

Open Days | On Campus

- > 22 November 2025 | 11.00 - 14.00 hrs
- > 7 March 2026 | 11.00 - 14.00 hrs
- > 9 April 2026 | 18.00 - 21.00 hrs

Pre-master Strategic Business Management & Marketing

2026-2027

About Breda University of Applied Sciences

- > Professional and academic master's degree programmes in the fields of:
 - > Games
 - > Leisure & Events
 - > Logistics
 - > Media
 - > Tourism
- > International and highly qualified staff
- > Interactive and student-centred teaching style
- > 7,000 students from over 80 countries
- > About 38,500 graduates, working around the globe
- > Only 100 km from both Amsterdam and Brussels
- > Green and modern campus near the city centre of Breda

Programme facts

- > English-taught
- > 1-year, 75 ECTS
- > You will attend this programme in your final year of your professional bachelor's programme
- > Upon completion of this pre-master's programme, you will receive a pre-master's certificate and a bachelor's degree of the programme you completed

Are you in search of in-depth knowledge on business-related issues? Do you want to take your intellectual and research skills to a next level? Then apply for the academic Pre-master Strategic Business Management and Marketing of Breda University of Applied Sciences. Successful completion will give you direct access to Master of Science programmes at our academic partner universities.

FOR WHOM

- > We offer all regular and fast-track students from Breda University of Applied Sciences (BUAs) the opportunity to attend the academic pre-master Strategic Business Management and Marketing (SBM) in their final year of studies.
- > Students from other universities of applied sciences can also enrol for the final year at BUAs.
- > Upon completion, you will have direct access to the Master of Science programmes in business-related studies at our academic partners such as Nyenrode Business Universiteit and the universities of Rotterdam, Amsterdam, Maastricht, Tilburg or Brussels and to the Master of Science Leisure and Tourism Studies or the Master Supply Chain Management at BUAs.

WHY CHOOSE THIS PRE-MASTER'S PROGRAMME?

- > As research of Maastricht University has shown, SBM graduates are performing exceptionally well in their Master of Science programmes and belong to the top of MSc graduates at all partner universities.
- > You can earn your academic Master of Science degree title in just one year after graduating from the pre-master's track, thus saving you one year!
- > You will be part of an international classroom consisting of some 30 top-performing and motivated students and will be individually supported by a tutor.
- > You will learn how to conduct academic research in an area that has your specific interest, for instance e-tourism, hospitality, sports or culture, media, creative industry, logistics management or urban planning.



Combining business activities with academic research

The academic pre-master Strategic Business Management and Marketing bridges the gap between your professional bachelor's degree and a Master of Science in business-related studies. The study programme (75 ECTS) will prepare you for the academic master's degree level and is made up of five course modules (42 ECTS) and an individual research project (33 ECTS).

Course modules

1. Qualitative and Quantitative Research Methods & Applied Statistics | 12 ECTS
2. Strategic Marketing (Global Strategic Marketing, Customer Relationship Management, Marketing Communication) | 9 ECTS
3. Business Administration (Strategic Management, Financial Management, Human Resource Management) | 12 ECTS
4. Sociological Approach to Consumer Behaviour | 3 ECTS
5. Research Practica and Academic Skills | 6 ECTS

Individual research project

Based on methodological research standards you will perform an applied research project (graduation thesis) on a business-related topic within a company, in a sector and in a country of your own choice. Research practica, individual professional coaching by qualified tutors, and a training course in Academic Skills (reading and writing) will support you.

Admission requirements

- > Only 30 top-performing bachelor's students will be selected.
- > Interested candidates have earned 180 ECTS at BUAs or at another business-related higher education institute.
- > After selection, it is strongly recommended to take a 'Profile XT Test' - measuring your intellectual skills, attitude and preferences - to optimise support and coaching.
- > Please check the detailed admission requirements at BUas.nl

Want to apply?

Send a well-motivated application letter, along with your CV, a recent photograph, and a complete list of academic results to programme manager Laurent Snoeckx via snoeckx.l@buas.nl. At BUas.nl you will find detailed information about the application procedure.

Ready for any challenge!

"The SBM pre-master was challenging, but motivated me to develop myself in ways I never expected. This SBM year prepared me exceptionally well for the Master of Science International Management that I am now pursuing at Erasmus University Rotterdam. I have learned to think analytically and perform under pressure. Completing this programme also made me more resilient, ready for any challenge!"

Gabriela

Continued her studies with an MSc programme in Rotterdam after graduating in SBM



CREATING MEANINGFUL EXPERIENCES