Breda University of Applied Sciences

MASTER STRATEGIC EVENTS MANAGEMENT



Combine your work in the events industry with one day of studies a week on our campus in Breda, create meaningful experiences, and learn how to use events as a strategic tool.

2027-2028

2 years, 60 ECTS

APPLY
EU/EEA:
before 15 August

Master of Arts

Group size:
approx. 20 students
(25% international)

1 day of lectures
1.5 days of
independent study

EEA tuition fee *
€2,150 (2027-2028)

* Please check BUas.nl for detailed information

In general

- A programme for young professionals with some degree of experience in events, looking to specialise further in this dynamic, fast-moving and experience-driven industry – and to help innovate it.
- It is a two-year part-time master's programme in which you combine working in the events industry with one study day per week on our campus in Breda, in addition to independent study.
- Throughout the programme, you will work on assignments that are largely applicable to your own professional context, allowing you to put your newly acquired knowledge into practice within your organisation straight away.

Strategic Value Creation

- You will learn how to make a real impact with events, creating added value for individuals, social groups, businesses and society as a whole.
- You will get to work with Strategic Value Creation, discovering how to create meaningful experiences built on personal and compelling concepts.
- In co-creation, you will learn to approach events as strategic tools, enhancing both the event itself and its impact.

Examples of jobs

- Global Events Manager
- Strategic Events Manager
- Marketing Manager
- Creative Strategist
- Creative Events Producer
- Head of Events
- Sustainable Manager
- Corporate Events Manager

Curriculum overview

Year 1

Modules

- Business Strategy
- Innovation & Change
- Responsible Event Strategies
- Experience Design
- Event Marketing

Year 2

- Collaboration & Co-Creation
- Strategic Value Creation
- Graduation

Go to **BUas.nl** for a complete curriculum overview.

Combining work with studies
This is a two-year, part-time programme with one day of classes on campus per week.
For full requirements, check **BUas.nl**.

Visit our LinkedIn showcase page

WHAT'S NEXT



Is this programme for you?

You are more than welcome if you:

> have a bachelor's degree, for example in the field of leisure, events, tourism, sports, hotel, facility, culture, communication, business or economics – though applicants with a degree in another discipline are equally welcome to apply.

> are professionally engaged with events through, for example, employment, freelance work or a traineeship.

> have relevant work experience in or related to events, and a strong personal motivation, not only based on career motives.

> have an EU/EEA nationality.

Eligible candidates will be invited for an intake interview.

Not sure? Check the full admission requirements at **BUas.nl**.

BUas in short

> Over **60 years of applied education and research**, with 40,000+ graduates worldwide

> Master's degrees in **Logistics, Media, Games, Tourism, Leisure & Events, Imagineering**

> **International classroom** and teaching staff with strong industry connections

> **Personal, small-scale environment**, lecturers know you by name and are readily accessible

> **Green, safe, innovative campus**, a short walk from Breda city centre (the Netherlands)

Your next step?

Still exploring?
Read more at **BUas.nl**, join a webinar, visit our open day or chat with a student or staff member.

Ready to apply?
Check the application procedure and full admission requirements. Deadlines: EU/EEA before 15 August, non-EU before 1 June.

Questions?
Email: strategicevents@buas.nl



Breda University
OF APPLIED SCIENCES