



WITTENBORG

University of Applied Sciences



Leading British University comes to Apeldoorn

In September 2012 Wittenborg University will launch two Master of Science (MSc) programmes in Hospitality together with the University of Brighton from England. These international programmes, an MSc in International Event Management and an MSc in Tourism & International Development, go together well with the goal of the local Apeldoorn government to increase the development of city tourism. Since the travel and tourism industry is the world's largest employer, still growing rapidly, the need for Tourism and Event Managers will increase as well. In 2020 the travel and tourism industry will encompass 9.2% of all jobs in the world. The branch is expected to grow with 4.4% on average a year between 2010 and 2020. The programmes are "good news for the labor market in our region", says Hans Wegman, alderman of Education and Economic Affairs in Apeldoorn. "Besides the higher hotel education in Apeldoorn, these MSc programmes are of excellent use to the hospitality sector. This truly enriches the spectrum of education Apeldoorn has to offer."



The need for specialists in hospitality who can operate on a higher, strategic level is great. The two new programmes will meet this demand. In England, both programmes are already very popular. The University of Brighton, one of the two parties in the partnership, is a state-funded university with over 23,000 students spread over six faculties. The School of Service Management will, as soon as formalities are rounded off, run the two Hospitality programmes together with Wittenborg. The target group of both programmes comprises both international and Dutch students with a bachelor's degree who are interested in an internationally-oriented Master in Hospitality. For each programme, the goal is to have a class of about 25 students starting in September 2012. A large share of lessons will be given by British professors of Brighton who will come over to the Netherlands. The duration of each programme is 1 year, after which students have the possibility to do a work placement programme of half a year in companies and organisations, students, research programmes, and the researchers themselves.



Top Business Seminars in Energy Transition & Change Management

Wittenborg offers several interesting business seminars each month. Two of last month will be highlighted here. First off, a guest lecture dealing with the recent important topic of energy transition was given by representatives of 3 organisations: GasTerra, New Energy Works, and Wittenborg. The need of energy and production through sustainable sources was discussed, as well as the laws of energy and ecological footprints. Discussions took place about the efficient use of energy and raising awareness for the earth we live on from the perspective of People, Planet, and Politics. Another interesting seminar dealt with four forces of change management: technological change, international economic integration, maturation of markets in developed countries, and the downfall of communist and socialist regimes. A case study followed, studying different organizations by applying different academic models to make students understand how organizations can change in today's practical world.

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Calendar 2011

SEMINARS MAY

- 12 May
 - [International Law](#)
Harry Maatjes
- 26 May
 - [Hospitality Issues and Trends](#)
Pete Odgers
- 27 May
 - [Sustainability and Corporate Social Responsibility in Hospitality](#)
Pete Odgers

SEMINARS JUNE

- 09 June
 - [eMarketing, Social Media & How Investors Really Look at Risk and Return](#)
James Bowen
- 16 June
 - [Real Estate Management](#)
Henk Teeuwisse
- 17 June
 - [Chief Information Officer](#)
Robert Aaldering

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