

# Facts & Figures

2024

CREATING MEANINGFUL EXPERIENCES



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**‘Creating Meaningful Experiences  
is at the heart  
of the BUas community’**

# Foreword

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In today's reality, we must find new ways to remain healthy, consume less energy and use fewer resources, protect the environment, and deal with the threat of increasing geopolitical instability and other possible new crises. Apart from enabling solutions, technology poses new challenges of its own. Robotisation, digitalisation and AI will transform industries, the nature of work itself and individuals' relations to society.

We are expected to deliver committed professionals who can lead us through these transitions. In our learning communities, together with industry partners, we do so by educating for a continuously changing world and empowering young professionals on their journey to shape a better world.

So far, we have delivered 36,851 alumni (October 2023). The ease with which they find employment is an indicator of success. So is the degree to which they are sought after by the industries we serve because they have a ‘+’ that sets them apart and because of their positive impact.

Making meaningful impact, contributing to solutions to the challenges we are facing in a rapidly changing world. Creating Meaningful Experiences is at the heart of the BUas community and I am proud of everything we do. The facts & figures in this little orange booklet serve to demonstrate this.

## **Dr Jorrit Snijder**

President of the Executive Board  
Breda University of Applied Sciences

## **Ingrid Timmermans RA**

Member of the Executive Board  
Breda University of Applied Sciences

## VISION



Educating for and in a continuously changing world

## MISSION



Empowering young professionals on their journey to shape a better world

## AMBITION



Being more than a university of applied sciences, heading for BUAs+

# About us

We are a specialist, diverse and inclusive university of applied sciences where personal innovative capacity is encouraged. We aim to be a university of applied sciences+ with industry-relevant, high-quality, small-scale and innovative education and research. We are committed to preparing our students for highly skilled professional employment in a globalised and sustainable world. We have committed ourselves to the Sustainable Development Goals of the United Nations and green is leading in everything we do. Sustainability and responsible use of AI are the transversal themes that cut across our education, research and operations.

The success we enjoy as an international knowledge institute is due to our focus on creating an excellent academic learning environment for all: students, lecturers, researchers, graduates, and industry professionals. In our multidisciplinary learning communities, we encourage everyone to speak up, take initiative and explore new opportunities.

Moreover, we embrace diversity of both people and education, as this enriches our community and fosters an open, inclusive environment where people can collaboratively learn, work, experiment and create, and – by doing so – shape a bright future.



**7,089** STUDENTS | **26%** INTERNATIONAL



**885** EMPLOYEES | **21%** INTERNATIONAL

### Our student population (7,089) consists of:

- > 6,549 bachelor's students
- > 231 associate degree students
- > 271 master's students
- > 38 pre-master's students

 SINCE 1966



# Our domains of expertise

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Our strength and uniqueness derive from our intense collaborative processes within our strongly related domains, but also from sharing, enhancing, challenging and cultivating knowledge across the boundaries of these domains.



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

Since the establishment of our institute in 1966, we have transformed and evolved within our fields of interest and anticipated changes in society at large, creating new domains out of existing study programmes to respond to changing industry needs, thus ensuring curriculum relevance.



# Students

OVERALL, OCTOBER 2023



## TOTAL STUDENT NUMBERS



LEISURE & EVENTS

**1,648 | 24%**



BUILT ENVIRONMENT

**640 | 9%**



TOURISM

**1,404 | 20%**



LOGISTICS

**423 | 6%**



MEDIA

**868 | 12%**



FACILITY

**352 | 5%**



HOTEL

**811 | 11%**



DATA SCIENCE & AI

**229 | 3%**



GAMES

**714 | 10%**



103 COUNTRIES OF ORIGIN

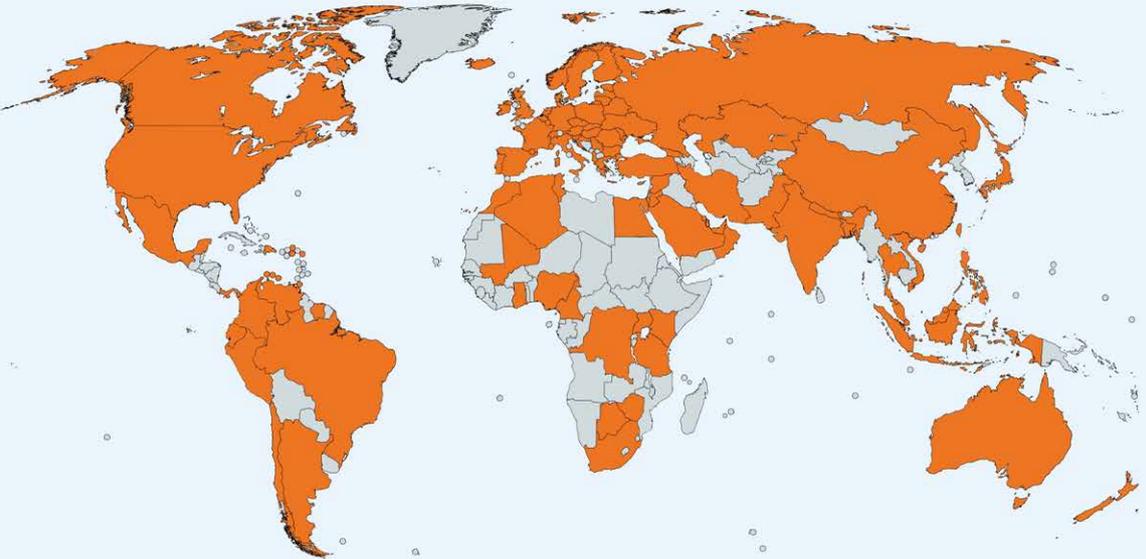


1,822 INTERNATIONAL STUDENTS (26%)

# International students

The world has become increasingly interconnected and globalised, and our institute reflects this ongoing trend. At Breda University of Applied Sciences, we are deeply engaged in a wide variety of international relationships – from international exchange programmes to double degrees and research collaborations.

In our view, internationalisation - and the diversity which it brings - is a driver for change and improvement that has spurred the innovative capacity of our institute, our graduates and the Netherlands as a trading nation.



## OUR 103 COUNTRIES OF ORIGIN

ALBANIA ALGERIA ANDORRA ARGENTINA ARUBA AUSTRALIA AUSTRIA BAHREIN BANGLADESH BELARUS BELGIUM BONAIRE  
BOTSWANA BRAZIL BRUNEI BULGARIA CAMEROON CANADA CHILE CHINA COLOMBIA CROATIA CURAÇAO CYPRUS CZECH  
REPUBLIC DEMOCRATIC REPUBLIC OF THE CONGO DENMARK DOMINICAN REPUBLIC ECUADOR EGYPT ESTONIA FINLAND FRANCE  
GEORGIA GERMANY GHANA GREECE GUADELOUPE HUNGARY ICELAND INDIA INDONESIA IRAN IRELAND ISRAEL ITALY JAPAN  
JORDAN KAZAKHSTAN KENYA LATVIA LITHUANIA LUXEMBOURG MALAYSIA MALI MEXICO MONACO MOROCCO NEPAL  
NETHERLANDS NEW ZEALAND NIGERIA NORWAY OMAN PAKISTAN PANAMA PERU PHILIPPINES POLAND PORTUGAL QATAR REPUBLIC OF  
MOLDOVA ROMANIA RUSSIA SAUDI ARABIA SERBIA SINGAPORE ST EUSTATIUS ST MAARTEN SLOVAK REPUBLIC SLOVENIA SOUTH  
AFRICA SPAIN SURINAME SWEDEN SWITZERLAND SYRIAN ARAB REPUBLIC TAIWAN TANZANIA THAILAND TRINIDAD AND TOBAGO TUNISIA  
TURKEY UGANDA UKRAINE UNITED ARAB EMIRATES UNITED KINGDOM UNITED STATES OF AMERICA VENEZUELA VIETNAM ZIMBABWE

# Degree programmes

		LANGUAGE	NEW ENROLMENTS	TOTAL STUDENTS	INTERNATIONAL STUDENTS
<b>BUILT ENVIRONMENT</b>					
BSc	Built Environment	English	80	264	160
BSc	Built Environment	Dutch	90	376	2
<b>DATA SCIENCE &amp; AI</b>					
BSc	Applied Data Science & Artificial Intelligence	English	164	229	145
<b>FACILITY</b>					
BSc	International Facility Management	English	117	352	33
<b>GAMES</b>					
BSc	Creative Media and Game Technologies	English	177	686	215
MSc	Game Technology	English	17	28	17
<b>HOTEL</b>					
BA	Hotel Management	English	218	811	134
<b>LEISURE &amp; EVENTS</b>					
BA	Leisure & Events Management	English	189	664	243
BA	Leisure & Events Management	Dutch	302	884	4
BSc	Leisure Studies   Academic	English	3	15	4
MSc	Leisure and Tourism Studies   Academic	English	13	17	8
MBA	Imagineering	English	10	21	11
MA	Strategic Events Management	English	15	30	13
Pre-M	Pre-Master Leisure & Tourism Studies	English	15	17	7

# Degree programmes

		LANGUAGE	NEW ENROLMENTS	TOTAL STUDENTS	INTERNATIONAL STUDENTS
<b>LOGISTICS</b>					
BSc	Logistics Engineering	English	26	66	49
BSc	Logistics Engineering	Dutch	13	73	
BSc	Logistics Management	English	46	98	73
BSc	Logistics Management	Dutch	33	147	2
MSc	Supply Chain Management	English	35	39	23
<b>MEDIA</b>					
BA	Creative Business	English	177	793	313
MA	Media Innovation	English	34	75	37
<b>TOURISM</b>					
Ad	AD Tourism Management	Dutch	110	231	12
BA	Tourism Management	English	125	536	212
BA	Tourism Management	Dutch	101	471	4
BSc	Tourism   Academic	English	24	84	17
	Joint degree with Wageningen University				
MA	Tourism Destination Management	English	41	55	24
MA	Sustainable Outdoor Hospitality Management	English	6	6	3
Pre-M	Pre-Master Strategic Business Management	English	21	21	7



## Minor tracks

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In our multidisciplinary minors, students and lecturers from various degree programmes work on issues from professional practice. Our multidisciplinary minors are:

- + Crowd Safety in Hubs & Events
- + Change Management: how to successfully drive change in organisations
- + Duurzame Gebiedsontwikkeling (Dutch only)
- + A Supply Chain Challenge in the Bicycle Industry
- + International Urban Redevelopment: Towards Sustainable Cities and Mobility
- + Last Mile in the City
- + Bridging your Field of Expertise with Data Science & Artificial Intelligence
- + A Minor for Interdisciplinary Innovation and Collaboration
- + Building Your Own Business
- + Esports Event & Media Management
- + How to Shape a Sustainable World?
- + The Business of Hotels
- + Design and Strategies for Themed Entertainment
- + Co-Creating Events & Designing Experiences
- + Storytelling in Experience Design
- + Designing Processes for Societal Impact Making
- + Live Music & Dance Events
- + Strategic Events Management
- + Designing Future-Proof Liveable and Attractive Destinations
- + Aviation Management
- + Newways Training Company: practical experience in (business) events and travel
- + Digital Marketing in Tourism
- + Tourism Impact Lab

For detailed information on our multidisciplinary minor offerings, check [BUas.nl/en/programmes/minors](https://BUas.nl/en/programmes/minors).

 **191** OUTGOING EXCHANGE

 **131** INCOMING EXCHANGE

# International student mobility programmes



## SOME OF OUR PARTNER UNIVERSITIES

ATENEO DE MANILA UNIVERSITY FACHHOCHSCHULE KUFSTEIN TIROL THOMAS MORE MECHELEN UNIVERSITY OF RIJEKA UNIVERSIDADE FEDERAL FLUMINENSE (UFF) UNIVERSITY OF CENTRAL FLORIDA VANCOUVER ISLAND UNIVERSITY RYERSON UNIVERSITY INSTITUTO DE FORMAÇÃO TURÍSTICA THE HONG KONG POLYTECHNIC UNIVERSITY DONGHUA UNIVERSITY ERHVERVSAKADEMI DANIA (DANIA UNIVERSITY COLLEGE) JYVÄSKYLÄN AMMATTIKORKEAKOULU HELSINKI METROPOLIA AMMATTIKORKEAKOULU HAAGA-HELIA AMMATTIKORKEAKOULU UNIVERSITÉ DE SAVOIE MONT BLANC AUDENCIA NANTES SCHOOL OF MANAGEMENT COLOGNE BUSINESS SCHOOL HOCHSCHULE FULDA BUDAPESTI GAZDASÁGI FŐISKOLA LONDON SCHOOL OF MANAGEMENT NATIONAL UNIVERSITY OF IRELAND UNIVERSITÀ DEGLI STUDI DI ROMA 'TOR VERGATA' UNIVERSITY OF PROMORSKA MANCHESTER METROPOLITAN VIDZEMES AUGSTSKOLA TAYLOR'S UNIVERSITY KRISTIANA UNIVERSITY COLLEGE JAGIELLONIAN UNIVERSITY UNIVERSIDADE DO ALGARVE IMC KREMS HANGYANG UNIVERSITY UNIVERSIDAD POLITÉCNICA DE VALENCIA UNIVERSIDAD DE DEUSTO HÖGSKOLAN DALARNA ISTANBUL BILGI ÜNİVERSİTESİ BOURNEMOUTH UNIVERSITY EDINGBURGH NAPIER UNIVERSITY NORTHERN ARIZONA UNIVERSITY JOHNSON AND WALES UNIVERSITY HOCHSCHULE HEILBRONN ESCUELA SUPERIOR DE HOSTELERIA Y TURISMO SANT IGNASI GRIFFITH UNIVERSITY

We consider international experience of great importance. That is why we encourage students to spend part of their studies at one of our partner universities abroad. Our network of 177 highly reputed institutions abroad offers exchange places to our students.

In 2022-2023, 191 students went abroad on an exchange programme. In return we welcomed 131 students from these partners to Breda, where they joined the international student community.

 **177** PARTNER UNIVERSITIES

# Research | Key themes

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Our BUAs-wide research programme has five cross-domain key topics. It addresses current and future societal challenges and focuses on research that has local relevance within the global context.

## Experiences

**Every day, in all places,  
people feel, sense and live  
experiences**

Understanding their nature and motivations allows us to support experiences for cultural understanding, social inclusion, and social transition

## Digital Realities

**More and more,  
people also interact  
in digital realities**

Understanding their potential enables us to contribute to using digital realities for better governance and management of societal challenges

## Places and Flows

**People come together  
in physical places  
and they organise flows of goods  
and services to facilitate their lives**

Understanding these interactions enables us to contribute to liveable places and sustainable flows

## Artificial Intelligence

BUAs aims to leverage AI as a transformative tool, while keeping ethical consideration at the forefront, and bring about meaningful outcomes

## Sustainability Transitions

BUAs supports (current and future) professionals in identifying, crafting, and implementing sustainability transition pathways

Our Research & Development programme is:

- + beyond applied
- + guided by societal challenges
- + cross-domain and transdisciplinary
- + connected to education
- + connected to industry



# Our key topics in research

- + **Creative and Entertainment Games**  
Content, creation, and cultural context of artistic/entertainment video games.
- + **Smart Cities and Logistics**  
The role and place of city logistics innovations in transition towards smarter and sustainable cities.
- + **Digital Media Concepts**  
Creating and testing new immersive media strategies and content (VR, AR, MR).
- + **Storytelling**  
Storytelling research and design, with and for the leisure, tourism and hospitality industry.
- + **Digital Transformation in Cultural Tourism**  
Researching the application of digital realities within the realm of cultural tourism
- + **Sustainability, Tourism and Transport**  
The mitigation of tourism and transport impacts on the environment.
- + **Leisure and Tourism Experiences**  
Measurement and design of leisure and tourism experiences and their impacts.
- + **Sustainability Transitions**  
Supporting (current and future) professionals in identifying, crafting, and implementing sustainability transition pathways
- + **Placemaking and Events**  
Analysing the relationship between people, places and events.
- + **Tourism Impacts on Society**  
The impacts of tourism on society.
- + **Serious Games, Innovation & Society**  
Playful organisations and learning systems.
- + **Urban Mobility Planning**  
Research on the interaction between the built environment and mobility.



# BUas Skills for Life

These are the skills that empower students on their way to shape a better world

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## + Creating meaningful experiences

*The capability to have societal impact through meaningful learning experiences, an innovative and entrepreneurial mindset, with global vision, local sensibilities, and sustainable ambitions.*

We do so by creating meaningful learning experiences in connection with the industry and through small-scale and intensive education.

## + Integrating and shaping the future in a hyperconnected world

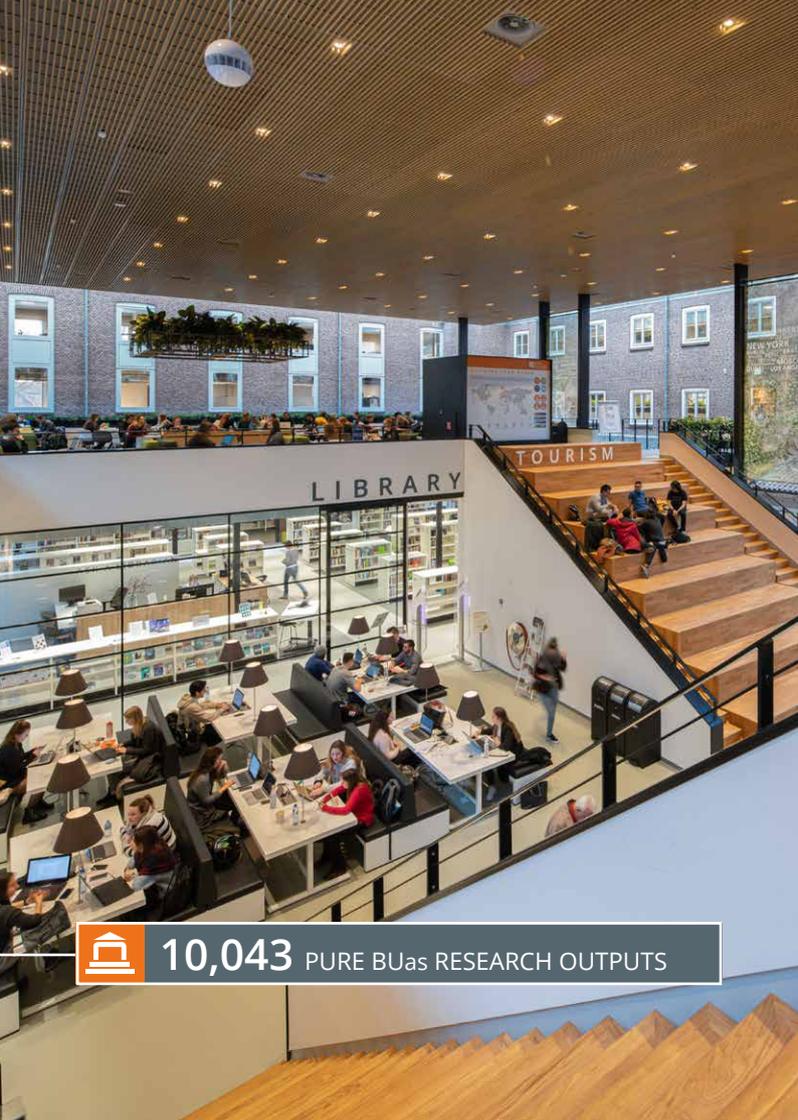
*The capability to balance facts and feelings, integrate cross-domain and cross-cultural contexts, using data and technology, and develop knowledge and toolage to shape future industry.*

That is why we develop cross-domain learning communities, a global mindset in a diverse classroom by integrating research and education.

## + Courage and personal leadership to become a self-directing professional

*The capability to make sense of your purpose and role in the world; the self-awareness to speak up and address difficulties, make choices to reach goals and to contribute to valid decision making.*

We offer room for personalisation and student ownership of learning, leading to both personal and professional development.



# Library

The BUas Library contains a vast number of books, ebooks, databases, journals, game consoles, video games, board games and learning products of our students such as theses.



**39,524** (E-)BOOKS AND REPORTS



**81** DATABASES



**41,683** (E-)JOURNALS



**744** GAMES (VIDEO GAMES & BOARD GAMES)

Information literacy support is provided by one-to-one sessions with students ('Meet with a librarian' programme) and online and offline training for students and staff. The Library also offers quiet study areas and self-service equipment. The Copyright Information Point gives advice and information on copyright issues and offers support in open-access publishing.

Pure is the research information system bringing together key information on research and business activities of BUas. The system is used for reporting and showcasing research outputs and activities at [pure.buas.nl](https://pure.buas.nl).



**10,043** PURE BUas RESEARCH OUTPUTS

# Connected to the industry

Breda University of Applied Sciences has strong collaborations with industry partners around the globe. Together we provide students with relevant and up-to-date education within full-time and executive degree programmes.

## Built Environment



## Facility



## Games



## Hotel



## Innovation Square

Entrepreneurial and innovative industry professionals are welcome guests to us. Innovation Square is a platform for students, graduate students, researchers and industry professionals from Breda and far beyond. You will find seats-to-meet facilities, room for brainstorming sessions, as well as flexible workspaces. It is also possible to hire a space for your business or event.

## Leisure & Events



## Logistics



## Media



## Tourism





## Practical learning in the industry

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We build strong connections and work closely together with government, industry, education and research partners. Students gain experience in our multidisciplinary learning communities and training companies, such as Sibelicious, Newways and Production House. Our 36,851 alumni – having taken their careers to all corners of the world – are contributing to as well as shaping the industry.

In the academic year of 2022-2023, a total of 2,472 students served the industry by performing work placements and graduation assignments. A total of 589 (24%) of these students did so at a company outside the Netherlands.

These practical curriculum components last between 12 to 40 weeks. They are spent in companies and organisations where our bachelor's students gain valuable practical experience and work on research and other assignments specifically related to their field of study. Our students engage in industry-relevant learning throughout their entire course of study; they acquire specific, hands-on practical experience.



**2,472** PLACEMENTS & GRADUATION ASSIGNMENTS



# Our rankings

The quality of education and research at BUas is demonstrated by high ratings in recognised international and national rankings.

## International rankings

- + **QS Ranking**  
> BUas #27 (2023) | in Hospitality & Leisure Management – worldwide
- + **Academic Ranking of World Universities (ARWU/Shanghai)**  
> BUas #75-100 (2023) | in Hospitality & Tourism Management
- + **Princeton Review rankings**  
> BUas #10 (2023) | as Top 50 Game Design – Graduate – worldwide  
> BUas #11 (2023) | as Top 50 Game Design – Undergraduate – worldwide
- + **GAMEducation (The Global Association for Media Education)**  
> BUas #02 (2022) | European Ranking Game Schools  
> BUas #03 (2022) | World Ranking Game Schools
- + **Rookies World School Rankings**  
(For the Best Creative Media & Entertainment Art Schools worldwide)  
> BUas #09 (2023) | Best Game Design & Development  
> BUas #04 (2023) | Best Production Excellence - 3D Animation  
> BUas #06 (2023) | Best Production Excellence - Console Games  
> BUas #11 (2023) | Best Production Excellence - Immersive Media

## National rankings

- + **Keuzegids & Elsevier Best Studies**  
The most important national Dutch rankings for Bachelor and Master's programmes are Keuzegids and Elsevier Best Studies, with several top and good BUas rankings (see [BUas.nl](https://www.buas.nl)).



# Recognition & accreditation

Our education and research are highly valued by a wide range of international organisations. Our degree programmes are accredited at national level by the NVAO (the Accreditation Organisation of the Netherlands and Flanders).

We have received international recognition from (among others):





# Finances

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## Income (x mln) 2022

OCW government funding	€ 66,2 (77%)
Other government funding and grants	€ 4,8
Course, tuition and exam fees	€ 10,3 (12%)
Income from work for external clients	€ 2,3
Other income	€ 2,5
<b>Total income</b>	<b>€ 86,1</b>

## Expenditure (x mln) 2022

Personnel expenses	€ 63,9 (78%)
Depreciation	€ 4,0
Accommodation costs	€ 2,8
Other institutional costs	€ 11,5
<b>Total expenditure</b>	<b>€ 82,2</b>

Most of the income generated consists of OCW government funding (77%) and tuition fees (12%). Personnel costs (78%) are the largest expenditure component.

*Source: Annual Report 2022*



# Discover our campus!

All domains of Breda University of Applied Sciences can be found on our campus at Mgr. Hopmansstraat in Breda, the Netherlands. The campus consists of three buildings including a former convent.

The buildings are situated in a green, park-like, environment at the edge of the city centre. There are many opportunities for meeting people and finding inspiration, and to work together on campus.

# The city of Breda



Breda is a charming city in the south of the Netherlands with over 186,000 inhabitants. It originated in 1252 when it was granted 'city rights'. This vibrant and historical city is home to over 20,000 students – both Dutch and international. Apart from century-old buildings, it contains loads of hip, fun and affordable food outlets and lifestyle spots. The small scale of the city suits the educational vision of Breda University of Applied Sciences. It makes both the city and its residents easily accessible. For more information: [welkominbreda.nl/en](http://welkominbreda.nl/en).



 **20,000** STUDENTS

 **186,000** INHABITANTS



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

Mgr. Hopmansstraat 2  
4817 JS Breda | The Netherlands  
T: +31 76 533 22 03  
E: [communications@buas.nl](mailto:communications@buas.nl)  
[www.BUas.nl](http://www.BUas.nl)

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YouTube



Breda  
University  
OF APPLIED SCIENCES