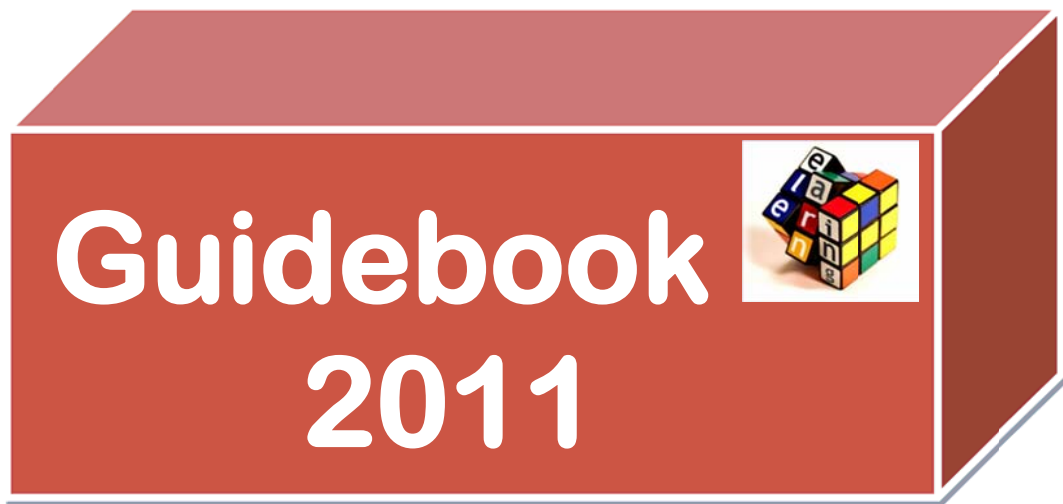




**HOTELSCHOOL THE HAGUE**  
*PERFORMANCE MANAGEMENT BV*



## Foreword

Dear EGCOA / CMAE member,

Welcome to the world of online learning.

In 2010 Hotelschool The Hague Performance Management B.V. in cooperation with EGCOA and CMAE designed the first online course: Membership, Marketing and Food & Beverage for Clubs Management. This pilot course was offered in October 2010 and was successfully completed by 16 online participants.

This course will be offered again during the following dates:

- Start Wednesday 11 May 2011 - Finish Wednesday 29 June 2011
- Start Wednesday 12 October 2011 - Finish Wednesday 30 November 2011

If you wish to sign up for this course please do not hesitate to contact me as soon as possible.

Enjoy reading this guidebook about online learning.

We look forward to another successful year online and we hope to see you soon in Cyber Space.

Kind Regards,

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*Account Manager / eLearning Coordinator*



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## Chapter 1 - General Information

### 1. Hotelschool The Hague Performance Management

#### 1.1. Who are we?

Hotelschool The Hague Performance Management BV is a subsidiary company of Hotelschool The Hague, one of the oldest and most renowned hotel management institutes in the world.

Performance Management BV specializes in offering customized training & development solutions for International hotel companies. These solutions are offered both online and through on-site workshops for middle managers and upwards. For more information please visit [www.hotelschool-hpm.nl](http://www.hotelschool-hpm.nl)

#### 1.2. What do we offer for EGCOA & CMAE Club Managers?

In October 2010, the following pilot course started: Membership, Marketing and Food & Beverage for Clubs Management Course.

This course consists of six modules divided over six weeks. You can compare this with a “**Living Classroom**”.

When we started thinking about introducing e-learning as an additional method of training, we decided to take the learner as a starting point and not the course topic. We know that a manager in our industry often has a working week of more or less 60 to 70 hours.

The question then is how many hours per week can such a learner still study concentrated. After some deliberations we came to the conclusion that an average study load of 5 hours per week is feasible. The second question was: how many weeks can people stay motivated to work on a course next to their work? We came to the conclusion that 6 weeks is a period that learners can oversee and handle. Our conclusion therefore was that, whatever the subject, our online courses will always have

that format in order to reduce the number of drop outs to a minimum, if any. The courses are taught by our tutors, all professionals within their domain.

## Chapter 2 - The Online Courses

### 2.1. Summary of the different courses

Currently there is one course available:

- Membership, Marketing and Food & Beverage for Clubs Management

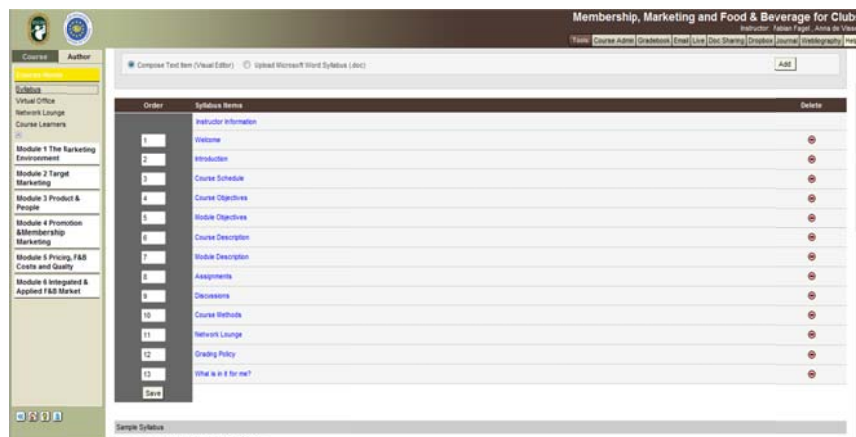
### 2.2. Construction and general information of each course

As mentioned in the previous paragraph, each course has been divided into **6 modules** and participants will work on **one module each week** with an approximate study load of **5 hours**. Within the course a learner studies simultaneously with **10 to 20 other colleagues** from EGCOA & CMAE and is asked to exchange information and enter into discussions with them by participating in the tutor-monitored threaded discussions.

Each course is build up as follows:

#### Course Home

- Syllabus



- Network Lounge

There is nothing better than a little bit of relaxing after some hard studying. Therefore you are invited to join your classmates from Europe in the Network Lounge. This lounge is meant to be for social purpose only. It is an opportunity to get to know your fellow classmates in a pleasant and relaxing environment

- **Course Learners**  
An overview of introductions & photos of the online learners
- **Virtual Office**  
Online office where learners can post their questions about the course

### **Module 1 (2, 3, 4, 5 and 6)**

- **Introduction**
- **Reading**  
A study text about the modules' subject, often with hyperlinks to more information on the internet. The participants have to read through a text and a summary, in which that week's subject is thoroughly explained.
- **Summary**  
A summary of the reading in a PowerPoint presentation.
- **Assignment**  
The participants will have to work on a practical assignment related to that week's theory within the context of their own company. This assignment is handed in to the tutor. He or she will grade the assignment and provide personal feedback.
- **Discussion**  
The last part of the module consists of a discussion. The participants are asked to respond to a statement or question related to that week's theory. In addition to their own contribution, it is expected that each participant also responds to contributions of their colleagues. This will create an interactive on-line discussion. The course facilitator will closely monitor this discussion to maximise the output.

Each module starts on **Monday**. From that point on the course is open, meaning the participants can enter the reading, the summary, the assignment and they can and should take part in the weekly discussion. The discussion lasts from **Monday to Friday**. Assignments are to be handed in on **Monday afternoon**.

### 2.3. Orientation Course

As mentioned before, each course takes **six weeks**. In the days leading up to module 1 (week 0), we invite participants to take part at the **orientation course**. This course takes approximately 2 to 3 hours of their time and guides them through the online course, explains them what the course entails, what they can expect and how the different tools should be used.

To enter this course the learner needs an username and password, which will be send by mail **1 week prior to week 0**.

### 2.4. Registration for course

Learners need to fill out a registration form and sent this to [onlinelearning@hthld.nl](mailto:onlinelearning@hthld.nl)  
It is also possible to submit your registration online. This can be done through the website [www.hotelschool-hpm.nl](http://www.hotelschool-hpm.nl)

**An explanation of online payment and registration will be communicated before 31 January 2011.**

### 2.5. Grading

The participants will be graded on a scale of 0-100%. ***The overall passing grade for the course is a minimum of 70% out 100%.***

***Maximum points per assignment per week: 10% (\*6 weeks = 60%)***

***Maximum points per discussion per week: 5% (\*6 weeks = 30%)***

***Bonus points: 10% at the end of course (These points are awarded for outstanding work and participation)***

The grading of the assignments will be based on the following percentages:

- 0% if no assignment is handed in
- 5% if the assignment is insufficient (during module 1 & 2, insufficient assignment will be assigned 6% to stimulate the participant in improving their work)
- 6% to 10 % depending on the quality level of the assignment

The grading for the weekly discussion will either be 0% (in case of no or insufficient participation) and 5% in case of good participation.

On successful completion of a course, participants will receive a certificate recognising their achievement.

### 2.6. Course Fee

The costs of the courses are € 750,00 (for EGCOA & CMAE members) or € 950,00 per learner which need to be paid by company separately prior to the course starts.

### 2.7. Invoices

The invoice will be sent to the participating companies prior to the start of the course.

### 2.8 Cancellation Policy

Please note that there is a strict cancellation policy:

1. Payment of the course must be done BEFORE the start date
2. Cancellation before start of course: NO CHARGE
3. Cancellation after start of course but before Module 1: 50% of the course fee is refunded
4. Cancellation after Module 1: 100% (No refund of course fee)

### 2.9. General Course Rules

- The learner should be online at least before the **end of week 1** (meaning they have week 0 and week 1 to notify us ([fbart@thld.nl](mailto:fbart@thld.nl).) in case of any “problems”: e.g. away from the office, or busy so we can try to find a solution).

### 2.10. Evaluation

Just after module 5 the learners are asked to fill out the evaluation form. The learners have to fill out this form first, before they can continue with the next module. This is done in order to get the maximum response which enables us to adapt the course for the benefit of both parties.



## Chapter 3 - Communication

### 3.1. Communication to the learner

- **A confirmation email**, confirming of the registration + more information will be send 2 weeks prior to the start of the course.
- **2 days** prior to the starting date of the course the learners receive an email with their **login username and password, information regarding the course and the course schedule**. They can enter the course on [www.hpm-elearning.com](http://www.hpm-elearning.com)
- **1 week** prior to the starting date of the course the learners receive an email requesting them to send a short introduction of themselves including a picture to [fbaart@hthld.nl](mailto:fbaart@hthld.nl). This information is uploaded to the gateway in order to get to know each other.
- At the start of the course the participants receive an email every week to welcome them into the new module and to stimulate them to communicate with each other.
- During the course the learners are asked to fill out an evaluation form designed by HTH Performance Management.

**All the emails are sent by the e-Course Coordinator.**

## Chapter 4 - Questions

Should you have any further questions and or remarks after having read this document, please do not hesitate to contact the e-Learning Manager (Fabienne Baart) from Hotelschool The Hague Performance Management at [fbaart@hthld.nl](mailto:fbaart@hthld.nl)

**Thank you for taking your time to read this guidebook. We look forward to welcoming you and your club managers online soon!**