resulted in an extensive network of e-commerce relations.

### IS THIS PROGRAMME SUITABLE FOR YOU?

- I want to learn everything about sales
- I am entrepreneurial
- I want to be able to write captivating texts
- I am interested in the impact of social media
- I am creative
- I like to be in charge
- I want to know more about online marketing
- I want to invent the new Airbnb
- I want to have my own business later







# CHOOSE YOUR INTERNSHIP

Gain work experience during your internship at top organisations all over the world.

Will you develop a new SEO strategy as a specialist at an online department store or show off your sales skills at one of the major players in the retail sector? The sky is the limit during your internship! At Tio, you will complete two thirteen-week internships and a twenty-week research project at renowned national brands or top companies in major cities all over the world. For example, Morphosis Apps in Bangkok, Flow Traders in New York or the head offices of fonQ or TomTom. This is the perfect way to get to know your field and upgrade your CV for a successful start to your professional career.



**Yfke Voorbij**  
Marketing intern in Amsterdam



**Sjors Hexspoor**  
Online marketing intern at Morphosis Apps in Bangkok



**Merel van der Neut**  
Sales and marketing intern at Flow Traders in New York



**Mouna Lammers van Toorenburg**  
Intern E-commerce in Utrecht

CURIOUS ABOUT THE INTERNSHIPS?  
FOLLOW TIO ON SOCIAL MEDIA!





# CHOOSE A MINOR THAT SUITS YOU

In addition to your major, in which you follow the courses from the curriculum, you can choose a minor of 20 ECs or two minors of 10 ECs to expand your knowledge.\*

## STUDY ABROAD

Enrich your language skills and international contacts by studying one or two semesters at one of the 45 partner universities abroad.\*\*

20/40 ECs

## INTERNSHIP MINOR

If you want to acquire even more practical experience, increase your knowledge of the sector and give your CV a boost, you can complete an internship at an organisation of your choosing.

20 ECs

## RESEARCH

This minor is the perfect preparation for an academic master's programme and teaches you more about conducting research.

10 ECs

## INTERNATIONAL FINANCIAL MANAGEMENT

You will analyse the international, business and financial risks of corporate acquisitions.

10 ECs

## MANAGEMENT DEVELOPMENT INTERNSHIP

An intensive management internship for exceptional students that has you developing and applying your management skills.\*\*\*

20 ECs

## INTERNATIONAL BUSINESS

You will acquire knowledge of international marketing, cultural differences and international management to be able to advise a global player.

20 ECs

## STOCKS AND BONDS

Shares, bonds, options, futures and securities; after this minor you know everything about the financial market.

10 ECs

## EVENT MANAGEMENT

This minor teaches you how you can strategically use an event to promote a brand or business.

10 ECs

## REAL ESTATE

Explore the real estate market and learn all there is to know about land and building management, maintenance, housing, operation and processes in this successful sector.

20 ECs

\* In addition to the aforementioned minors, you can also choose the Practical minor. Go to [tio.nl/en/ceo](http://tio.nl/en/ceo) for more information about the contents of this minor.

\*\* The semesters of some universities do not align with Tio's. As a result, you may miss a few weeks of classes at Tio or incur one or more months of study delay. Spending two semesters at one of Tio's partner universities is only possible when you choose the four-year programme.

\*\*\* If you choose this minor as part of the three-year programme, your study will take circa two months longer.



"The collaboration with Tio ties in with our strong wish to give students more up-to-date knowledge and skills with regard to e-commerce"

**WIJNAND JONGEN**  
DIRECTOR THUISWINKEL.ORG



"The world of e-commerce has a strong demand for young professionals. Any organisation will love a bachelor programme that satisfies that need"

**DOMINIQUE TEN HAAF GREETZ**



€25.8 billion  
in online sales  
in the  
Netherlands  
in 2019

(Source: Thuiswinkel.org)





# CEO

## THIS IS WHY STUDENTS CHOOSE CEO

### THE BEST COMMERCIAL ECONOMICS BACHELOR'S PROGRAMME

The Higher Education Guide has selected CEO as the best higher education CE programme for 4 years in a row.

### E-COMMERCE

The business world has a high demand for young professionals with e-commerce expertise, which is a major component of the programme at Tio.

### SPECIALISATION ENTREPRENEURSHIP

The Dutch economy offers plenty of opportunities for start-ups. By completing various projects and courses, you learn to set up your business and make it a success.

### EMPLOYMENT OPPORTUNITIES

The growing number of online sales has created countless new opportunities and jobs, as well as a strong demand for young professionals with knowledge of e-commerce.

### HIGH STARTING SALARY

The gross monthly starting salary of a recently graduated CE student is around €2,346 (Higher Education Guide 2020).

### HIGH-QUALITY DEGREE

Tio carefully safeguards the quality and end level so you are guaranteed to get a valuable degree.

### INTERNATIONAL

You complete multiple components of the study programme abroad. For example, you will go on an international study trip, have the opportunity to do internships abroad and spend some time studying at one of Tio's international partner universities.

### LOTS OF GUIDANCE

On average, you will have ± 25-27 contact hours per week, except during your graduation year. Because of the small group size, there is plenty of personal attention. During projects and internships, you will also receive all the guidance and supervision you need.

### GUARANTEED LECTURERS

Any cancelled lectures will always be rescheduled.

### WIDELY EMPLOYABLE

Almost all sectors need people with knowledge of marketing, sales and e-commerce. After completing CEO, you will be able to work in a wide range of positions and fields.

### SPECIALISATION SALES

Sales is an important aspect of the programme. How do you sell, what sales techniques should you use, what affects people's purchasing behaviour and how can you develop and maintain an excellent relationship? Along with your diploma, you will receive the SMA sales certificate.

### SMALL CLASSES

You attend lectures in groups of no more than circa 16 students, while practical lectures are given to groups of 10. The weighted average for the CEO programme during the 2019-2020 academic year was 12 students per group.

### LEARNING BY DOING

More than 60% of the CEO programme has a practical focus: projects and practical courses. In addition you are taught by lecturers with extensive practical experience, complete two internships and can choose a practical minor.

### ACCELERATED LEARNING

Earn your BSc in just 3 years or an Associate degree in only 2 years.

### INTERESTING PROJECTS

You will set up your own web shop, market a brand and participate in the E-commerce week and the Sales week. Together with fellow students, you will also form the management team of a company during the Management game.

### COOPERATION WITH SECTOR

Tio works closely together with trade associations such as Thuiswinkel.org, Ecommerce Foundation and Sales Management Association to ensure the course content reflects the latest trends in the sector. The e-commerce lectorate helps students specialise in the field of e-commerce.



## Certified e-commerce programme



"My main reasons for choosing Tio were the personal attention and the professional, small-scale nature of the organisation"  
**REINIER KUIJT**  
STUDENT



"A lot of Tio students want to become entrepreneurs after they graduate. That mindset motivates me enormously"  
**MIKE KONG**  
STUDENT



"AT BMW, WE WERE GIVEN A TOUR ABOUT THE 'JUST-IN-TIME' PROCESS, WHICH USES LITTLE TO NO INVENTORY. IT WAS BOTH INTERESTING AND RELEVANT FOR CEO STUDENTS!"

Jelle Groen



# CEO

## GENERAL INFORMATION

### CAMPUSES

Amsterdam and Utrecht offer bachelor's degrees taught in either the Dutch or English language.

### TWO ENROLMENT OPTIONS

Monday 4 January 2021  
(kick-off day 17 December 2020).  
Monday 30 August 2021.

### BACHELOR'S DEGREE IN 3 OR 4 YEARS

At Tio, you can obtain your BSc in 3 years. Together with your study coach and depending on your results from the 1<sup>st</sup> year, you will choose between the 3- and 4-year programme after the end of your 1<sup>st</sup> year.

### ASSOCIATE DEGREE IN 2 YEARS

At Tio, you can earn your CEO Associate degree (Ad) in two years. The Ad programme is made available pending accreditation by the NVAO.

### ADMISSION REQUIREMENTS

- Havo, vwo (any profile), mbo4 diploma.
- Comparable diploma, e.g.: German Fachhochschulreife or Abitur (allgemeine Hochschulreife), British GCE A-levels, French Baccalaureat, American High School (incl. a college preparatory programme) or secondary marketing school education.
- CEFR: ≥ B2. TOEFL: iBT ≥ 75-80 points (Institutional TOEFL code Tio: 4764). IELTS academic: ≥ 6.0. Cambridge exam: ≥ 160 points / Cambridge First Certificate.

- For students who have not previously studied Management & Organisation or Business Economics, the preparation course Introduction to finance and accounting is mandatory.

### INTERNATIONAL EXPERIENCE

International experience is important, so you will complete at least one part of your programme abroad.

### INTERNSHIP AND FINAL THESIS

Two internships of at least 13 weeks each and one five-month final thesis project.

### STUDY LOAD

The study load is ± 25 to 27 contact hours and ± 15 to 17 hours of home study per week, dependent on whether you are following the 3- or 4-year programme. In the final year, dependent on the minor(s) selected, you have fewer contact hours and more home studying.

### MASTER PROGRAMMES

Your CEO degree allows you to enrol in a wide variety of master programmes. More on page 80.

### STARTING SALARY

The gross starting salary for recently graduated CE students is around €2,346 per month (Higher Education Guide 2020).

### AFFORDABILITY

As a student, you are entitled to a student grant of more than €21,000 per year. Read more on page 112.

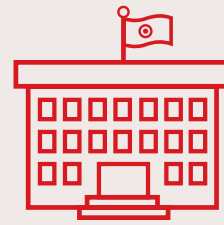
### ANNUAL FEES<sup>1</sup>

Tuition fee <sup>2,3,4</sup>	€20,400
Tuition fee 4 <sup>th</sup> year	€10,200
Enrolment fee (one-off)	€95

### Optional<sup>5</sup>

Dutch language & culture 1	€0
Dutch language & culture 2	€0
Extra foreign language <sup>6</sup>	€350
Introduction days	€275
Introduction to finance and accounting	€0
Wine study	€500

- 1 A registration is valid from 1 August 2021 to 31 August 2022 or from 1 January 2021 to 31 January 2022.
- 2 Tuition fee includes the cost of study materials, the study trip and projects.
- 3 For continuing students, the tuition fee is indexed annually up to 3%.
- 4 An extended registration costs €3,200 per semester. An extended registration just for internships and final thesis costs €440 per month. These amounts will be indexed annually up to 5%.
- 5 Optional and thus not mandatory.
- 6 Costs per semester.



# 2 million

## businesses in the Netherlands in 2019

(Source: Chamber  
of Commerce)



"I have not found this study programme anywhere else. It is truly one of a kind! It appealed to me straightaway because it offers excellent future perspectives"

**STAN KUSTERS**  
STUDENT

# 95%

of the  
lecturers have a  
master's degree

# YOU AND YOUR FUTURE



**MARCEL PAQUAY –  
CG SELECTIES**

"I advise businesses looking to market a new product. To conduct this kind of research, I supervise a team of specialists"



**NIKKI BRAGONJE –  
MYN COLLECTIVE NEW YORK**

"MYN Collective handles the branding for a lot of famous brands. I look for new projects and help with the rebranding"



**JOZEFIEN VAN HAAREN –  
BOOKING.COM**

"As Account Manager Business Travel, I visit businesses and focus on relationship management and account planning. This allows me to contribute to the growth of Booking.com for Business"



**ROBERT VRIJBLOED –  
PROPERMEDIA**

"Propermedia is the #1 marketing agency in the province of North Holland. It is fantastic to realise that clients regard me as an expert in my field"



**MIRANDA GAHRMANN –  
RANDSTAD DUBAI**

"As Global SEO Manager, I get to travel all over the world. By developing SEO strategies, I make sure websites earn the highest possible search ranking"



**ESTHER VAN DER VEEN –  
KPMG**

"As project leader in the Marketing, Sales and Communication department, I do a bit of everything"

## WHERE CAN YOU WORK?

- Advertisement and communication agencies
- Webshops
- Multinationals
- Research agencies
- Automotive, fashion or electronics companies
- SMEs
- Multimedia organisations
- Travel agencies
- PR agencies
- Retail organisations
- Your own business

## WHAT CAN YOU BECOME?

- E-commerce manager
- Brand manager
- SEO/SEA consultant
- Sales manager
- Market researcher
- Online marketer
- Account manager
- Consultant
- Marketing manager
- Social media executive
- Entrepreneur

On this page partly are students that have followed another bachelor programme.



multinational





# IBM

## International Business Management

Bachelor's degree  
in 3 or 4 years

Associate degree  
in 2 years



## #BUSINESSTALENT

The world revolves around trade. Establishing international contacts and spotting opportunities – or creating them yourself. The programme IBM brings you one step closer to international success.

You close a deal with an American organisation and research the possibilities of doing business in Asia. That is just business as usual after earning the IBM bachelor's degree. You can compete with the best in the financial services sector as well. You keep a close eye on international developments and are always one step ahead of the latest trends. You have contacts around the world and use your knowledge as the manager of a multinational, as a consultant or an independent entrepreneur.

### THE SECTOR

The demand for highly educated managers with an international mindset is growing as a result of the ever-expanding global trade. The Netherlands is a true trade nation. It is in the top 5 in the world in terms of exporting goods and services (source: Statista). With professional knowledge and a good feeling for finance and e-business, you can also make it as an independent entrepreneur.

### BACHELOR OF BUSINESS ADMINISTRATION

The International Business Management degree (CROHO number 34144), educates you in three or four years to use the internationally acknowledged title of Bachelor of Business Administration (BBA). IBM is based on the national International Business (IB) training profile, supplemented with e-commerce. You can earn your IBM Associate degree in just two years.

### BEST BUSINESS PROGRAMME

This bachelor programme has scored top marks in the Higher Education Guide for the sixth year in a row. The IBM programme has also earned the highest rating out of all business programmes in the National Student Survey six times in recent years. In Elsevier's "Best programmes 2019" enquiry, the IBM programme has earned the #1 position for the sixth year in a row.

### IS THIS PROGRAMME SUITABLE FOR YOU?

- I have the will to score
- I strive for a leadership position
- I want to start my own business someday
- I want to work in an international environment
- I love working with numbers
- I want to know more about trading on the stock exchange
- I am curious about different cultures
- I am good at establishing new contacts







# CHOOSE YOUR INTERNSHIP

Gain work experience during your internship at top organisations all over the world.

Will you put your sales skills to good use at a major international retail organisation? Or would you rather show off your knack for numbers and figures in the financial world? The sky is the limit during your internship. At Tio, you will complete two thirteen-week internships and a twenty-week research project at top organisations all over the world. Think of e.g. Oxfam in London, Transamerica Ventures in New York or Armada Music in Amsterdam. This is the best way to discover all the ins and outs of your field. It is not only great for your personal development, but it also looks fantastic on your CV!



**Jessica Morssinkhof**  
Intern PR & Promotion at Armada Music, the record label of, among others, Armin van Buuren



**Beau Metz**  
Intern Sales & Development at Oxfam in London



**Antonia Miladinovic**  
Intern at AIP Global in Bangkok



**Bram Oosterloo**  
Financial Analyst Intern at Transamerica Ventures in New York

CURIOUS ABOUT THE INTERNSHIPS? FOLLOW TIO ON SOCIAL MEDIA!





# CHOOSE A MINOR THAT SUITS YOU

In addition to your major, in which you follow the courses from the curriculum, you can choose a minor of 20 ECs or two minors of 10 ECs to expand your knowledge.\*

## STUDY ABROAD

Enrich your language skills and international contacts by studying one or two semesters at one of the 45 partner universities abroad.\*\*

20/40 ECs

## DIGITAL MARKETING

Develop your own website and come up with the ultimate on-line strategy to sell your product or service. Learn all there is to know about SEA, SEO and content building.

10 ECs

## INTERNSHIP MINOR

If you want to acquire even more practical experience, increase your knowledge of the sector and give your CV a boost, you can complete an internship at an organisation of your choosing.

20 ECs

## SALES

Develop your sales skills: familiarise yourself with the ins and outs of customer relationship management, social selling and co-creation within the B2B sector.

10 ECs

## RESEARCH

This minor is the perfect preparation for an academic master's programme and teaches you more about conducting research.

10 ECs

## REAL ESTATE

Explore the real estate market and learn all there is to know about land and building management, maintenance, housing, operation and processes in this successful sector.

20 ECs

## MARKETING COMMUNICATION

A mixture of marketing communication and concept design & media: you learn to reach out to consumers with your communication strategy.

10 ECs

## INTERNATIONAL FINANCIAL MANAGEMENT

You will analyse the international, business and financial risks of corporate acquisitions.

10 ECs

## MANAGEMENT DEVELOPMENT INTERNSHIP

An intensive management internship for exceptional students that has you developing and applying your management skills.\*\*\*

20 ECs

\* In addition to the aforementioned minors, you can also choose the Event management minor and the Practical minor. Go to [tio.nl/en/ibm](http://tio.nl/en/ibm) for more information about the contents of these minors.

\*\* The semesters of some universities do not align with Tio's. As a result, you may miss a few weeks of classes at Tio or incur one or more months of study delay. Spending two semesters at one of Tio's partner universities is only possible when you choose the four-year programme.

\*\*\* If you choose this minor as part of the three-year programme, your study will take circa two months longer.



# 45

partner universities all over the world



"International financial management taught me to keep an eye on the latest market developments. With my knowledge of Digital marketing, I can reach my target group online"

**ESMÉE RÖSELER**  
STUDENT



"I would definitely recommend the Study Abroad minor. Studying abroad is a fantastic experience"

**MAARTEN WREEMANN**  
STUDENT



"It is impossible to feel bored in New York City. I cannot stop smiling all day long"

Rinske Becks





# IBM

## THIS IS WHY STUDENTS CHOOSE IBM

### BEST BUSINESS DEGREE

The Higher Education Guide 2020 has awarded IBM the title of best business degree for the sixth consecutive year.

### COOPERATION WITHIN THE SECTOR

Tio works closely together with businesses and its lecturers all have practical experience. The course content has been created with trade associations such as the Sales Management Association and Ecommerce Foundations and experts in the field.

### GUARANTEED LECTURES

Any cancelled lectures will always be rescheduled.

### WIDELY EMPLOYABLE

IBM is a comprehensive programme that prepares you for a career at an SME or a multinational organisation. You learn the ins and outs of international business and can also use this knowledge at the national level – perhaps as an independent entrepreneur with your own business.

### ACCELERATED LEARNING

Earn your BBA in just 3 years and your Associate degree in 2 years.

### SPECIALISATION FINANCE

Finance forms the central focus of this programme. You will learn all about stocks, bonds, futures and securities during the Stocks & bonds and Trading & securities projects.

### INTERESTING PROJECTS

During the Sales week and the Finance week, you experience the many aspects of international business. The management game helps you make decisions pertaining to finances and HR. You set up your own business and learn all about the stock market.

### NETWORKING

The excellent contacts with the business world, your internships and the international study trip give you ample opportunities to develop a large network.

### LEARNING BY DOING

Circa 60% of the IBM programme has a practical focus: projects and practical courses. You will set up your own business and complete two internships.

### EXCELLENT EMPLOYMENT OPPORTUNITIES

International trade makes up more than 34% of the GDP in the Netherlands alone. This results in a wealth of employment opportunities and excellent prospects for well-educated young professionals.

### INTERNATIONAL

You can complete an internship abroad, study abroad at one of Tio's international partner universities and go on an international study trip.

### HIGH STARTING SALARY

The gross starting salary for recent IBMS graduates is around €2,471 per month (Higher Education Guide 2020).

### SPECIALISATION E-COMMERCE

A lot of trade is conducted online and cross-channelling is becoming increasingly popular. E-commerce is therefore an important component of IBM.

### HIGH-QUALITY DEGREE

Tio carefully safeguards the quality and end level of its bachelor programmes, so you are guaranteed to get a valuable degree.

### SMALL CLASSES

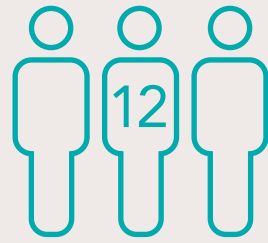
You attend theoretical lectures in groups of no more than circa 16 students, while practical lectures are given to groups of 10. The weighted average for the IBM programme at all Tio campuses during the 2019-2020 academic year is 12 students per group.

### LOTS OF GUIDANCE

On average, you will have ± 24-26 contact hours per week, except during your graduation year. You also get extensive guidance during projects and internships.

### ENTREPRENEURSHIP

You will develop your entrepreneurial skills, enabling you to turn any business into a success.



Average group size for the IBM programme is 12 students

(academic year 2019-2020)



"We have had excellent experiences with Tio interns at the RAI. They have a highly professional attitude and often speak multiple languages"

TOM VAN DIJK  
RAI AMSTERDAM



Internationalisation IBM, according to the students

(4.4 on a scale of 5 in the National Student Survey)



"AT EURONEXT ALL BUSINESS COMES TOGETHER. VERY INTERESTING HOW IT LOOKS IN REAL LIFE"

Sebastiaan Huijbens



# IBM

## GENERAL INFORMATION

### CAMPUSES

Amsterdam, Eindhoven, Hengelo, Rotterdam and Utrecht offer the IBM programme in either the Dutch or English language.

### TWO ENROLMENT OPTIONS

Monday 4 January 2021  
(kick-off day 17 December 2020).  
Monday 30 August 2021.

### BACHELOR'S DEGREE IN 3 OR 4 YEARS

At Tio, you can obtain your BBA in 3 years. Together with your study coach and depending on your results from the 1<sup>st</sup> year, you will choose between the 3- and 4-year programme after the end of your 1<sup>st</sup> year.

### ASSOCIATE DEGREE IN 2 YEARS

At Tio, you can earn your IBM Associate degree (Ad) in two years. The Ad programme is offered pending accreditation by the NVAO.

### ADMISSION REQUIREMENTS

- Havo, vwo (any profile), mbo4 diploma.
- Comparable diploma, e.g.: German Fachhochschulreife or Abitur (algemeine Hochschulreife), British GCE A-levels, French Baccalaureat, American High School (incl. a college preparatory programme) or secondary business school education.
- CEFR: ≥ B2. TOEFL: iBT ≥ 75-80 points (Institutional TOEFL code Tio: 4764). IELTS academic: ≥ 6.0. Cambridge exam: ≥ 160 points / Cambridge First Certificate.

– For students who have not previously studied Management & Organisation of Business Economics, the preparation course Introduction to finance and accounting is mandatory.

– For students whose prior education did not include economics, the preparation course Introduction to economics is mandatory.

### INTERNATIONAL EXPERIENCE

International experience is important, so you will complete at least one part of your programme abroad.

### INTERNSHIP AND FINAL THESIS

Two internships of at least 13 weeks each and one five-month final thesis project.

### STUDY LOAD

The study load is ± 24 to 26 contact hours and ± 16 to 21 hours of home study per week, dependent on whether you are following the 3- or 4-year programme. In the final year, dependent on the minor(s) selected, you have fewer contact hours and more home studying.

### MASTER PROGRAMMES

Your IBM degree allows you to enrol in a wide variety of master programmes. More on page 80.

### STARTING SALARY

The gross starting salary for recent IBMS graduates is around €2,471 per month (Higher Education Guide 2020).

### AFFORDABILITY

As a student, you are entitled to a student grant of more than €21,000 per year. Read more on page 112.

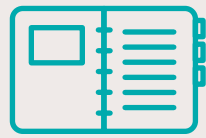
### ANNUAL FEES<sup>1</sup>

Tuition fee <sup>2,3,4</sup>	€20,400
Tuition fee 4 <sup>th</sup> year	€10,200
Enrolment fee (one-off)	€95

### Optional<sup>5</sup>

Dutch language & culture 1	€0
Dutch language & culture 2	€0
Extra foreign language <sup>6</sup>	€350
Introduction days	€275
Introduction to economics	€0
Introduction to finance and accounting	€0
Wine study	€500

- 1 A registration is valid from 1 August 2021 until 31 August 2022 or from 1 January 2021 until 31 January 2022.
- 2 Tuition fee includes the cost of study materials, the study trip and projects.
- 3 For continuing students, the tuition fee is indexed annually up to 3%.
- 4 An extended registration costs €3,200 per semester. An extended registration just for internships and final thesis costs €440 per month. These amounts can be indexed annually up to 5%.
- 5 Optional, thus not mandatory.
- 6 Costs per semester.



# 24-26

contact hours  
per week on  
average



"I would love to have an international career. The curriculum of the IBM programme is perfect for that. Because it is so comprehensive, your degree opens up a wide variety of career paths"

**MAURITS MEIBOOM**  
STUDENT



Average  
starting salary

# €2,471

# YOU AND YOUR FUTURE



**SOPHIE VAN SONSBEEK –  
ABN AMRO**

"The bank has a major impact on everything that happens in the world, so gaining experience at ABN AMRO Sustainable Banking is a great opportunity"



**JOERY VAN ROOIJ – DEITY**

"My company develops e-commerce software. I have a versatile position: I am involved in operational affairs, manage our software developers and maintain contact with our international partners and clients"



**EVA POORTHUIS –  
EVA LUNA LIFESTYLE**

"I have my own business in the health and fitness sector. Companies like Personal Body Plan and Vital Gym hire me to help out international clients"



**VICTOR OCCELLI –  
OO.COM AUSTRALIA**

"As a buying manager for one of the largest online department stores in Australia, I take on the competition every day"



**LOTTE VAN RIJEN –  
JONG ONDERNEMEN**

"My job at Jong Ondernemen is to set up an alumni network in the Netherlands. I learn a whole lot from the many responsibilities I have"



**WESSEL HEIKENS –  
TJIP**

"As a Strategic Marketeer, I develop marketing promotions and campaigns and I am responsible for developing and safeguarding our corporate identity"

## WHERE CAN YOU WORK?

- Multinationals
- Banks
- Stock exchange
- Insurance companies
- SME
- Consultancy firms
- Advertising and communication agencies
- Telecom companies
- Retail organisations
- Government institutions
- Real estate companies
- Your own business

## WHAT CAN YOU BECOME?

- Financial manager
- Account manager
- Sales manager
- Entrepreneur
- Marketing manager
- Consultant
- District manager
- Managing Director
- Logistics manager
- Product manager
- Export manager





additional



# MBA/MSc

## Master programmes

New:  
MBA  
at Tio

After your bachelor programme  
in 1 or 2 years

## #MASTERS

Would you like to expand or deepen your knowledge after obtaining your bachelor's degree? Choose the Master of Business Administration (MBA) or a different master's programme at one of Tio's national or international partner schools.

Tio gives students myriad opportunities to enrol in a master's programme. It can be related to your Tio programme or concern an entirely different field. You can enrol in a master's programme with a bachelor's degree from Tio or an equivalent degree.

### WHY CHOOSE A MASTER'S PROGRAMME?

A master's programme offers academic substantiation of your knowledge and skills. You approach issues from various angles. This teaches you to solve complex problems and think in innovative ways. You develop comprehensive and in-depth insights and improve your critical thinking skills. This leads to more job opportunities and a higher starting level and starting wage. For ambitious students, a master's programme is an investment in their career.

### MASTER OF BUSINESS ADMINISTRATION

The MBA programme (CROHO number 70024) is a twelve-month master's programme that you can enrol in after obtaining your bachelor's degree. During the master's programme, you specialise in the field of international management, hospitality or commercial management. With this MBA, Tio gives you the opportunity to enrol in a master's programme in a small-scale environment. You can enjoy the many benefits of Tio's personal and top-quality education.

### PARTNER UNIVERSITIES

Would you rather choose a different master's programme? With your bachelor's degree from Tio, you can go to various Dutch universities or one of Tio's partner universities in Europe, America, South America, Asia and Oceania. Some master's programmes require a pre-master.

### IS THIS PROGRAMME SUITABLE FOR YOU?

- I am ambitious
- I want to have a strategic position
- I have an analytical mindset
- I want to develop my business administration skills
- I am motivated to continue my education
- I want to have a master title behind my name
- I want to advance my career
- I have an entrepreneurial mindset
- I want to broaden my horizon



# MBA

## CURRICULUM

The curriculum of the MBA consists of a core programme, a specialisation programme, a development programme and a final thesis project. The specialisation programme lets you choose one of the following specialisations.

CORE PROGRAMME	24 EC <sup>1</sup>
Financial Management	6
Human Resource Management	6
Operations Management	6
Strategic Management	6

SPECIALISATION PROGRAMME <sup>2</sup>	18 EC <sup>1</sup>
<b>1. Internatinal management</b>	
Business intelligence	6
International entrepreneurship and innovation	6
Personal leadership	6
<b>2. Hospitality</b>	
Personal leadership	6
Strategic facilities management	6
Sustainable entrepreneurship and innovation	6
<b>3. Commercial management</b>	
Information management	6
Personal leadership	6
Strategic marketing management	6

DEVELOPMENT PROGRAMME	5 EC <sup>1</sup>
Module development programme	5
International study trip	0
<b>FINAL THESIS</b>	<b>13 EC<sup>1</sup></b>
Final thesis	13

- 1 EC stands for European Credit. One EC is equal to a workload of 28 hours. Subject to changes.
- 2 The specialisation programme lets you choose one of the three aforementioned specialisations.



# 8%

of all Tio students proceed in a master



"The transition from Tio to the master's programme is very smooth in terms of difficulty. I would definitely recommend it to others"

**SOPHIA TEN BRUGGENCATE**  
MASTER STUDENT



"Marketing always had my interest. Because I wanted more theoretical background, I decided to do a master. It connected very well to my education at Tio"

**BOB PEULEN**  
MASTER STUDENT





# MBA

## THIS IS WHY STUDENTS CHOOSE MBA

### AMBITION

Are you an ambitious student striving for a career at the top? Tio's MBA programme offers academic substantiation of your knowledge and skills and lets you develop a comprehensive business-administration framework. The programme prepares you for a job in upper management.

### WIDELY EMPLOYABLE

The MBA is a comprehensive commercial study programme that prepares students for a variety of jobs, areas of expertise and sectors. Whatever specialisation you choose, you will be widely employable.

### GUARANTEED LECTURES

Any classes that are cancelled will be rescheduled at a later date.

### HIGH-QUALITY DEGREE

Tio carefully safeguards the quality and final qualifications of its education. This guarantees the value of your degree. Once you have obtained your degree, you can use the internationally recognised title MBA (Master of Business Administration).

### SMALL CLASSES

You will attend lectures in groups of no more than ± 16 students.

### ACCELERATED LEARNING

After completing your bachelor's programme, you can earn your MBA degree in just one year.

### NO WORK EXPERIENCE OR GMAT NEEDED

Work experience or the Graduate Management Admission Test are not required for this MBA.

### FREEDOM OF CHOICE

You can fill in more than 50% of the curriculum yourself. For example, you can choose one of three different specialisations: international management, hospitality or commercial management. You also get to choose the theme of your final thesis project.

### NETWORK

The close ties with businesses, the lecturers with practical experience and your final thesis project give you myriad opportunities to develop a sizeable network.

### LOTS OF GUIDANCE

On average, you will have about 12 to 16 contact hours per week. Because of the small group size, there is plenty of personal attention. While you are working on your final thesis project, you will receive excellent guidance from your thesis supervisor.

### DEEPENING AND EXPANDING KNOWLEDGE

Do you opt for a master's programme that lets you deepen your knowledge or would you rather expand your knowledge with a programme in a different field altogether? With this MBA it is up to you.

### MORE JOB OPPORTUNITIES

Businesses love working together with professionals who possess both the practical skills from a bachelor's programme and the analytical insights acquired during a master's programme. Furthermore, a master's degree can help you get a job that you would not get with just a bachelor's degree. This means you have more job opportunities and are more likely to find the job of your dreams.

### COOPERATION WITH SECTOR

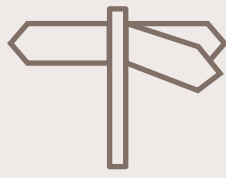
Tio collaborates closely with trade associations and networking organisations to make sure the curriculum ties into the latest trends and developments in the sector.

### LEARNING BY DOING

During the MBA programme, you learn by doing. You are constantly bridging the gap between theory and practice by completing assignments and practical cases. You are taught by top lecturers with extensive practical experience. They know exactly what goes on in the industry and can therefore provide excellent guidance.

### HIGH STARTING SALARY

The gross monthly starting salary for recent graduates of an economy or business administration master's programme, e.g. the MBA, is circa €3,108 (Master Guide 2019).



You can fill in  
**50%**  
of the study  
programme  
yourself



"Tio's level connects very well to the level of the master's degree. At the master programme you learn a different analytical way of thinking"

**ARJEN BORGMAYER**  
MASTER STUDENT



"During my lectures, I incorporate my experience with helping organisations all over the world grow from the operational to the strategic level"

**ANDREW HOFMAN, MBA**  
LECTURER

# YOU AND YOUR FUTURE



**MELVIN MAK –**  
MSC RESPONSIBLE TOURISM

"Tio's practical focus and the scientific nature of my Responsible Tourism master's degree form an ideal combination for my position at TUI Benelux"



**LARISSA ESSER – MBA HOTEL AND TOURISM MANAGEMENT**

"Tio made for a fantastic first step of my career. As Senior Vice President at Eastdil Secured in London, I advise hotel owners and investors on both sales and financing"



**PATRICK BOLLE –**  
MSC MANAGEMENT

"As sales director at Meltwater, I am responsible for coaching and managing my team. With 55 offices all over the world, I get to travel quite a bit"



**RAKHI VAN DER POLS –**  
MASTER TOURISM

"It is my dream to work for the World Tourism Organization. That is why I want to earn my PhD after earning the Tourism master's degree"



**RUBEN VAN BAVEL –**  
MSC CONTROLLING

"I enjoy offering advice from a financial standpoint and would love to climb the ladder at electric company Vattenfall"



**THIJS GLAAP – MSC HOSPITALITY & TOURISM MANAGEMENT**

"After completing Tio's HMA and HEM, I was not done with my education yet. I finished the master's programme of the Hotel and Tourism Management Institute (HTMi) with first-class honours"

## WHERE CAN YOU WORK?

- Multinationals
- Banks
- Insurance companies
- Governmental institutions
- Educational institutions
- Advertising and communication agencies
- Retail companies
- Research and consultancy agencies
- SME
- Healthcare
- Your own business

## WHAT CAN YOU BECOME?

- Marketing manager
- Consultant
- Entrepreneur
- Market researcher
- Account manager
- Financial manager
- Policy officer
- Academic researcher



# MBA

## GENERAL INFORMATION

### CAMPUSES

Amsterdam and Utrecht offer the MBA programme taught in either the Dutch or English language.

### ENROLMENT OPTION

Monday 30 August 2021.

### COLLABORATION

This Master of Business Administration (MBA) programme is made available in collaboration with our business partner NTI.

### MBA IN 1 YEAR

After completing your bachelor's programme, you can earn your MBA degree in one year.

### ADMISSION REQUIREMENTS

- Bachelor's degree.
- CEFR: ≥ B2. TOEFL: iBT ≥ 75-80 points (Institutional TOEFL code Tio: 4764). IELTS academic: ≥ 6.0. Cambridge exam: ≥ 160 points / Cambridge First Certificate.
- You do not need any work experience.

### INSUFFICIENT PRE-EDUCATION?

If you are 21 or older and do not meet the admission requirements, an assessment can be completed so you may still be admitted to the programme.

### FINAL THESIS

The programme concludes with a final thesis project. You spend five months conducting your research with the help of your thesis supervisor.

### STUDY LOAD

The workload is approximately 12 to 16 contact hours and 24 hours of independent studying per week.

### EMPLOYMENT OPPORTUNITIES

You have a comprehensive education and businesses love working together with professionals who have both practical experience and well-developed analytical skills. In other words: there will be employment opportunities aplenty for you.

### STARTING SALARY

Studies show that the starting wages of people with a master's degree are higher than those of people with a bachelor's degree. The gross monthly starting salary for recent graduates of an economy or business administration master's programme, e.g. the MBA programme, is circa €3,108 (Master Guide 2019).

### AFFORDABILITY

As a student, you are eligible to receive more than €21,000 per year in student finance. Read more on page 112.

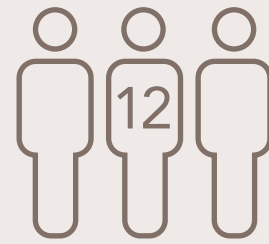
### ANNUAL FEES<sup>1</sup>

Tuition fee<sup>2,3</sup> €20,400  
Enrolment fee (one-off) €95

### Optional<sup>4</sup>

Introduction days €275

- 1 A registration is valid from 1 August 2021 until 31 August 2022.
- 2 Tuition fee includes the costs of study materials and the study trip.
- 3 An extended registration costs €3,200 per semester. An extended registration for final thesis costs €440 per month. These amounts will be indexed annually up to 5%.
- 4 Optional, thus not mandatory.



Average group size is 12 students

(academic year 2019-2020)



"After Tio you can earn your master's degree within one year. I recommend it to everyone"

**STEFANIE BROEK**  
MASTER STUDENT



Average starting salary  
**€3.108**

## CHOOSE A MASTER THAT SUITS YOU

Are you considering taking a master programme abroad? Perhaps a master at one of Tio's partner universities would suit you. The information listed below is accurate at the time of printing. No rights may be derived from this information. Given the fact that most universities offer several master programmes, the duration and costs listed below are averages. Visit [tio.nl/en/masters](http://tio.nl/en/masters) for more information.

### FAIRLEIGH DICKINSON UNIVERSITY (FDU)

Where: New York, USA  
Duration: 1.5 - 2 years  
Costs: ± €17,000 per year  
Enrolment: September and January

### RYERSON UNIVERSITY

Where: Toronto, Canada  
Duration: 1 year  
Costs: ± €22,000 per year  
Enrolment: September

### UNIVERSITY OF AGDER

Where: Kristiansand, Norway  
Duration: 2 years  
Costs: Free  
Enrolment: September

### ROBERT GORDON UNIVERSITY (RGU)

Where: Aberdeen, Scotland  
Duration: 1 or 2 years  
Costs: ± €6,500 per year  
Enrolment: September and January

### PROVIDENCE UNIVERSITY

Where: Taichung, Taiwan  
Duration: 2 years  
Costs: 1<sup>st</sup> year for free, scholarship options available for subsequent years  
Enrolment: September and February

### INTERNATIONAL SCHOOL OF MANAGEMENT (ISM)

Where: Dortmund, Germany  
Duration: 1 or 2 years  
Costs: ± €12,000 per year  
Enrolment: September

### HOTEL AND TOURISM MANAGEMENT INSTITUTE (HTMI)

Where: Sörenberg, Switzerland  
Duration: 1 or 2 years  
Costs: ± €22,000 per year (each year scholarship options available)  
Enrolment: August and January

### SP JAIN SCHOOL OF GLOBAL MANAGEMENT

Where: Singapore  
Duration: 1 - 2 years  
Costs: from €20,000 per year  
Enrolment: August and January

### INSTITUT SUPÉRIEUR DE GESTION (ISG)

Where: Paris, France  
Duration: 1 year  
Costs: ± €15,000 per year  
Enrolment: October and February

### ARCADA UNIVERSITY OF APPLIED SCIENCES

Where: Helsinki, Finland  
Duration: 2 years  
Costs: ± €2,200 - €9,000 per year  
Enrolment: September

### NAPIER UNIVERSITY

Where: Edinburgh, Scotland  
Duration: 2 years  
Costs: ± €8,500 - 15,500 per year  
Enrolment: September

### EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT

Where: Dubai, UAE  
Duration: 1 year  
Costs: ± €24,500 per year  
Enrolment: September, January and April



Partner universities on 5 continents



"It's great to study abroad, experience a different city and culture and meet people from all over the world"

**DUNCAN WEIJ**  
ALUMNUS



"The longstanding partnership between Tio and RGU has been hugely beneficial to students both from Aberdeen and Tio"

**ANDREW RATTRAY**  
ROBERT GORDON UNIVERSITY, ABERDEEN



relational





# ORGANISATION AND QUALITY

## EDUCATIONAL CONCEPT

Tio University of Applied Sciences wants to set itself apart with the core values of personal, excellent and entrepreneurial education. Tio's mission is to offer personal and intensive professional education that is rated as excellent by both students and businesses.

## PERSONAL

Tio University's personal nature is reflected in its small classes, the availability of a custom curriculum and the short communication lines between students and staff members.

## EXCELLENT

With the many options to choose from within the programme, an intensive curriculum and the opportunity to earn a degree in a short period of time, Tio students are given every opportunity to excel.

## ENTREPRENEURIAL

Entrepreneurship is part of Tio's very DNA as a commercial organisation. Tio challenges students to be entrepreneurial during their studies and in their future career.

## ACCREDITATION

Tio's bachelor programmes have been accredited by the Dutch-Flemish Accreditation Organisation (NVAO).

## PARTNERSHIPS

Tio is a member of the Dutch Council for Training and Education (NRTO) and the sector and network organisations HotelloTOP, the Fellowship for Event Managers, IDEA, ANVR, Sales Management Association, the Royal Dutch Hotel and Catering Association, Ecommerce Foundation and Thuiswinkel.org.

## E-COMMERCE LECTORATE

The lectorate helps students to specialise in the field of e-commerce. The lector uses his knowledge to further develop and update Tio's education.

## CUSTOMER SATISFACTION

Tio's commitment to quality results in a high level of customer satisfaction. Tio therefore scores well in external surveys such as the National Student Survey. Students also fill out multiple internal surveys. This enables measurement of quality and – more importantly – it identifies areas for improvement. Last but not least, Tio frequently engages in consultations with its students.



**"THE QUALITY OF THE LECTURES IS UNPRECEDENTED. ALL LECTURERS HAVE EXTENSIVE PRACTICAL EXPERIENCE AND A MASTER'S DEGREE"**

Aisha Woearbanaran

## MANAGING DIRECTOR

Ms K. Reuling

## BUSINESS ADVISORY COUNCIL

With regard to the structure of its study programmes, Tio is advised by a committee of experts from the various industries:

Mr J. Abraham

Managing Director, Ecommerce Foundation

Mr B. van den Akker

Lawyer, DOEN Legal

Ms E. Boers

Commercial Manager, Finehotelsandsuites.com

Mr E. Bleeker

Director, Sales Management Association

Mr P. Boogert

General Manager, Lloyd Hotel

Mr S. Bosman

Head of E-commerce, PLUS Retail

Mr E.M. Bruyn

General manager, Steigenberger Airport Hotel Amsterdam

Mr R. van Cooten

Laywer, Infense Advocaten

Mr K. Deelstra

Co-owner, SEO Effect

Mr R. Dresia

Head of Cabin Crew Training, TUI fly Benelux

Mr J. van Duijvenbode, LL.M.

Manager Tax Management, Deloitte

Mr M. Groot

Director, 8DAW

Mr B. van der Heijden

Director Clients, RAI Amsterdam

Ms C. Hoekstra

CEO, Stromma Netherlands

Mr C. Hoogendoorn

Marketing director, Corendon

Ms E. Janssen

Managing Director, Culture-Inc.

Mr E. de Jong

Senior Executive Advisor Board, RGF Staffing

Ms S. Koolen

Manager European Leisure Academy, Vacansoleil Academy

Mr J. Koppers, MSc

Supply Chain Director, Lucas Bols BV.

Ms E. Kuipers

Commercial Director,

ITG Companies

Mr T. Landen

Director of Global Partnerships, Revinat BV

Mr W. Mulder

General Manager, Tripos

Mr T. Naber

Honorary member of the Royal Dutch Hotel and Catering Association

Mr J. van den Neste

Commercial Director, Heinenoord Holding

Mr E. Nijman

E-commerce director, Zeeman textielSupers

Ms M. van Oerle

Unit Coach Cabin Service, Transavia

Mr F. Oostdam

Director, ANVR

Mr H. Pieters

Director, Utrecht City Concepts

Mr D. Prijs

Director, Fellowship for Event Managers

Ms E. Reeder

Sales Executive, Waldorf Astoria

Mr E. Toren

Director, Hotel TwentySeven

Ms M. Uphus

Lawyer, De Neef Advocaten

Mr S. Weijkamp

Director, Eventbranche.nl

## SUPERVISORY BOARD

At the operational level, Tio is advised by a Supervisory Board:

Ms A. Buitelaar

CEO, Marktplaats

Mr J. G. ter Haar

Former director, Oad Group

Mr E. de Jong

Senior Executive Advisor Board, RGF Staffing

Mr R. Payer

Cluster General Manager, Waldorf Astoria & Hilton Amsterdam



"It is great that students have a say in things and that Tio really acts on these suggestions"

**OLAV VAN DEN BROEK**  
STUDENT



"The focus on quality is awarded with an excellent rating from the Accreditation Organisation of the Netherlands and Flanders (NVAO)"

**DRS. KARIN STEIJGER**  
MANAGER QUALITY



Acknowledgement of quality and professionalism





# PERSONAL APPROACH

**Due to its small-scaleness and intensive supervision, Tio can offer you a programme tailored to your needs.**

## EXCELLENCE

Tio can offer you plenty of additional challenges. You can graduate in just three years. For talented students, Tio offers an honours programme worth 10 to 15 ECs per year. This programme gives you the opportunity to delve deeper into your chosen field, for example by taking (language) courses at a higher level or by participating in external competitions. You can also choose to expand your knowledge by taking an extra minor, or by following extra language courses or courses of another bachelor programme. The twenty-five best students will also be invited to go on an extra international study trip.

## TOP SPORTS

Are you a professional athlete? It is possible for you to extend your studies and schedule projects flexibly. Athletes with an A or B status or a high potential status from the NOC\*NSF and athletes with an international talent profile fall under Tio's top sports policy.

## ENTREPRENEURSHIP

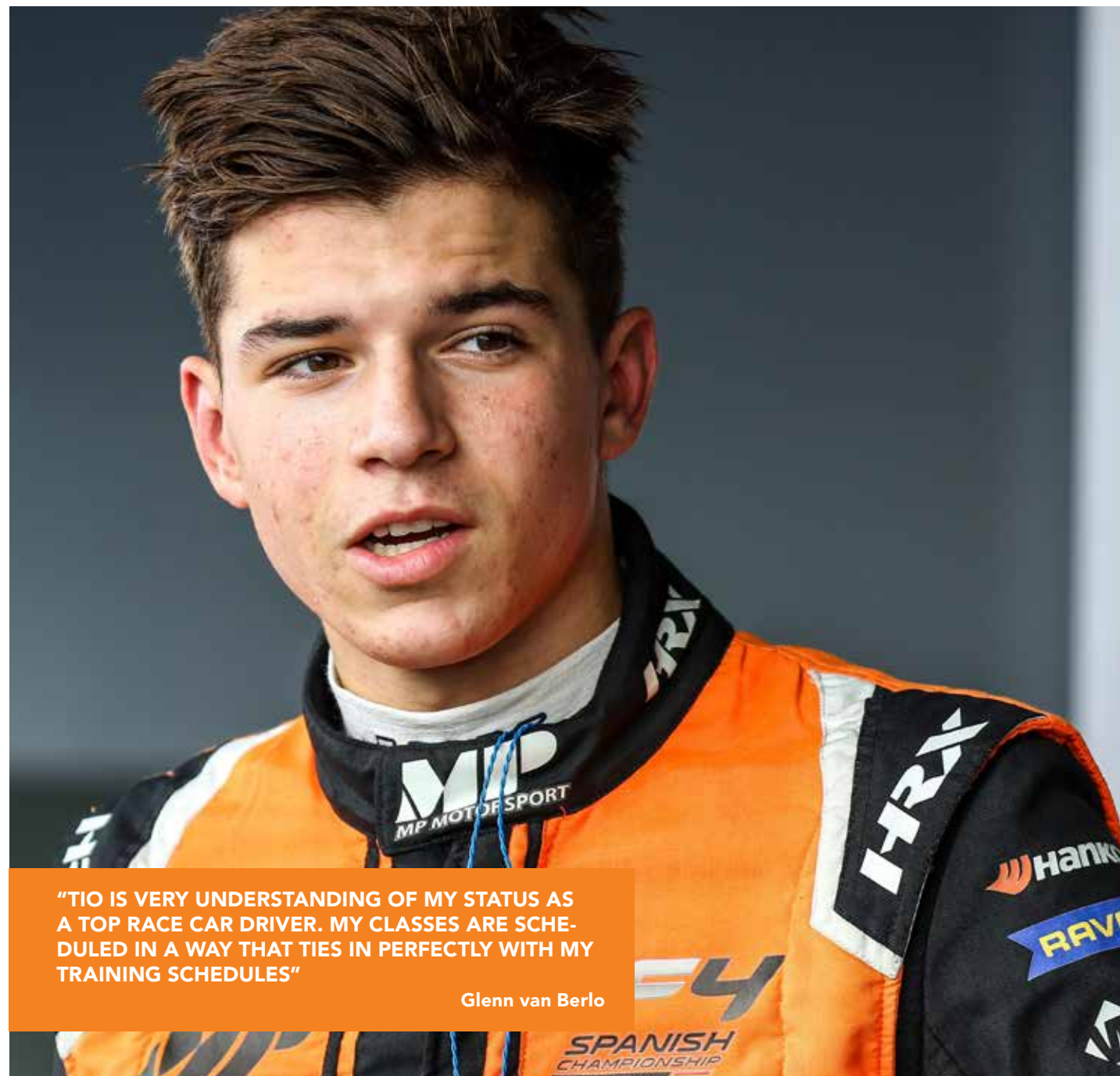
If you are an active entrepreneur in addition to being a student and if you have a Chamber of Commerce registration, you may be eligible for a customised programme, just like professional athletes.

## IMPAIRMENTS

Do you have an impairment (e.g. dyslexia, dyscalculia, a physical impairment or a chronic disease) which might inhibit you in your studies? Tio will do everything it can to keep the hindrance to a minimum. You can report your impairment during your application. Your study coach will discuss with you which special facilities Tio can offer. Tio's counselling for students with an impairment is highly valued. In the national study conducted by the Centre for Higher Education Information (CHOI), Tio has earned the highest overall score in the Netherlands six years in a row.

## PARENT(S)/CARER(S) POLICY

Tio's contact with parent(s)/carer(s) is also tailored to everyone's specific needs. When you sign up, you can enter the email address of your parent(s)/carer(s) and indicate what information you want them to receive, so Tio can keep them up to date. For example on your study results and/or attendance. This information is also available via the Tio app. In the first years you will have a study progress interview at least twice a year. With your consent, parents are welcome to attend these meetings. If you are a legal adult, we will not provide any specific information without your prior consent, in order to safeguard your privacy.



**"TIO IS VERY UNDERSTANDING OF MY STATUS AS A TOP RACE CAR DRIVER. MY CLASSES ARE SCHEDULED IN A WAY THAT TIES IN PERFECTLY WITH MY TRAINING SCHEDULES"**

Glenn van Berlo

# PRE-UNIVERSITY (VWO) EDUCATED STUDENTS

**Have you completed pre-university education? Tio's bachelor programmes can still offer you plenty of challenge.**

## CHALLENGING PROGRAMME

Tio offers accelerated, intensive programmes that allow you to earn a bachelor's degree in just three years. All bachelor programmes include a multitude of international opportunities and an honours programme. Furthermore, you can opt for a leadership position during projects, management development internships, an extra language, an extra minor, and the option to gain management experience in Tio's student society.

## BACHELOR'S DEGREE IN 2.5 YEARS

After finishing your pre-university education, you can actually complete the Hotel and Event Management (HEM) programme even faster and earn your bachelor's degree in just 2.5 years.

## WIDELY EMPLOYABLE

Your bachelor's degree at Tio prepares you for a management position within and outside the industry. You can end up working in a wide variety of positions and for many different organisations. All this serves to maximise your opportunities on the labour market.

## LEARNING BY DOING

Tio stands out due to the practical nature of its degree programmes. You attend classes from lecturers

with a wealth of practical experience, apply your knowledge during projects and gain valuable practical experience of your own during two internships and a final thesis project. With this practical approach, Tio sets itself apart from university programmes, which are primarily theoretical in nature.

## YOUR BACHELOR'S AND MASTER'S DEGREES IN 3.5 YEARS?

You can complete a master's programme in just one year after earning your HEM degree in 2.5 years. After completing one of the other bachelor programmes, you can earn both degrees in just four years. Choose Tio's Master of Business Administration or an international master at one of Tio's partner universities around the world; this could be the United States, Dubai or Switzerland, for example. Having both degrees will give you a major head start when looking for a job. Employers will appreciate the combination of the practical attitude and the analytical skills you acquired. Read more from page 80.

## PRE-UNIVERSITY EDUCATION AND TIO

The percentage of students with a pre-university education enrolled in Tio's English-language bachelor programmes is among the highest in the Netherlands. The national average of students with a pre-university education enrolled in a bachelor programmes is 7%. For Tio's English-language bachelor programmes, it is 17%.



*"Tio offers high-quality education and instils a sense of ambition in its students. My daughter made it to the papers with her internship and my son has already embarked on a promising career"*

IRENE HEIKENS  
PARENT

# 17%

of the students enrolled in Tio's English-language bachelor programmes have a pre-university diploma

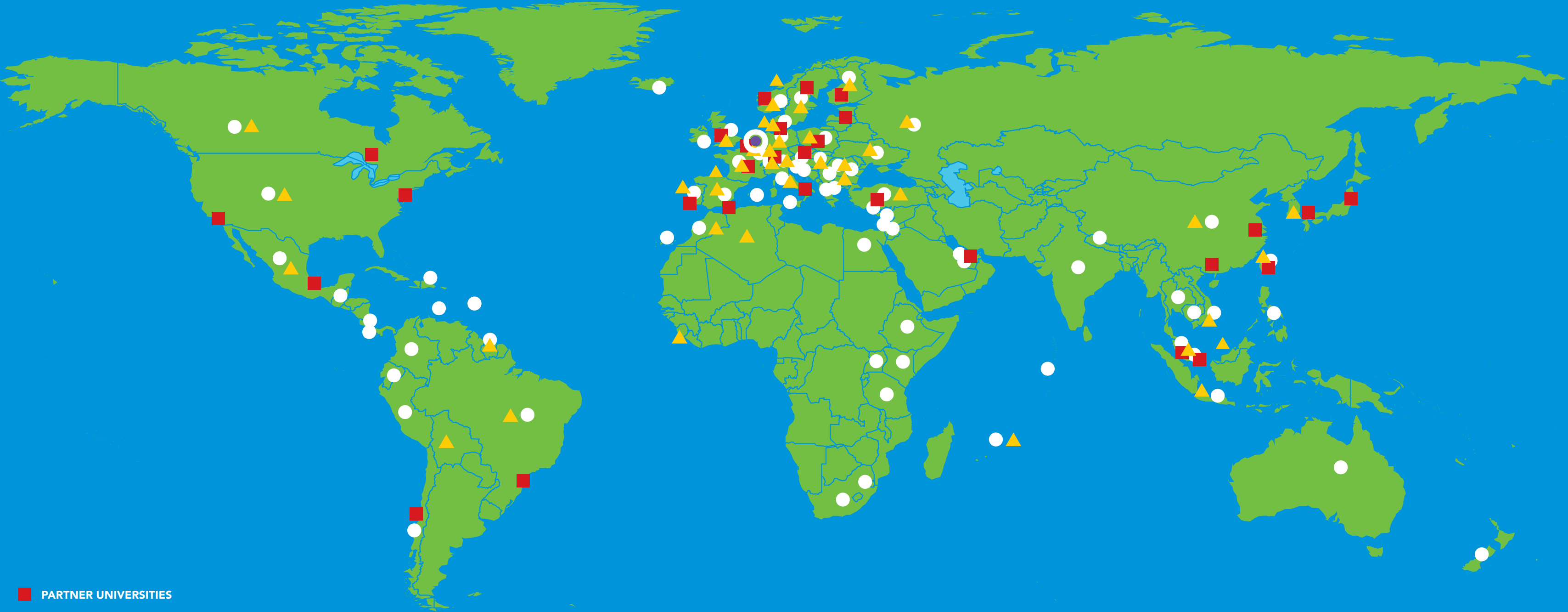


*"After finishing my pre-university education, I specifically chose Tio because I was looking for practical education. By taking the programme in English and at an accelerated pace, I can keep challenging myself"*

KIRSTEN STEENKAMP  
STUDENT



# TIO: INTERNATIONAL OPPORTUNITIES



- PARTNER UNIVERSITIES
- INTERNSHIP COUNTRIES IN THE PAST FIVE YEARS
- ▲ ORIGINS OF INTERNATIONAL STUDENTS



# INTERNSHIP AND FINAL THESIS

**Tio believes in education with a practical focus. Besides the projects, the best examples of this approach are the internships and your final thesis. These have you put all your knowledge into practice and develop your communication and research skills. Many students therefore view the internships as one of the best parts of their education.**

Depending on the programme, you will do two internships during the summer months (2.5- and 3-year programmes) or do the second internship during the third academic year (4-year programme). Internship positions automatically become available to Tio students as a result of Tio's long-standing relationships with major companies in the industry. Students can also suggest their own internship positions. You complete your bachelor programme with a final thesis project at a company. After graduating, many students are offered a job at the company where they did their final thesis.

## EXCELLENT NETWORK

Tio maintains intensive contacts with companies and multinationals in the hotel, event, tourism and business industry. From ID&T and the Ritz-Carlton to ABN AMRO and from fonQ and TUI to BMW.

## CAREER EVENT

Every year, Tio organises the Career Event for all its students. This is the perfect opportunity to look for an internship at the well-regarded companies that are present. You can also attend guest lectures and take part in workshops hosted by professionals from the industry.

## GUIDANCE

At the start of the academic year, your study coach will tell you everything you need to know about your internship. You can look into hundreds of available positions via Tio's student web. Before you apply for an internship position, you must inform your internship coordinator about your preferences. Every internship organisation must demonstrate its ability to offer students the necessary guidance and supervision. You will be visited by your internship coordinator. Most students who take their internship abroad can also expect a visit. Every student will also receive guidance and supervision via telephone, video conferencing and email.

## INTERNSHIP COMPENSATION

As a guideline for the compensation you will receive from your internship organisation, Tio has set a gross sum of €62 per week. However, there are also organisations which do not offer any internship compensation.

## CONTRIBUTION

The internship organisation pays a fee for mediation and supervision to Tio (€23 per week). In some cases, the internship organisation will not pay this fee. In that case, these costs will be charged on to the student. The contribution will not be charged to students who graduate on their own. Foreign internship organisations (and the students who do their internship or final thesis project there) are exempt from this contribution.

## VISA

If a non-EU/EEA student completes a part of the study programme outside the Netherlands (e.g. internship, minor international exchange, international study trips), additional visa and/or work permits are required. Obtaining a visa and/or work permit is the student's own responsibility including the costs for these documents.



**"ACQUIRING INTERNATIONAL EXPERIENCE IS VERY IMPORTANT TO ME. THAT IS WHY I TRY TO GO ABROAD FOR MY STUDIES WHENEVER I CAN!"**

Cas den Blanken

# INTERNATIONAL OPPORTUNITIES

**International experience on your CV is a plus. You learn to solve problems on your own, meet new people and improve your language skills. Tio therefore offers you plenty of opportunities to develop yourself on an international level. At several stages during your studies, you will have the opportunity to go abroad.**

## INTERNATIONAL EXPERIENCE

All of Tio's bachelor and master students gain international experience abroad, e.g. via an international internship, a final thesis project, a period spent studying abroad or international study trip. You learn to solve problems on your own and to take initiatives. You come into contact with new cultures and improve your language skills. An internship lasts at least 13 weeks, although they can go on for a longer period of time in countries outside the Netherlands. Students are often required to be at least 18 years old to be eligible for an internship abroad.

## ERASMUS+ SCHOLARSHIP

The Erasmus+ Scholarship is a scholarship for bachelor students who want to study or take part in an internship abroad (within Europe). Whether or not a student can receive a scholarship depends on the sum allocated to Tio. Depending on the country, the Erasmus scholarship varies from €819 to €1,875 per application.

## THE COSTS OF AN INTERNATIONAL INTERNSHIP

In Europe, the costs of living are ± €675 per month: €375 for housing and €300 for household expenses. Return tickets are available for as little as €125. Outside Europe, the costs are often higher - although this depends entirely on the destination. For instance, a return ticket to Australia can cost as much as €1,500, but tickets to many other destinations are more affordable. In non-western countries, the costs of living are often relatively low. In the United States e.g. these costs are similar to or higher than those in the Netherlands. Acquiring a visa may also include additional costs. The aforementioned amounts are indicative. Students who receive student finance are eligible to receive compensation for the duration of their foreign internship in return for temporarily cancelling their public transportation card. Combined with the optional Erasmus Scholarship, this sum may be more than €450 per month.

## STUDYING ABROAD

Tio works together with several partner universities all over the world, from London to New York and from Barcelona to Dubai or Tokyo. As a bachelor student, you can study at any one of these partner universities. Because the schedules of these universities might not tie in perfectly with that of Tio, you may miss several weeks of lectures at Tio or incur one or more months delay in your studies.

## GRAND INTERNATIONAL TOUR

If you take part in the four-year bachelor programme, you can choose to participate in the Grand international tour. Your second-year internship is replaced by an extra semester spent studying abroad. You can then spend a year studying at two of Tio's partner universities.

## EXCURSIONS

Every year, you can take part in several intra- and extracurricular study trips, international excursions and excursions hosted by the Cognatio student society, including a winter sports trip.

## INTERNATIONAL STUDY TRIP

During your studies, you will go on one or more international study trips. You pay a visit to international companies or take a look at one of Tio's partner universities.

## INTERNATIONAL PARTNERSHIPS

Tio is a member of EUHOFA International, the European Association for International Education (EAIE), International Student Exchange Programs (ISEP) and collaborates with Nuffic, the Dutch organisation for internationalisation in education.



*"The leadership role I played during my internship in China was completely new to me. I learned a lot from it. It was truly an invaluable experience that will surely come in handy later in life"*

**ARDIN DEKKER**  
STUDENT



**Assessment of the focus on internationalisation**

(4.3 out of 5 in the National Student Survey)



*"As an internship coordinator, I can see students grow during their internship – both in terms of their knowledge and their social skills"*

**SASKIA DEKKER, MSC**  
INTERNSHIP COORDINATOR



ambition





# ADMISSION

**You can register for a Tio programme during the open days and via the website ([tio.nl/registration](http://tio.nl/registration)).**

## REGISTER ON TIME

Tio's programmes are popular and the number of available positions is limited. Every year, this leads to waiting lists. If you are sure about your choice, you should enrol as soon as possible. Positions are assigned in the order in which students register.

## SELECTION AND DRAW

Tio's selection process is based on whether students meet their prior education requirements and timely registration. Tio does not select students by lots.

## ADMISSION PROCESS

After we receive your registration, Tio will send you a written confirmation of your admission (provided that you meet the pre-education requirements and there is no waiting list). If your pre-education is insufficient for the programme you wish to take, we will schedule an interview and an assessment. The assessment costs €80. The admissions committee will decide whether you can be admitted into the programme.

## INTRODUCTORY INTERVIEW

You will have an introductory interview with your study coach before the start of your education at Tio.

## CANCELLING

After you have registered for a programme at Tio, you will owe Tio the full amount of the tuition fee, even if you have not actually taken any classes yet. It is possible, however, to cancel the agreement. You have a fourteen-day period for reflection during which you may cancel the agreement free of charge. After that period, you may still cancel the agreement, although you will at least owe the enrolment fee. Once you have registered for a programme at Tio, Tio incurs costs in order to offer you and your fellow students the high-quality education you expect. If you cancel after 1 July (1 December for January enrolment), Tio will charge the enrolment fee and 25% of the tuition fee. After the start of the academic year, you will also owe an amount in proportion with the duration of the period until cancellation. The full terms and conditions and the cancellation form are available at [tio.nl/en/cancellation](http://tio.nl/en/cancellation). If you are still uncertain about your study choice, you may submit a request for conditional registration to the student administration department before 1 July (1 December for January enrolment).



**"DURING THE OPEN DAY, YOU CAN FEEL THE GREAT ATMOSPHERE ON CAMPUS AND SEE THE UNIQUE RELATIONSHIP THAT LECTURERS AND STUDENTS HAVE WITH EACH OTHER AT TIO"**

Maxim Hunze

# PRACTICAL INFORMATION

**What about holidays, classes and study materials? Read more about enrolling in one of Tio's programmes here.**

## STRUCTURE ACADEMIC YEAR

Depending on the selected programme of your choosing, an academic year generally consists of two fifteen-week semesters, a project week, two retake weeks and at least thirteen weeks of internship.

## LECTURE TIMES

The lectures (1 lecture hour = 50 minutes) take place from Monday to Friday between 9 AM and 6.20 PM, with breaks in between.

## HOLIDAYS

You get a two-week Christmas holiday and - either before or after your internship - a two-week summer holiday, provided that you do not have to retake any exams. If you are enrolled in the four-year bachelor programme, you will have the months of June, July and August off (except in your first year). Study activities are scheduled during the holidays in October, February and May.

## EXAMINATION

Every academic year has two regular exam periods, followed by two retake periods. During your final year, there will be an additional retake period at the end of the academic year. Furthermore, regular oral, practical and interim exams are scheduled throughout the year.

## TERMS FOR CONTINUATION

Depending on your grades, you will confer with your study coach after your first semester to choose either the three- or four-year programme. You have to make your final decision at the start of your second year. The enrolment requirement for the three-year programme is that you have earned most of the first year's ECTS credits at the beginning of your second academic year. The enrolment requirement for the second year of the four-year programme is that you have earned 45 of the first year's ECTS credits. You do not have to drop out if you fail to meet these requirements; you can still complete the first year via an extended registration.

## RETAKE

If you fail an academic year, for example due to illness, it is possible to retake that year's classes. In that event, you will receive a 50% discount on the tuition fee.

## EXTENDED REGISTRATION

If you have not yet completed all exams at the end of an academic year, you may extend your registration. During an extended registration, you have the right to complete exams and assignments, take part in an internship and complete your final thesis. Furthermore, you have limited access to lectures (a maximum of 10 contact hours per week; further conditions may apply). You can also choose an extended registration that is solely intended for an internship or final

thesis, starting in September or January. This type of registration is subject to a one-month cancellation period.

## STUDY MATERIALS

For students who start their Tio programme as from January 2018 or later, all syllabi and books needed for the programme are included in the tuition fee. You can use Tio's order module to order your study materials.

## DIGITAL LEARNING ENVIRONMENT

Tio supports you digitally via e.g. Wi-Fi on the Tio campuses, e-learning, Blackboard, Office 365, the digital library, email, course manuals, a database of internship companies and the Tio app.

## ONLINE CLASSES

From now on, you can take all your classes live online from the comfort of your own home. That is great if you are ill, if you cannot come to campus for some reason or e.g. if you want to attend a guest lecture at a different campus.

## HOUSING

Tio can refer new students to housing used by other (former) students and student housing organisations.



*"I visited one of Tio's open days and I immediately fell for it. The small scale character and hospitality of the students and lecturers: it felt like coming home"*

**RYAN BAKKER**  
STUDENT



*"During the open days, there is always a great and informal atmosphere among visitors, students and lecturers.*

*All your questions will be answered"*

**MELANIE MOESMAN**  
STUDENT

**83%**  
of all Tio alumni are (highly) satisfied with their study

(compared to the national average of 66%, HBO-monitor)



# ADMISSION FOR INTERNATIONAL STUDENTS

Tio welcomes students from all over the world. The admission process and things you need to take care of differ depending on your nationality. Read more about it on this page.

## EU/EEA STUDENTS

### ADMISSION

After applying for admission to Tio (by sending a signed copy of the registration form), Tio will contact you about the admission proceedings.

### APPLICATION DEADLINE

You can apply for the Tio programmes until the start of the semester. However, the number of available positions is limited. Therefore, it is recommended to register on time. Positions are assigned in order in which students register.

### INSURANCE

Tio expects all its students to have third party liability insurance as well as health insurance. EU/EEA students can study at Tio based on insurance taken out in their home country.

### HOUSING

Once all the required documents have been received and you have been accepted by Tio, you need to find yourself a place to live. More information on renting a room, the prices and how Tio can assist you can be found on page 5.

## NON-EU/EEA STUDENTS

### ADMISSION

After applying for admission to Tio by sending a signed copy of the application form, Tio will contact you about the admission proceedings.

### VISA REQUIREMENTS

In order for you to come to the Netherlands and to study at Tio, please check whether you need a student visa and/or a residence permit. Always check with the Dutch Immigration and Naturalisation Service (IND: ind.nl/en) to see if you require an 'Authorisation for temporary stay', also known as an entry visa (MVV). The visa application is completed by Tio if a MVV and/or residence permit is required. Tio will apply for the MVV and/or residence permit, after the following conditions have been met:

- The student has been accepted by Tio.
- The student has sent all the required and legalised documents (see below).
- The student has paid the package fee to Tio (see page 103).

### REQUIRED DOCUMENTS

- A copy of your passport (readable text and visible face).
- A copy of your residence permit (if applicable).
- A copy of the original documentation of your Higher Education qualifications.
- A legalised copy of all previous

educational qualifications translated into English.

- A legalised copy of recent mark/grade lists translated into English.
- A colour passport photograph - digitally (according to Dutch rules, taken from the front side of the face).
- Proof of English language proficiency: CEFR: ≥ B2. TOEFL: iBT ≥ 75-80 points (Institutional TOEFL code Tio: 4764). IELTS academic: ≥ 6.0. Cambridge exam: ≥ 160 points / Cambridge First Certificate.

### APPLICATION DEADLINE

The application deadline for students needing a visa starting the academic year in January is the 1<sup>st</sup> of November 2020 and for enrolment in September it is the 1<sup>st</sup> of July 2021.

### HOUSING AND INSURANCE

Tio arranges housing and will apply for the required insurance for non-EU/EEA students.

### NEED HELP?

The international office can be reached by telephone Monday to Friday from 09h00 to 17h00, +31 (0)30 799 90 00, or by email: internationaloffice@tio.nl.



# PACKAGE FEE FOR NON-EU/EEA STUDENTS

Tio has put together a package fee for students requiring a visa. This package fee of €11,005 has to be paid upfront so Tio can proceed with the visa application and housing arrangements.

In the table below you find the total costs for the first year at Tio and a summary of what is included in the package fee. More information on payment of the tuition fee can be found on page 116.

<b>Total costs (first year)</b>	<b>€31,500</b>
Enrolment fee	€95
Annual tuition fee	€20,400
Package fee	€11,005
<b>Package fee consists of:</b>	
Visa (MVV) and/or residence permit <sup>1</sup>	€174
Housing <sup>2</sup> (€680 p.m. x 12) including Airport pick-up	€8,160
Insurance <sup>3</sup> (€50 p.m. x 12)	€600
Deposit <sup>4</sup>	€2,071

1. The costs for a visa and/or residence permit are determined by the Dutch Immigration and Naturalisation Service. These prices are an indication of the expected costs and may vary.
2. Tio arranges housing through different housing agencies for visa students. The exact amount for housing depends on the room and may vary accordingly.
3. The prices mentioned are estimates. The exact amounts may vary. The student will be informed in time of price changes. Tio will apply for the required insurance for non EU/EEA students.
4. The visa deposit is a safeguard for Tio. If the student does not breach the visa conditions regulation, then the amount will be transferred back to the student (with deduction of transaction costs) by the end of the first year after the final calculation of all costs.



The Netherlands is in top 5 of best countries to study abroad in Europe

(Educations.com, 2020)



"Not only the chance of living in this amazing city, also the recommendations of previous international students from Tio have made me decide to study here"

**RAPHAEL VOLLBACH**  
STUDENT FROM GERMANY



Apply on time  
[www.tio.nl/en](http://www.tio.nl/en)



# COGNATIO

The national student society Cognatio is the student society of Tio. With about 550 members across the Tio campuses, Cognatio is a great society that offers you the opportunity to make new friends for life and expand a good network. Together with Cognatio, you can make the most of your student days.

Cognatio is a student society that does not believe in initiations. Its motto is therefore "No obligations, always a good time". Throughout the year, Cognatio hosts a variety of activities, including drinks, parties and excursions. Cognatio's Big Six consist of the introduction in the Ardennes, a beach party, the annual gala, the winter sports trip, the Destination Unknown pub crawl, and the year party.

You can find out more about Cognatio during one of Tio's open days.



"Your student years will be over before you know it! So enjoy today, work hard for tomorrow and make Cognatio friends forever!"

**ANGELA BACHARIDIS**  
CHAIRMAN

50

events per year



"During the Cognatio winter sports trip, you will meet a lot of new people, including students from other Tio campuses. You will develop bonds that last a lifetime"

**LISA HAZENOOT**  
COGNATIO MEMBER





# INTRODUCTION

Meet your new fellow students before the actual start of the academic year by coming to the introduction camp: three days of survival in the Belgian Ardennes, filled with sports activities during the day and parties at night. Every year, the introduction camp is a fantastic way to kick off the academic year.

Tio organises the introduction days together with the Cognatio student society. Together with students from other Tio campuses, you will go canoeing, mountain biking or abseiling, have a barbecue and party through the night during the Full Moon party! The introduction will take place from Sunday 22 until Saturday 28 August 2021.

# 405

participants  
last academic  
year



"I had a great time during the introduction camp. You quickly get to know your fellow students and the activities bring everyone closer together. The atmosphere is relaxed, partly because of the efforts of the fun and active student society"

**JUSTIN NEP**  
STUDENT



# 3

days on  
introduction  
camp







**international**



# STUDENT FINANCE

## FOR DUTCH STUDENTS AND STUDENTS FROM THE EU/EEA ONLY

The amounts listed below are based on DUO data for the period from September to December 2020. No rights can be derived from this information.

### STUDENT FINANCE €21,611 PER YEAR

As a student you may be eligible for student finance up to €21,611 per year. The student finance consists of a loan, tuition fee loan, student travel product and a supplementary grant (depending on parental income). Bachelor and master students are eligible for student finance even if they are under 18.

### SUPPLEMENTARY GRANT

You are eligible to receive a supplementary grant if your parents have a lower than average joint annual income. The amount of the supplementary grant depends on the income of the parents and how many of their children are studying. The maximum amount of the supplementary grant is €403.17 per month. Calculate what the amount is in your situation via the calculation tool on duo.nl. After obtaining your degree (within ten years) the supplementary grant converts to a gift.

### LOAN €10,771 PER YEAR

Students may borrow a maximum of €897.56 per month. This sum includes the supplementary grant (up to a maximum of €403.17). If you do not receive a supplementary grant or if your supplementary

grant is lower than the maximum, you may borrow the difference.

### TUITION FEE LOAN €10,840 PER YEAR

Students who are eligible for student finance may also apply for a tuition fee loan from DUO. The tuition fee loan for a bachelor or master programme at Tio amounts to €10,840 per year. It is paid out in twelve monthly terms of €903.33.

### STUDENT TRAVEL PRODUCT

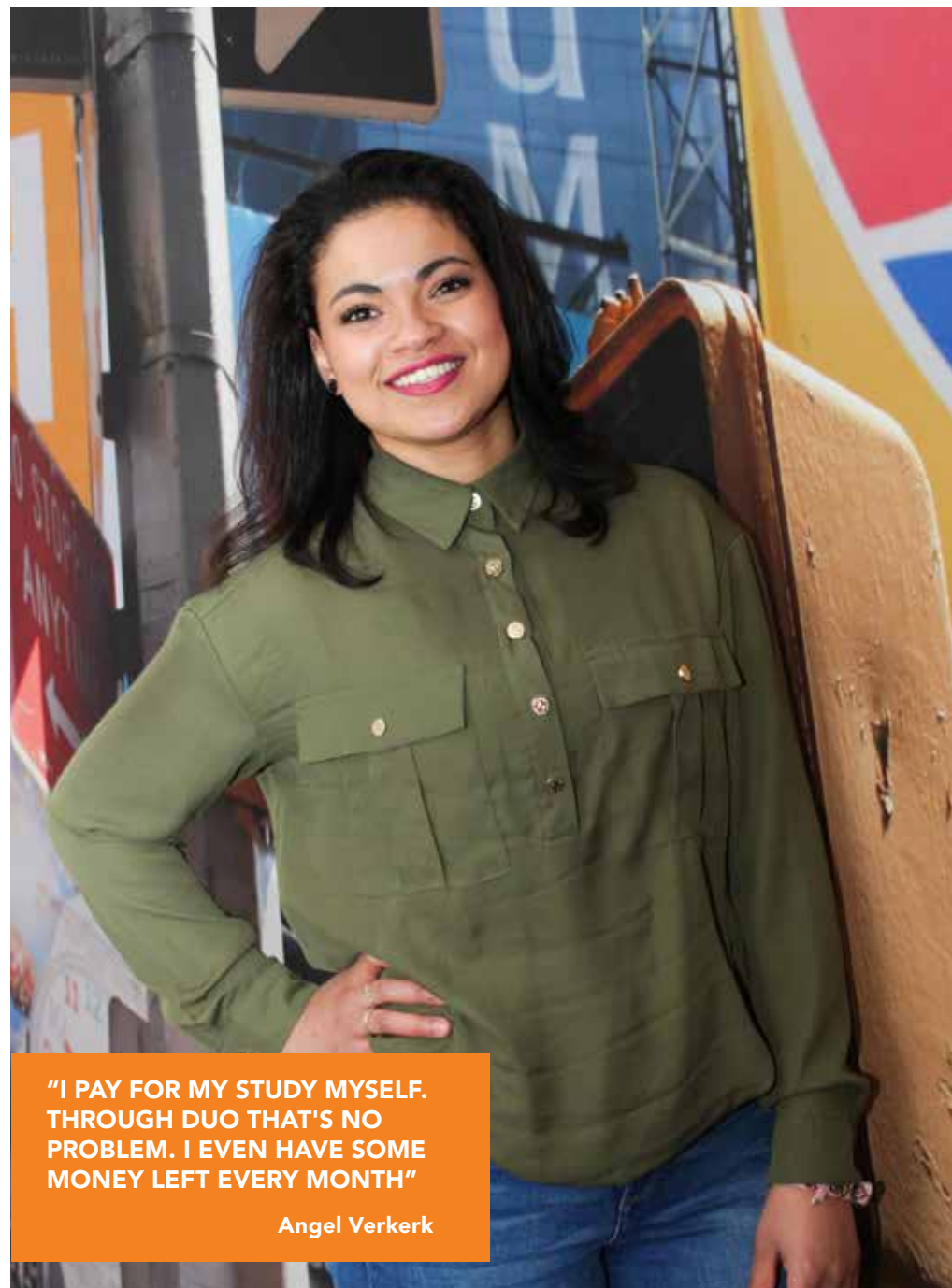
The student travel product is part of the student finance. There are two types of subscriptions: a week subscription and a weekend subscription. If you spend time abroad as part of your bachelor programme, you are eligible to receive a monthly public transport compensation of €98.72 instead of the student travel product.

### PERFORMANCE-RELATED GRANT

As a bachelor and master student, your student finance is a performance grant. It is a loan that must be paid back after you earn your degree. The student travel product and the supplementary grant may be turned into gifts, as long as you graduate within ten years of the first month in which you received student finance.

### EARNING AN INCOME?

You can earn as much as you want without losing your right to student finance, for example with your job or your own business.



"I PAY FOR MY STUDY MYSELF. THROUGH DUO THAT'S NO PROBLEM. I EVEN HAVE SOME MONEY LEFT EVERY MONTH"

Angel Verkerk

### STATUTORY TUITION FEE

Tio is a private educational institution. The statutory tuition fee of €2,168 (2021-2022 academic year), therefore, does not apply.

### CONDITIONS FOR STUDENTS FROM THE EU/EEA

As an EU/EEA student, you are entitled to student finance and a student travel product, provided that you work a minimum of 56 hours a month based on an official employment contract. Please note that this employment will have to be in effect at least three months before you start your studies. Your entitlement to student finance will continue for the duration of your contract. You are also entitled to student finance if you have been living in the Netherlands for 5 consecutive years or more, or if your parent or partner works, or has worked, in the Netherlands for at least 56 hours per month. They must be citizens of an EEA country or Switzerland. You can also make use of the tuition fee loan on offer (annual amount of €10.840). If you work less than 56 hours a month, you can still apply for a tuition fee loan, but you are not entitled to student finance.

### STUDENT GRANT VIA HOME GOVERNMENT

#### For EU/EEA students

You can apply for a student grant at your home government, even if you are doing your full time bachelor or master programme in the Netherlands. Please check if this also applies to your situation. Check the rules and conditions at the website of your home government.

### APPLYING FOR A HEALTHCARE BENEFIT (for Dutch students only)

If you are 18 years of age or older and your income is lower than €30,481 per year, you are entitled to a healthcare benefit. The healthcare benefit is maximised at €104 per month for incomes under €21,000. To be eligible for a healthcare benefit, it does not matter who pays for your health insurance. Your parents can pay the bills, as long as the insurance policy is in your name.

### MORE INFORMATION

For more up-to-date information, visit [tio.nl/student-finance](http://tio.nl/student-finance) and [duo.nl](http://duo.nl).



More than  
**€21,000**  
student finance  
per year



"Studying at Tio is worth the money. It looks good on your resume and you have more knowledge and practical experience"

FLIP VERMEEREN  
STUDENT



**66%**

of the students  
pay (part of)  
the study costs  
themselves



# AFFORDABLE TO EVERYONE

FOR DUTCH STUDENTS AND STUDENTS FROM THE EU/EEA ONLY

**Did you know that a bachelor and master programme at Tio are affordable to anyone? You can even get more student finance than you will pay for a Tio programme.**

student finance than you need to pay for a programme at Tio. After 12 months, you will end up with a positive balance of around €766.

### EXCELLENT CONDITIONS

DUO allows you to get a loan at extremely favourable conditions: you do not pay interest at this moment (0%, interest in 2020), you have a long time to repay the loan (35 years) and, after graduating, you will never have to repay more than 4% of your additional wages above the minimum wage every month (see page 113).

### FINANCING EXAMPLE

The overview below<sup>1</sup> is based on the assumption that you pay your tuition fee in 12 instalments. To pay in 12 instalments, you require a start-up capital of €95, since you have to pay the enrolment fee two weeks after registration (see page 116). The overview demonstrates that you can get more

### FINANCING EXAMPLE<sup>1</sup>

INCOME FROM DUO PER YEAR		EXPENSES PER YEAR (1 <sup>ST</sup> YEAR)	
Supplementary grant	€4,838.04	Tuition fee <sup>2</sup>	€20,400.00
Interest-bearing loan	€5,932.68	Additional charge 12 instalments	€350.00
Tuition fee loan	€10,840.00	Enrolment fee	€95.00
<b>Total</b>	<b>€21,610.72</b>	<b>Total</b>	<b>€20,845.00</b>

1. This fictional example is intended to demonstrate how a Tio programme may be financed. The actual amount of the student finance may vary and is dependent on several variable factors. No rights can therefore be derived from this example and the data used in it.  
2. Tuition fee including study materials of ± €1,000.



**"TIO GIVES ME THE OPPORTUNITY TO EARN MY DEGREE QUICKLY. IT IS ABSOLUTELY WORTH THE INVESTMENT!"**

Esther van Deursen

# LOANS AND FLEXIBLE REPAYMENTS

**Every year, you can borrow over €21,000 from DUO; that comes to a total of more than €64,000 if you take a three-year bachelor programme at Tio.**

### LOAN AND REPAYMENT VIA DUO

You start repaying your loan two years after graduating. Of course, you can start your repayments sooner if you wish. You can make use of a payment free period of up to five years, which you can rely on when you are going through an expensive time and need the money for other things (e.g. raising young children or buying a house). Having student debt will affect your ability to get a mortgage in the future. However, it will not prevent you from getting a mortgage. Go to [tio.nl](http://tio.nl) for more information.

### MORE TIME TO REPAY

The repayment period is set at 35 years. If you earn less than the minimum wage, you do not have to repay your loan. Repayment of the interest-bearing loan starts ± 2 years after graduating and lasts for a maximum of 35 years. Additionally, the monthly amount you have to pay is never more than 4% of the income over the ability to pay exemption. If you have any leftover debt after 35 years, that sum is waived.

### CONDITIONS FOR A DUO LOAN

The loan is taken out in the student's name. This does not require any guarantee from a third party. The interest rate for 2020 is set at 0%. As soon as you receive the first payment of your loan, your loan will start to accrue interest that you

	HEM STARTING SALARY <sup>3</sup>	AVERAGE INCOME <sup>4</sup>	2X AVERAGE INCOME <sup>4</sup>
	€2,140	€2,923	€5,846
MAXIMUM PAYMENT <sup>5</sup> OF 4%	€19.87 per month	€53.70 per month	€179.97 per month

1. This fictional example is intended to illustrate the repayment of bachelor student grant. The actual payments differ for each person and depend on several variable factors. This example is based on the financial situation of a single individual without any children. No rights can therefore be derived from this example and the data used in it.  
2. Ability to pay exemption = annual minimum wage + holiday allowance.  
3. Higher Education Guide 2020 for gross monthly incomes. HEM = Hotel and Event Management.  
4. CPB, average gross income 2021.  
5. Any interest is added to this amount.



# 0%

interest rate  
DUO



*"Tio looks good on your resume. People know you have a certain level, which strengthens your position on the labour market"*

HIDDE DE BRUIJN  
STUDENT

A maximum loan means

# €20

repayment per month



# SCHOLARSHIPS

**Tio offers scholarships to foreign students from the European Union (EU/EEA) and to non-European students for its English programmes. The scholarship is awarded for one academic year.**

## TIO SUPER TALENT SCHOLARSHIP

The amount of this scholarship is €10,200 per full degree student. The scholarship is awarded for one academic year. It is possible to apply for this scholarship every year. You are eligible if you meet the following criteria:

- You must have outstanding study results.
- You must have an IELTS Academic score of 7.0 or higher, TOEFL iBT score of 100 or higher, Cambridge exam of CAE-A or higher or CEFR C1 level or higher.

## TIO TALENT SCHOLARSHIP

The amount of this scholarship is €5,100 per full degree student. The scholarship is awarded for one academic year. It is possible to apply for this scholarship every year. You are eligible if you meet the following criteria:

- You must have above average study results.
- You must have an IELTS Academic score of 6.5 or higher, TOEFL iBT score of 90 or higher, Cambridge exam of CAE-B or higher or CEFR C1 level or higher.

## HOW TO APPLY FOR A SCHOLARSHIP

If you would like to be considered for a scholarship, you need to provide Tio with the following information:

- Send your letter of motivation and curriculum vitae in English to [internationaloffice@tio.nl](mailto:internationaloffice@tio.nl).
- Attach a letter of recommendation in English from your former (secondary) school.
- Attach a legalised copy of all previous educational qualifications translated into English.
- Attach a legalised copy of recent mark/grade lists translated into English.
- Attach a legalised copy of your English language proficiency (IELTS/TOEFL/Cambridge exam).

Within two weeks of your scholarship application, you will be informed whether or not the scholarship can be awarded. When awarded, the scholarship is paid out as a discount on your tuition fee. All scholarships are subject to availability and only available for non-Dutch nationality students. For more information visit [tio.nl/en/scholarships](http://tio.nl/en/scholarships).



**"I CHOSE A COMPREHENSIVE STUDY PROGRAMME THAT WILL OPEN UP A TON OF CAREER PATHS IN DIFFERENT SECTORS"**

Jill Hendriks

# COMPARISON OF STUDY COSTS



€5,100 - €10,200 scholarship per full degree student per year

(international students only)



"Tio is more expensive than government-funded education, but it's definitely worth the money. You get a lot of personal attention and lecturers teach with a lot of passion"

**WESLEY SPIERIEUS**  
STUDENT



Advantage of accelerated learning at Tio: start working sooner

**Taking a bachelor programme at Tio pays off; it is an investment in your future.**

## INVEST IN YOUR FUTURE

The quality of Tio's programmes is exceptional and you are given all possible support to help you achieve a successful future. Furthermore, Tio is highly regarded in the business world, which generally allows Tio graduates to find a job quickly. If you enrol in the accelerated programme, you can start working sooner. This pays off instantly, so you can earn back your investment in a short while.

## THE DIFFERENCE

Compared to a government-funded bachelor programme, a

three-year programme at Tio costs €28,495 more. This difference is a lot smaller than you might expect, because students can start working sooner: starting one's job a year earlier will result in a net sum of around €24,700, based on the average starting salaries within the Tio sectors (as listed on the programme pages, the Higher Education Guide 2020 for gross monthly wages, [loonwijzer.nl/home/salaris/brutonetto](http://loonwijzer.nl/home/salaris/brutonetto) for calculating net wages out of gross wages).

## ILLUSTRATIVE CALCULATION

The illustrative calculation<sup>1</sup> below provides an overview of the costs of a three-year Tio programme in comparison with a government-funded four-year programme.

INVESTMENT	THREE-YEAR TIO PROGRAMME	GOVERNMENT-FUNDED PROGRAMME
Tuition fee <sup>2</sup> for the entire programme + enrolment fee	€63,125	€7,930 <sup>4</sup>
Costs of all study materials	Included in tuition fee	€2,000
Net financial benefit of starting work sooner <sup>3</sup>	- €24,700	€0
<b>Total</b>	<b>€38,425</b>	<b>€9,930</b>
<b>Difference after 4 years</b>	<b>€28,495</b>	

1. This fictional example is intended to illustrate the investment in a Tio bachelor programme and a programme at a government-funded institute. The actual investment differs per student and depends on several variable factors. No rights can therefore be derived from this example and the data used in it.  
 2. Including annual price indexing of a maximum of 3%, this is an estimate.  
 3. Source: Higher Education Guide 2020.  
 4. Taking into account the 50% discount on the tuition fee for the first year of government-funded education.



# PAYMENT OPTIONS

## THE THREE OPTIONS

There are three ways to pay the tuition fee and optional courses:

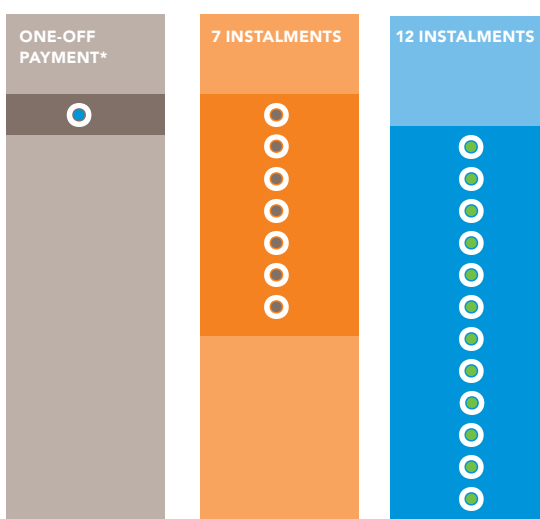
- You can pay the full amount in one go; before 1 August 2021 (1 January 2021 – January enrolment) or within 14 days of the invoice date. You will get a €350 discount on the tuition fee;
- You can pay in 7 instalments;
- You can also pay in 12 instalments (additional charge €350).

If you choose to pay in instalments, this happens through a direct debit authorisation on the following dates.

## EXPIRATION DATES

September / January

01-08-21 / 01-01-21  
 01-09-21 / 01-02-21  
 01-10-21 / 01-03-21  
 01-11-21 / 01-04-21  
 01-12-21 / 01-05-21  
 01-01-22 / 01-06-21  
 01-02-22 / 01-07-21  
 01-03-22 / 01-08-21  
 01-04-22 / 01-09-21  
 01-05-22 / 01-10-21  
 01-06-22 / 01-11-21  
 01-07-22 / 01-12-21  
 01-08-22 / 01-01-22



The tuition fee and the optional courses will be invoiced around 1 July 2021 (1 December 2020 – January enrolment). The invoice will be sent via email.

\* When you pay the full amount in one go, you have to transfer the total amount to Tio yourself. In the event of an extended registration, you must pay the full amount at once and you are not eligible for a discount.

## EXAMPLE OF FINANCING

A bachelor or master student has applied for student finance (maximum loan), receives a tuition fee loan and pays in 12 instalments. The overview below indicates how much start-up capital is required to be able to start a private bachelor or master programme at Tio. After August, the full amount of the tuition fee has been settled with Tio.

## TUITION FEES

12 instalments x  
 €1,729,17<sup>1</sup>  
 (1 September until  
 1 August)

**Total €20,750**

## STUDENT FINANCE<sup>2</sup>

12 instalments x  
 €1,800.89  
 (24 August until  
 24 July)

**Total €21,611**

## START-UP CAPITAL

Enrolment fee  
 (due 14 days after  
 registration)

**Total €95**

1. This pertains to paying in instalments, excluding any optional courses. The optional courses can be paid in the same instalments as the tuition fee itself.
2. Student finance (maximum loan + tuition fee loan = €1,800.89). You receive the first student finance payment around 24 August.





# TIO ALUMNI

You can run into Tio alumni anywhere! They work in a wide range of sectors, from SMEs to multinationals or as independent entrepreneurs. Graduates of Tio get together at Tio Alumni: an extensive and important network that can do wonders for your career.

Tio Alumni strives to maintain the bond between Tio and its alumni and strengthen and expand the contacts between alumni. The more than ten thousand Tio graduates can meet each other both online and offline and get together several times throughout the year for networking sessions, master classes and events. The focus is on expanding and maintaining your network. There is also a strong focus on networking via the Tio Alumni LinkedIn group. This is where Tio and its alumni share vacancies and industry-specific information and exchange knowledge.

Tio likes to keep in touch with its former students. It has therefore formed an alumni council made up of 27 former students. The council's members are actively involved in the development of Tio's policies.

For more information, go to [www.tio.nl/alumni](http://www.tio.nl/alumni).

**tio** alumni



"Tio Alumni can give you a kick-start to your career, to finding a new job or a good assignment"

**DIGNUS HEIJNING**  
ALUMNI



"An alumni network offers graduates a ton of added value. You can share ideas and experiences, inspire each other and get closer to finding your dream job"

**MACHTELD BAKKER**  
ALUMNA



More than  
**10.000**  
alumni







exceptional



# OPEN DAYS

# TRIAL STUDY DAYS

## AMSTERDAM

Sat 14/11/20 – 11.00 / 12.30 / 14.00  
Thu 03/12/20 – 19.00 / 20.30  
Sat 16/01/21 – 11.00 / 12.30 / 14.00  
Wed 10/02/21 – 19.00 / 20.30  
Sat 20/03/21 – 11.00 / 12.30  
Wed 26/05/21 – 19.00 / 20.30

Fri 20/11/20  
Fri 08/01/21  
Fri 05/02/21  
Fri 05/03/21  
Wed 31/03/21

## EINDHOVEN

Sat 31/10/20 – 11.00 / 12.30 / 14.00  
Sat 30/01/21 – 11.00 / 12.30 / 14.00  
Wed 10/03/21 – 19.00 / 20.30  
Sat 27/03/21 – 11.00 / 12.30  
Thu 10/06/21 – 19.00 / 20.30

Thu 12/11/20  
Tue 09/02/21  
Wed 17/03/21  
Thu 08/04/21

## HENGLO

Sat 24/10/20 – 11.00 / 12.30 / 14.00  
Sat 09/01/21 – 11.00 / 12.30 / 14.00  
Sat 06/03/21 – 11.00 / 12.30  
Wed 07/04/21 – 19.00 / 20.30  
Thu 24/06/21 – 19.00 / 20.30

Tue 17/11/20  
Tue 02/02/21  
Tue 23/03/21

## ROTTERDAM

Sat 21/11/20 – 11.00 / 12.30 / 14.00  
Sat 09/01/21 – 11.00 / 12.30 / 14.00  
Wed 17/02/21 – 19.00 / 20.30  
Sat 13/03/21 – 11.00 / 12.30  
Wed 14/04/21 – 19.00 / 20.30  
Thu 03/06/21 – 19.00 / 20.30  
Sat 28/08/21 – 11.00 / 12.30

Wed 02/12/20  
Fri 05/02/21  
Wed 03/03/21  
Wed 24/03/21

## UTRECHT

Sat 07/11/20 – 11.00 / 12.30 / 14.00  
Sat 28/11/20 – 11.00 / 12.30 / 14.00  
Sat 06/02/21 – 11.00 / 12.30 / 14.00  
Wed 03/03/21 – 19.00 / 20.30  
Sat 10/04/21 – 11.00 / 12.30  
Tue 11/05/21 – 19.00 / 20.30  
Mon 05/07/21 – 19.00 / 20.30

Fri 13/11/20  
Fri 15/01/21  
Wed 17/02/21  
Thu 18/03/21  
Fri 16/04/21

## ONLINE WEBINAR

Thu 24/09/20 – Study in the Netherlands  
Thu 22/10/20 – IBM / CEO  
Thu 19/11/20 – HEM / ITM  
Thu 10/12/20 – MBA

Visit [tio.nl/en/open-days](https://tio.nl/en/open-days) for the current dates and times and an overview of all (online) options to orientate yourself on your study choice.

