Discover Your World

FACTS & FIGURES

STUDENTS: 7367
NEW ENTRY STUDENTS: 1898
TOTAL PLACEMENTS: 1961
OUTGOING EXCHANGE STUDENTS: 203
INCOMING EXCHANGE STUDENTS: 157
NUMBER OF STAFF AT BUAS: 796
STUDENT NATIONALITIES: 69
PARTNER INSTITUTIONS: 1190
INTERNATIONAL STUDENTS: 149
INTERNATIONALS (STAFF): 132
LOREM IPSUM
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At Breda University of Applied Sciences, the combination of state-of-the-art education, relevant research, and cooperation with international businesses ensures that our students earn more than just a degree. They are given the opportunity to develop the relevant skills and experiences in order to integrate seamlessly into the modern global market or start their own businesses through our entrepreneurship programme and start-up accelerator. Our institute is attuned to the needs and demands of local, national, and international organisations, because we work in close cooperation with them.

We specialise in small-scale, high-quality education, where the personal development of students comes first. Our curricula in the domains of Built Environment, Facility, Games, Hotel, Leisure & Events, Logistics, Media and Tourism are innovative and globally oriented. Within this educational field, we are not only the largest in the world, we are also highly accredited.

As President of Breda University of Applied Sciences, I’m very proud of what we have to offer to both students and professionals. Our global reach is real and tangible, as you will read in this booklet, and the future of our institute is bright, with new innovations in education and research on the way. I hope to welcome you at our campus one day.

Elisabeth Minnemann & Nico van Os
Executive Board Breda University of Applied Sciences
About us

We are a specialist, diverse and inclusive university of applied sciences where personal innovative capacity is encouraged. Our vision is to be an international leading knowledge institute with industry-relevant, high-quality, small-scaled and innovative education and research. We are committed to preparing our students for highly skilled professional employment in a globalised and sustainable world.

The success we enjoy as an educational institute is due to our focus on creating an excellent academic learning environment for all: students, researchers, graduates, and professionals. In our multidisciplinary learning communities, we encourage everyone to 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, and discover.

7,224 STUDENTS

798 EMPLOYEES

THE NETHERLANDS BREDA
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 in a natural manner to ensure curriculum relevance. We have committed ourselves to the Sustainable Development Goals and this commitment is reflected in our study programmes and research.

Our domains of expertise

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.

Built Environment  Facility  Games  Hotel
Leisure & Events  Logistics  Media  Tourism

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 in a natural manner to ensure curriculum relevance. We have committed ourselves to the Sustainable Development Goals and this commitment is reflected in our study programmes and research.
Students
OVERALL, NOVEMBER 2019

7,224 TOTAL NUMBER OF STUDENTS

6,820 BACHELOR'S
192 MASTER'S

195 ASSOCIATE DEGREE
17 PRE-MASTER'S

1,288 INTERNATIONAL STUDENTS

1,179 BACHELOR'S
95 MASTER'S

6 ASSOCIATE DEGREE
8 PRE-MASTER'S

2,007 NEW FIRST-YEAR STUDENTS

1,785 BACHELOR'S
100 MASTER'S

107 ASSOCIATE DEGREE
15 PRE-MASTER'S

NUMBER OF STUDENTS PER DOMAIN

TOURISM 1,823 | 25%
LEISURE & EVENTS 1,666 | 23%

MEDIA 888 | 12%
HOTEL 752 | 10%

GAMES 666 | 9%
LOGISTICS 548 | 8%

BUILT ENVIRONMENT 474 | 7%
FACILITY 407 | 6%
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 and, ultimately, our graduates.
### Degree programmes

<table>
<thead>
<tr>
<th>Degree Programme</th>
<th>New Enrolments</th>
<th>Total Students</th>
<th>International Students</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tourism</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BA Tourism Management</td>
<td>167</td>
<td>731</td>
<td>243</td>
</tr>
<tr>
<td>BA Tourism Management in Dutch</td>
<td>149</td>
<td>709</td>
<td>8</td>
</tr>
<tr>
<td>BSc Tourism (joint degree with Wageningen University)</td>
<td>48</td>
<td>128</td>
<td>29</td>
</tr>
<tr>
<td><strong>Leisure &amp; Events</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>BA Leisure &amp; Events Management</td>
<td>193</td>
<td>858</td>
<td>168</td>
</tr>
<tr>
<td>BA Leisure &amp; Events Management in Dutch</td>
<td>243</td>
<td>701</td>
<td>7</td>
</tr>
<tr>
<td>BSc Leisure Studies</td>
<td>12</td>
<td>35</td>
<td>6</td>
</tr>
<tr>
<td><strong>Media</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BA Creative Business</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; International Media and Entertainment Management</td>
<td>203</td>
<td>821</td>
<td>248</td>
</tr>
<tr>
<td><strong>Games</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSc Creative Media and Game Technologies</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; International Game Architecture and Design</td>
<td>178</td>
<td>656</td>
<td>156</td>
</tr>
<tr>
<td><strong>Hotel</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BA Hotel Management</td>
<td>202</td>
<td>752</td>
<td>139</td>
</tr>
<tr>
<td><strong>Facility</strong></td>
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</tr>
<tr>
<td>BSc International Facility Management</td>
<td>121</td>
<td>407</td>
<td>37</td>
</tr>
</tbody>
</table>
## Degree programmes

### Bachelor's Degrees

<table>
<thead>
<tr>
<th>Programme</th>
<th>Enrolments</th>
<th>Total Students</th>
<th>International Students</th>
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</thead>
<tbody>
<tr>
<td><strong>Logistics</strong></td>
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<td></td>
</tr>
<tr>
<td>BSc Logistics Engineering</td>
<td>9</td>
<td>49</td>
<td>27</td>
</tr>
<tr>
<td>BSc Logistics Engineering in Dutch</td>
<td>29</td>
<td>158</td>
<td>0</td>
</tr>
<tr>
<td>BSc Logistics Management</td>
<td>34</td>
<td>101</td>
<td>55</td>
</tr>
<tr>
<td>BSc Logistics Management in Dutch</td>
<td>58</td>
<td>240</td>
<td>2</td>
</tr>
<tr>
<td><strong>Built Environment</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSc Built Environment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; International Spatial Development</td>
<td>49</td>
<td>121</td>
<td>51</td>
</tr>
<tr>
<td>BSc Built Environment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt; Ruimtelijke ordening en planologie</td>
<td>in Dutch</td>
<td>28</td>
<td>120</td>
</tr>
<tr>
<td>&gt; Urban Design</td>
<td>in Dutch</td>
<td>46</td>
<td>151</td>
</tr>
<tr>
<td>&gt; Mobiliteit</td>
<td>in Dutch</td>
<td>16</td>
<td>82</td>
</tr>
</tbody>
</table>

### Associate Degree

<table>
<thead>
<tr>
<th>Programme</th>
<th>Enrolments</th>
<th>Total Students</th>
<th>International Students</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tourism</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad AD Tourism Management</td>
<td>107</td>
<td>195</td>
<td>6</td>
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</tbody>
</table>
## Degree programmes

### MASTER'S DEGREE

<table>
<thead>
<tr>
<th>Course</th>
<th>New Enrolments</th>
<th>Total Students</th>
<th>International Students</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOURISM</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA Tourism Destination Management</td>
<td>36</td>
<td>60</td>
<td>42</td>
</tr>
<tr>
<td><strong>LEISURE &amp; EVENTS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MSc Leisure and Tourism Studies</td>
<td>5</td>
<td>16</td>
<td>3</td>
</tr>
<tr>
<td>MBA Imagineering</td>
<td>17</td>
<td>39</td>
<td>15</td>
</tr>
<tr>
<td>MA Strategic Events Management*</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>MEDIA</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MA Media Innovation</td>
<td>34</td>
<td>67</td>
<td>29</td>
</tr>
<tr>
<td><strong>GAMES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MSc Game Technology</td>
<td>8</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td><strong>LOGISTICS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MSc Leadership in Supply Chain Management**</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

### PRE-MASTER'S DEGREE

<table>
<thead>
<tr>
<th>Course</th>
<th>New Enrolments</th>
<th>Total Students</th>
<th>International Students</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LEISURE &amp; EVENTS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-master Leisure and Tourism Studies</td>
<td>15</td>
<td>17</td>
<td>8</td>
</tr>
</tbody>
</table>

*This programme starts in September 2020

**This programme is due to start in January 2021
Minor tracks

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

> Resilient Entrepreneurship
> Crowd Safety in Hubs & Events
> Esports Event and Media Management
> Co-Creating Events & Designing Experiences
> Placemaking & Shaping Destinations
> Sustainability, Social Responsibility & Professional Identity

For our complete range of multidisciplinary minor offerings, check KiesOpMaat.nl.

Next to the multidisciplinary minor tracks, students have the option to choose a programme specific minor track to deepen their domain specific knowledge.
Our Library maintains a vast number of books, databases, journals, and learning products of our students, such as placement reports and theses. It 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 Breda University of Applied Sciences. The system is used for reporting and showcasing research outputs and activities at pure.buas.nl.

- **38,000** (E-)BOOKS AND REPORTS
- **70+** DATABASES
- **96,000** (E-)JOURNALS
- **7,160** PURE BUas RESEARCH OUTPUTS
Our students are encouraged to spend part of their studies at one of our partner universities abroad.

Our network of 128 highly reputed institutions abroad offers 350 places to our students.

In 2018-2019, 158 students went abroad on an exchange programme. In return we welcomed approximately the same number of students from these partners to Breda, where they are part joined the international student community.
Learning does not stop with a degree or diploma. In order to be able to keep pace with developments in society, lifelong learning is required. We offer accredited master’s programmes in close collaboration with national and international industry partners: the Executive Master in Imagineering and the Executive Master in Media Innovation. These English-taught master’s programmes have been designed specifically for professionals who want to improve their strategic and creative thinking skills and acquire a deeper theoretical and practical understanding of the developments in society.

We provide tailor-made training programmes to professionals within our domains. Ranging from masterclass to master’s degree level, these programmes are customised - tailored to the client's business needs or specific personal ambitions.
Research

Our research has an interdisciplinary character. By joining forces – not only within our domains, but also with government, education and research – we are capable of developing innovative solutions to current challenges in industry and society. Making crossovers between our closely related research domains guarantees the strength and innovative nature of our applied research. In our research, we distinguish three main themes; see left page.

In our research we collaborate with various partners, such as CELTH and LCB. Both centres of expertise are supported by the Dutch government.

This centre identifies trends and developments in the hospitality sector, initiates cooperation between industry and education, and supports market participants, public authorities and destinations through research.

Logistics Community Brabant brings together business, education, government and research to create inspiring innovations for the logistics sector of today and tomorrow in the province of Noord-Brabant.

Read more on our focus in research on the next page.
OUR FOCUS IN RESEARCH

BUILT ENVIRONMENT
Designing urban and rural areas
Investigating how to organise safe and sustainable traffic and transport.

TOURISM
Researching & measuring the effects of tourism worldwide
Focusing on sustainable tourism and transport, social and economic impact of tourism, and digitisation of tourism.

GAMES & MEDIA
Digitally enhanced realities
Investigating new ways of human interaction in environments designed with games and digital media by using virtual and augmented reality, blended with big data, geo-data, simulations, robotics and artificial intelligence.

Experience Lab
Our Experience Lab facilitates our research projects with prototyping, wearables, tracking devices, augmented reality, virtual reality and more.

LOGISTICS
Smart companies and smart cities
Improving of economic and financial aspects of global logistics through innovative solutions.

HOTEL & FACILITY
Sustainable hospitality and experience design
Creating optimal contexts for designing hospitality experiences that simultaneously address the experience economy and sustainability developments.

LEISURE & EVENTS
Leisure experiences and events & placemaking
Developing experiences to improve the quality of life by using tools such as storytelling and imagineering | Measuring experiences in the experience lab by using behavioural and neuroscientific tools.
Breda University of Applied Sciences has strong collaborations with companies around the globe. Together we provide students with contemporary education within full-time and executive degree programmes.

### Connected to the industry

Breda University of Applied Sciences has strong collaborations with companies around the globe. Together we provide students with contemporary education within full-time and executive degree programmes.

**Tourism**
- TUI
- Singapore Airlines
- Anwb
- Holland
- Breda Marketing

**Leisure & Events**
- Ahoy
- Efteling
- ID&T
- Europa Park
- Vlissingen Theater

**Media**
- Google
- Samsung
- Episodio
- Media Monks

**Games**
- Ubisoft
- Sony
- Epic Games
- Houdini
- Guerrilla

### 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.

**Hotel**
- Hilton
- Accor
- Marriott
- Odyssey
- Sircle

**Facility**
- Hospitality Group
- JLL
- CBRE
- Sodexo

**Logistics**
- Samsung
- Ricoh
- UPS
- Penske
- DSV

**Built Environment**
- Provincie Noord-Brabant
- CiVITAS
- Vereniging Delta Metropool
- Arriva
- Provincie Brabant
- Vereniging Delta Metropool
- Avantium
We work closely together with partners in business, society, education, and government in order to ensure strong links to industry. Our education and research programmes reflect current issues, trends and priorities. Our more than 32,000 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 2018-2019, a total of 2,359 students served the industry by performing work placements and graduation assignments. A total of 672 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.
Our education and research is 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).

Keuzegids 2019, a major national ranking system, awarded quality marks to 4 of our programmes:
- Built Environment
- Creative Media and Game Technologies
- Hotel Management
- International Facility Management

We receive international recognition from:
Finances

Income (x mln) 2018
OCW government funding € 50,4
Other government funding and grants €   2,8
Course, tuition and exam fees € 14,8
Income from work for external clients €   1,2
Other income €   3,4
Total income € 72,6

Expenditure (x mln) 2018
Personnel expenses € 53,9
Depreciation €   2,6
Accommodation costs €   4,3
Other institutional costs € 12,8
Total expenditure € 73,6

Most of the income generated consists of OCW government funding (68%) and tuition fees (22%). Personnel costs (73%) are the largest expenditure component.

Themes to fulfil government quality agreements
We are committing extra resources to the quality of education (€ 1,9 million in 2019, running up to € 5,4 million in 2024):
> Developing learning communities
> Expanding personalised educational options
> Expanding our teaching staff
> Enhancing international industry connections
> Improving student well-being
> Improving study success
Discover our campus!

All domains of Breda University of Applied Sciences can be found on our new 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 to meet and inspire each other, and to work together on campus.
The city of Breda

Breda is a charming city in the south of the Netherlands with over 184,000 inhabitants. It originated in 1252 when it was granted ‘city rights’. This vibrant and historical city is home to over 22,000 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.

Watch the video: ‘Breda Place to Be Welcome’