

The background image shows a scenic view of Maastricht, Netherlands. In the foreground, a calm body of water reflects the sky and the city. A large, multi-arched stone bridge spans the water. In the background, a row of colorful buildings lines the waterfront, with a prominent church spire rising above them. The sky is a mix of blue and orange, suggesting a sunset or sunrise.

Welcome to  
Maastricht

Home to  
Zuyd University  
of Applied  
Sciences

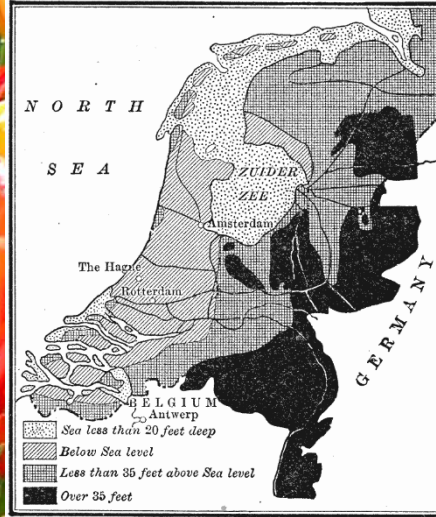
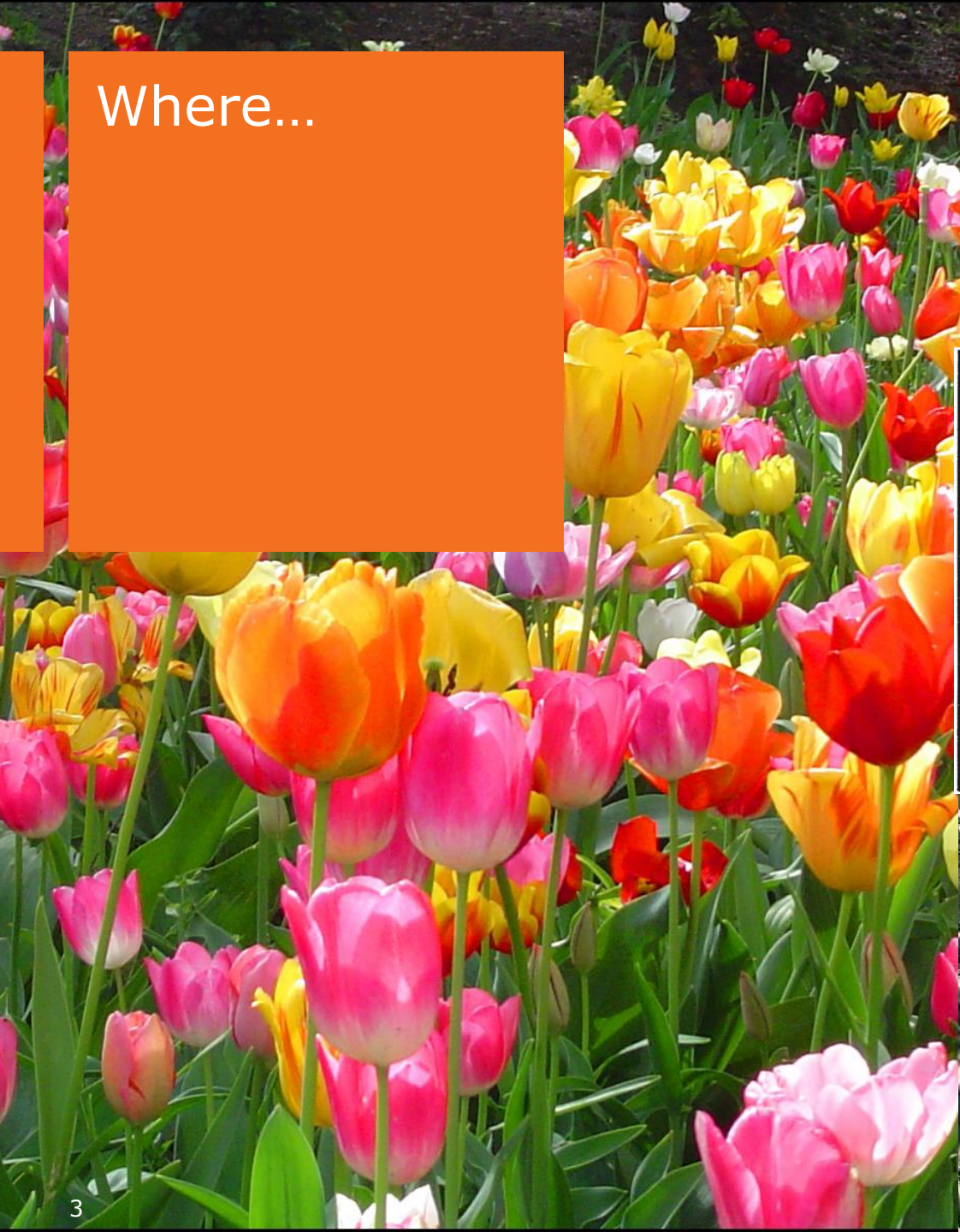
**ZU  
YD**

# The Netherlands?





Where...





# Maastricht

## A little hidden gem



Pictures: Pinterest



# Maastricht



*#Great Student Life*

MAASTRICHT



ZU  
YD



Zuyd University  
of Applied Sciences

**ZU  
YD**



## **Zuyd university of Applied Sciences**

Universities of Applied Science (HBO)

Career oriented – great marriage between theory and practice

4 year bachelor programmes

Mandatory internships (total of 1 year), usually abroad and paid/incl. accommodation & boarding.

## **Maastricht University**

Research Universities (WO)

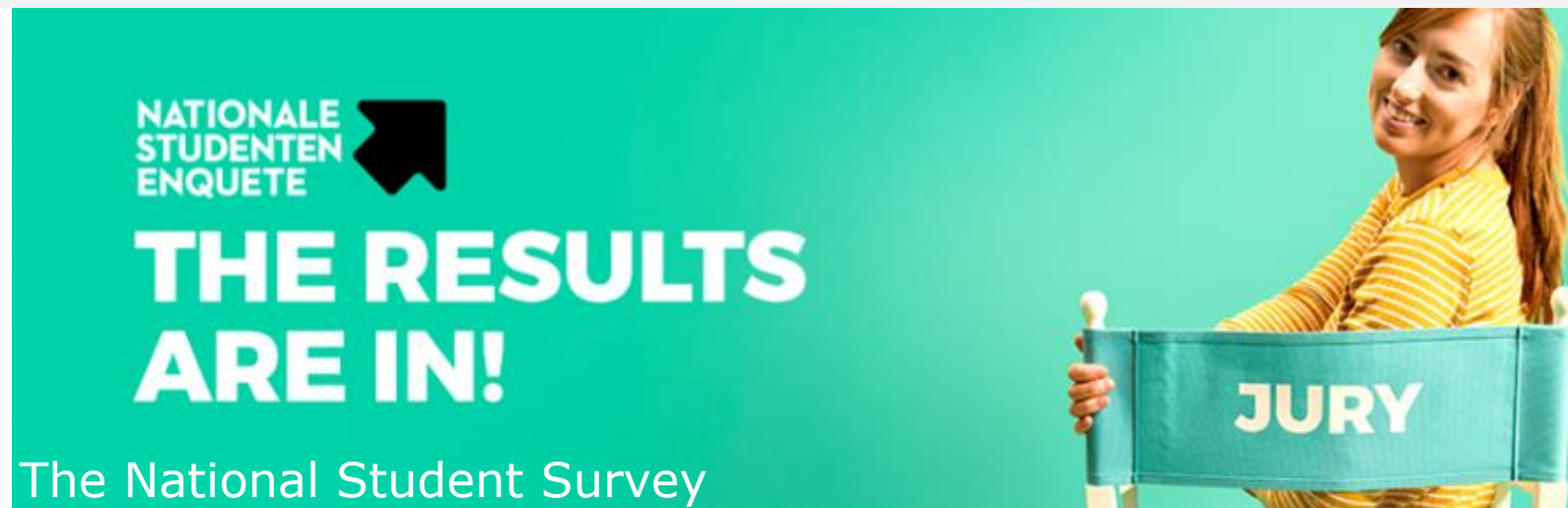
Academic, focus on research

3 year bachelor programmes

Home to  
international  
students



Dutch  
programmes:  
great value  
and  
reputation



ZU  
YD



# Zuyd UAS



- Campuses in Maastricht – Sittard – Heerlen  
The Netherlands
- Approx. 14.000 students
- Approx. 12% international students
- 52 Bachelor programmes, 15 Master programmes,  
4 associate degrees and 1 pre-bachelor
- Of which 5 international, fully English-taught  
programmes

International  
programmes

European  
Studies

International  
Business

Interdisciplinary  
Arts

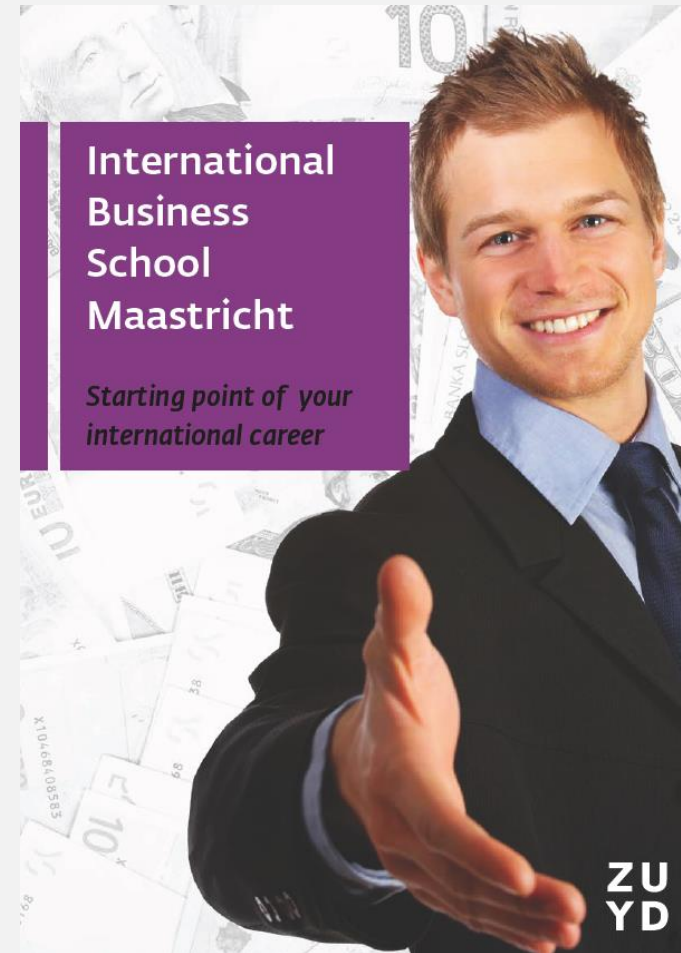
Music

Hospitality  
Management



# International Business School

Bachelor of Business  
Administration  
International Entrepreneurship  
Marketing  
Finance  
Management  
Communication (languages)  
Law



Year 1 and 2

**International business challenge**

**Knowledge**

**Intercultural business**

**Coaching**



# Intercultural business

## Doing business in Spanish speaking countries

- French speaking countries
- German speaking countries
- Asia
- Euregion; Dutch for foreigners



International business awareness



# CULTURE

Intercultural proficiency



**Year 3**

**INTERNSHIP ABROAD  
EXCHANGE  
MINOR**



*One of them in accordance with chosen intercultural line*



# Development of soft skills

**NEEDED**  
**WHAT ARE ~~21~~ST CENTURY SKILLS? THESE 4 C's:**

**C**

**COMMUNICATION**

Sharing thoughts,  
questions, ideas &  
solutions

**C**

**COLLABORATION**

Working together to  
reach a goal. Putting  
talent, expertise,  
and smarts to work

**C**

**CRITICAL  
THINKING**

Looking at problems in  
a new way and linking  
learning across  
subjects & disciplines

**C**

**CREATIVITY**

Trying new approaches  
to get things done equals  
innovation & invention

# Opportunity Management Maastricht

To become a manager  
or entrepreneur in  
hospitality industry  
Business School  
320 Students  
admitted (Selection)  
Living on Campus





**'Dutch Hotello'**  
**strong brand**

HMSM focus areas:  
Gastronomy  
Global Mind  
Innovative entrepreneurship

**'Made in Maastricht'**

allround hotel- and hospitality manager,

innovative and creative,

critical thinker,

Social and a go-getter personality

with a global mindset

and a feeling for gastronomy

Bachelor  
Business  
Administration

Accounting / Finance / Economics / Marketing  
Law / Ethics / Organisational Behavior /  
Operations and Strategic Management /  
Communications / Statistics /  
Management Information Systems



# Hospitality Management

## **First Year**

Hotel Operations  
Hotel Business

## **Second Year**

People and Business in  
Hospitality Industry  
Operational Internship



## **Third Year**

Strategic Management and  
Change Management in  
Hospitality  
Two minors or Study Exchange  
Program

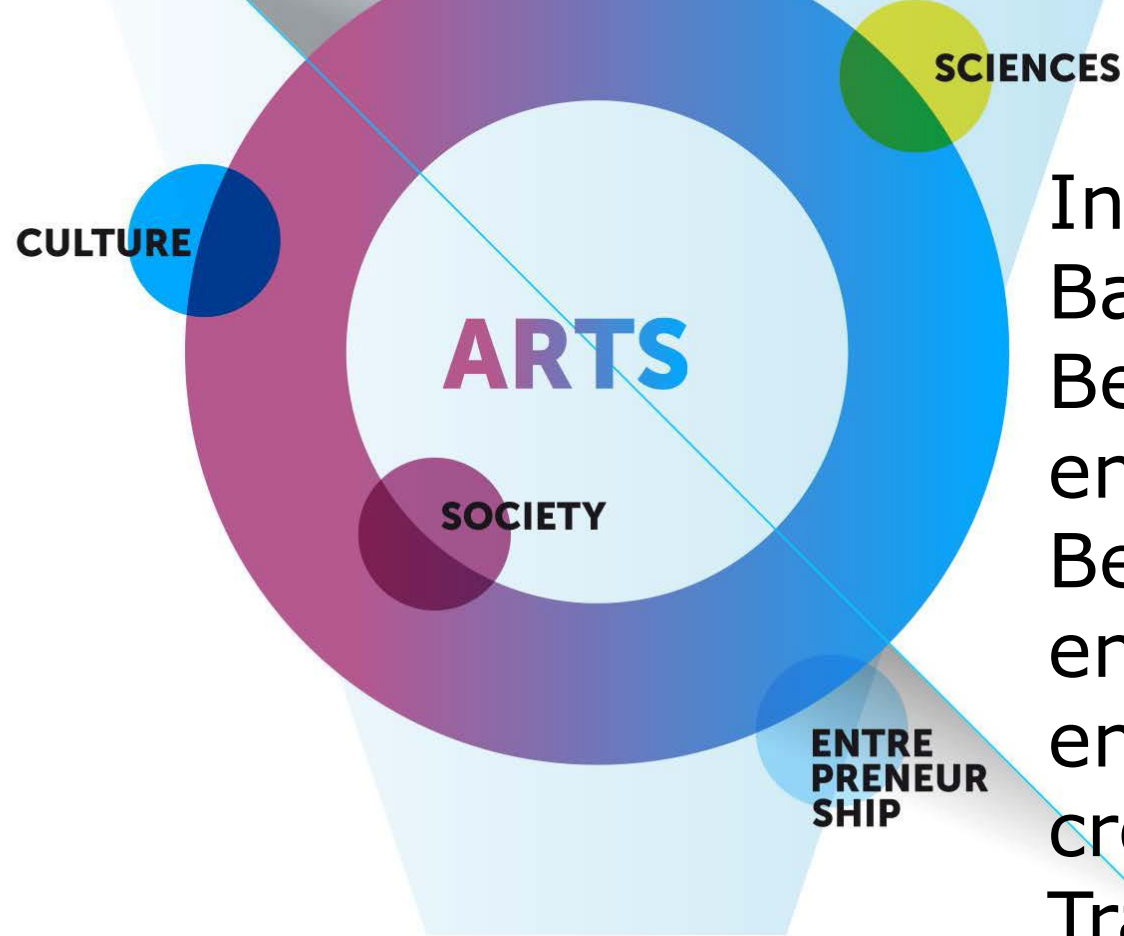
## **Fourth Year**

Management Project  
Management Internship



Teaching Hotel





Intensive 3-year  
Bachelor  
Become critically  
engaged artist  
Become inquiring,  
entrepreneurial, socially  
engaged thinkers and  
creators  
Translate social and  
scientific issues into  
artistic and  
interdisciplinary practice

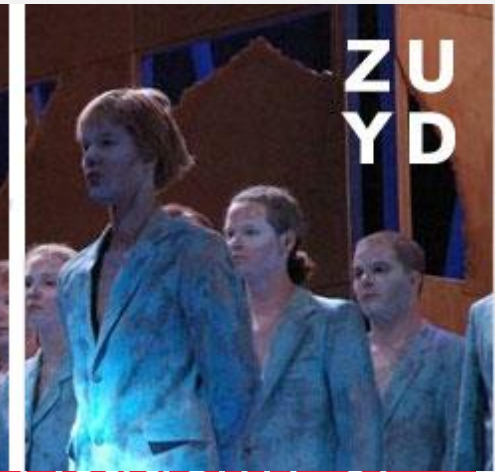
# Interdisciplinary Arts (iArts)

10/18/2018

Artistic skills, academic  
reflection, research,  
entrepreneurship  
Project-based  
Focus on society  
Real-world projects  
(Inter)national partners







Internationally-  
oriented  
Maastricht Music  
City  
450 students (48  
different  
nationalities)  
Many events

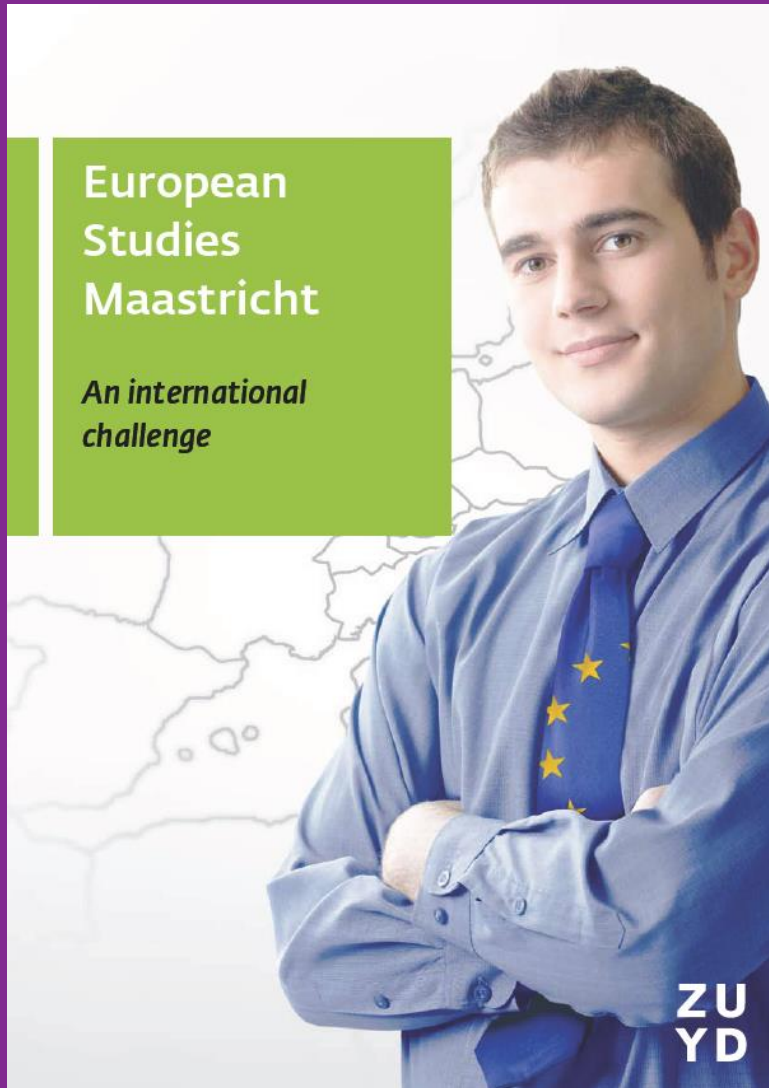
Music

Maastricht  
Academy of  
Music

Classic Music Program (Instruments and Conducting)  
Jazz (Latin, Funk, Rock)  
Music in Education







- Full-time program taught in English
- EU, Economics, Culture, Communication, EU Law, Politics, International Marketing, Public Affairs, Research, Languages
- Bachelor of Arts
- <https://www.zuyd.nl/en/programmes/european-studies>

## How to apply for our programmes



Please note: The Netherlands don't have a centralised application procedure!

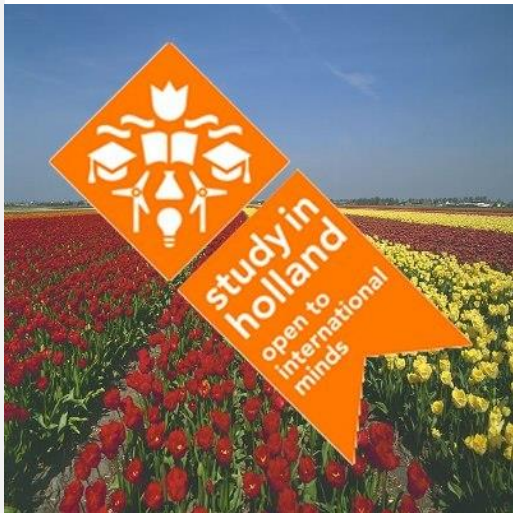
At Zuyd all applicants need to apply through Studielink first.  
Please refer to the hand-out for an overview of the Studielink Process.

[www.studielink.nl](https://www.studielink.nl)

Please make sure students also check application deadlines!



## More on scholarships



### Zuyd Excellence Scholarship

- For non-EU students  
€ 3,600 discount on 7,564/8,700 tuition fees
- Per academic year, max. 4 years
- Selection based on motivation, reference letters and academic performance.
- Application deadline May 1st and December 1st

### Study in Holland Scholarship

- For non-EU students
- € 5000 (one off scholarship spread over two semesters)
- Selection done together with Zuyd UAS, application together with above scholarship
- Application deadline May 1st

### Alternative scholarships available

- Maastricht-Chengdu scholarship



Alumni  
Annabelle Junk &  
Clara Lenfers

Prospects for Zuyd graduates are very good!

## The Netherlands

- very supportive to international students/graduates looking for work
- Orientation Year

Furthermore Maastricht (+region) has lots of internationally minded companies employing internationals, such as the universities, Mercedes-Benz, academic hospital, DSM, Sabic, Bayer, Brightlands, etc.

# Get in touch

## **Website**

International.zuyd.nl

## **Mail**

study@zuyd.nl

**Facebook**  
**Follow us at**  
Zuyd University  
of Applied  
Sciences