

Work with our students

Placement, graduation, and practical assignments



Leisure & Events



CREATING MEANINGFUL EXPERIENCES



As a partner in the leisure and events industry, we would be happy to work with you. The students of our professional bachelor's programme in Leisure & Events Management can set to work for you on a work placement, a graduation assignment or a practical assignment.

Leisure & Events Management

The professional bachelor's programme of Leisure & Events Management is taught both in English and in Dutch and prepares students for careers in the world of leisure and events. The programme has a practical orientation and is delivered by highly qualified and international lecturers with years of experience in the industry.

Our students are trained to become (international) Leisure & Events Managers capable of combining creativity, business acumen and organisational skills to develop leisure products.

During their course of study, students work on real-life industry assignments and projects. We inspire our students to develop their talents and personal capacity for innovation and apply all this to practice straight away. As a result, they will arrive at innovative, meaningful solutions, tailored to your organisation.

In short

- > Dutch-taught and English-taught
 - > 4 years (3-year track for vwo graduates and for havo graduates with mbo Marketing & Evenementen, De Rooi Pannen)
 - > 20- to 40-week placement in year 2 and/or year 3
 - > Graduation project of about 20 weeks
 - > Graduation title: Bachelor of Arts (BA)
- > Career examples:
 - Event Coordinator
 - Conference Organiser
 - Concept Developer
 - Policy Advisor
 - Programme Manager at a pop venue or theatre
 - Project Manager at a sport federation
 - Operations Manager at a theme park

About Breda University of Applied Sciences

Breda University of Applied Sciences (BUAs) is a specialist and global higher education organisation in Breda, the Netherlands.

On our green and small-scale campus and in our diverse learning communities, students, staff and industry partners empower each other to shape a better world by Creating Meaningful Experiences.

They do so in the fields of Tourism, Leisure & Events, Hotel & Facility Management, Built Environment, Logistics Management, Game Design, Creative Business and Data Science & AI.

For more information, please go to BUas.nl/en.

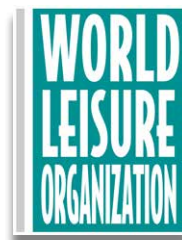




In the first two years, students are provided a basis for operational management, concept development & marketing, project management and stakeholder management. Our students have a fresh outlook, are enthusiastic young adults, are good at thinking out of the box and dare to dive into the deep end.

Good to know

- > Learning to do business is central to our learning community. We encourage our students to start their own business; a setting in which they may even graduate.
- > With over 55 years of experience, we have an extensive international network. We cooperate closely with companies in the industry who help us design the curriculum and who supply practical assignments for this purpose.
- > We are internationally recognised by, among others, the UN World Tourism Organization and the World Leisure Organization: WLO has designated us as one of the seven World Leisure Centres of Excellence.

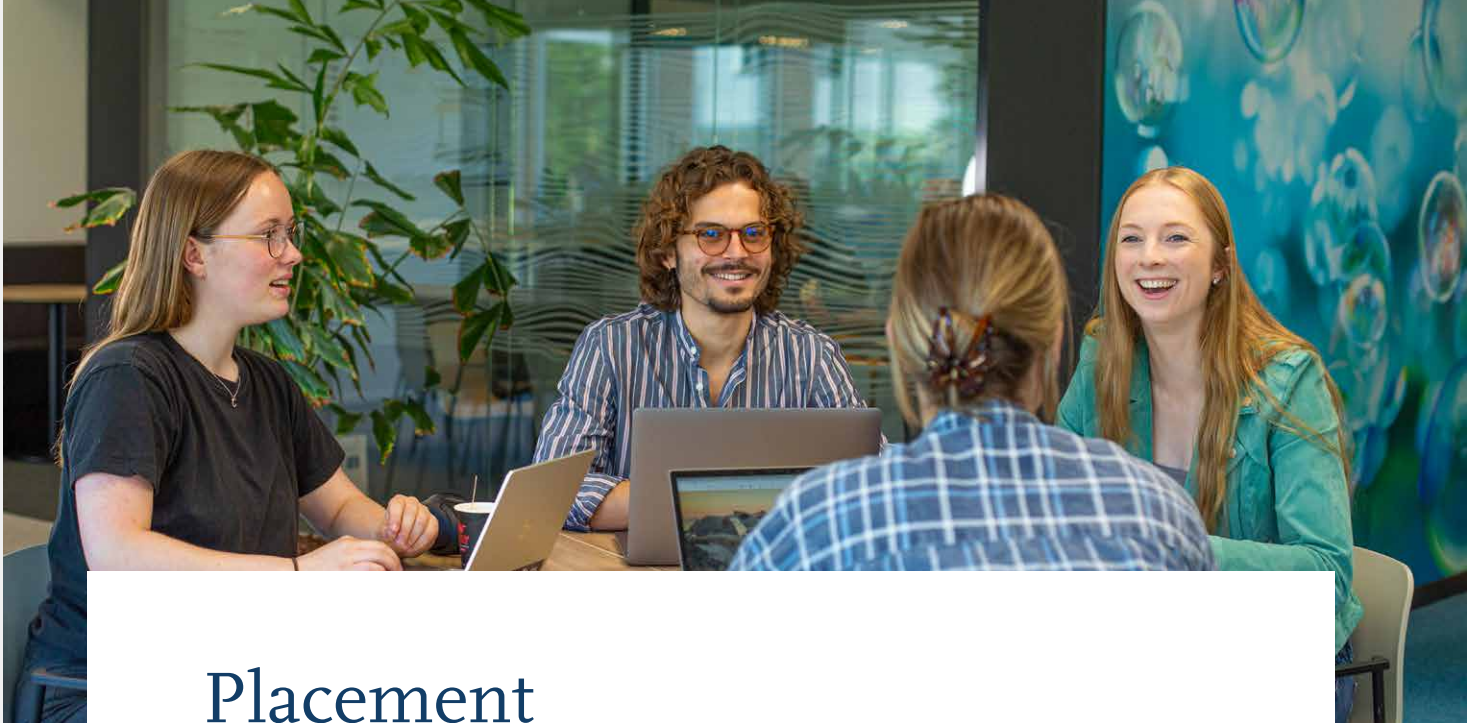


Thanks to BUAs we have an influx of new talents with a fresh outlook and good theoretical knowledge

“BUAs is the ideal cooperation partner for us. Young talents fit in well with MTD’s personnel policy, focusing on development and having a go-getter mindset. Thanks to BUAs, we have an influx of new talents with a fresh outlook and good theoretical knowledge. We as MTD – with the worldwide events that we engage in – offer an international learning environment in which they are provided ample scope to develop in practice.”

Michiel van Kessel

Chief Human Resources Officer at MTD



Placement and graduation assignment

Together in one learning community

The work placement takes place in year 2 and/or year 3. Students, lecturers, and companies form a learning community, in which they learn from and with each other. With your knowledge and experience you can teach our students what it is like to work in the leisure and events industry.

The guiding principle is for the student to use his/her knowledge and experience during their work placement to lift his/her knowledge and competencies to a higher level. As a cooperation partner in the learning community, you will have access to the knowledge and creativity of our young professionals and specialist lecturers.

The graduation project is an individual assignment. The student will set to work on an assignment for a specific organisation within the leisure & events sector and eventually deliver a final product providing proper substantiation and details, doing his/her own field research to substantiate the final product.

Student availability

Our students are available for a work placement of 20 or 40 weeks in their second year and/or third year of study. The placements start every year in September and February. Starting the placement at another moment is possible after consultation. In their fourth year of study, students are available from February onwards for a 20-week graduation project. An earlier or later start date can be arranged.





How can our students help you?

To give you an idea of how our students can help you, here is a brief overview of activities and assignments that students can conduct in their placements or graduation projects.

Work placements

- > Organising a festival, event or conference
- > Developing a leisure concept that fits in with the values of the organisation and its target group(s)
- > Developing a marketing plan or a (social media) communication plan
- > Drawing up roadmaps, personnel or financial plans/schedules
- > Drawing up budgets, acquiring sponsorship funding, writing a policy plan about volunteer involvement
- > Stakeholder Management: directing cooperation and managing co-creation
- > Design Thinking: human-centred innovation; this approach supports the development of relevant, original, and creative solutions
- > Analyses: network analysis, stakeholder analysis, contextual analysis and support base analysis and feasibility analysis to contribute to the development of a project plan, concept or marketing plan.

Graduation assignments

Projects that students work on

- > Improving pre-exposure and post-exposure
- > Sustainability plan
- > Business model
- > Improving guest experience
- > Drafting a story concept
- > Stakeholder plan

Deliverables

- > Plan
- > Book
- > Toolkit
- > Game
- > Manual





Practical details | Placement & Graduation assignments

The placement and the graduation assignment are important components of the study programme, aimed at giving students the opportunity to gather information about relevant trends and developments that give them a good insight into the industry. Students also build up a network in the industry.

During the placement period, the student incorporates his/her innovative and relevant ideas into a portfolio, demonstrating the accomplishment of his or her main personal development aims. During the graduation period, the student works on a complex assignment in your organisation.

On the part of the degree programme, the student will be supervised by a lecturer. In addition to supervising the student, the role of the supervising lecturer comprises sharing knowledge and acting as a sparring partner. The supervising lecturer gives advice to both student and host company about the specific details of the placement and the execution of the placement or graduation assignment and monitors progress.

If you are interested in working with our students, please be aware that the following is expected of you:

- > You will appoint a company supervisor who has ample experience in the Leisure & Events sector, and who is willing to share his/her knowledge with the student and can assume a coaching role.
- > Together with the student, the company supervisor will discuss the possible assignment(s) and workday activities, which are a balanced mix of challenges and routine tasks. In the case of a graduation assignment, the company supervisor will discuss the graduation proposal including assignment description(s) with the student.
- > The company supervisor will spend time on the student (at least three hours a week) to explain things, use the student as a sounding board, take the student out into the professional world, and give critical feedback. For the graduation project, supervision is one to two hours a week.
- > The host company offers a professional workplace and reimbursement for costs incurred (travel expenses, accommodation).



My placement experience gives an enormous boost to my personal and professional development

"I am seen as a true employee at my host company Salute. The more I put in, the more faith they have in me, and so they give me more work. The working hours can sometimes be tough, but that is part of the event sector. My company supervisor shows that the company appreciates me, and I can even produce my own small events. As a result, my placement experience has given an enormous boost to my personal development."

Alaiza den Hartog

Student doing her placement at Salute (Cape Town, South Africa)



Cases from professional practice

A key component of the Leisure & Events Management programme involves students working on real-life cases drawn from professional practice. You, as a client, have a vital role to play in this respect.

Industry Experience

In the Industry Experience track, first-year students get to know the Leisure & Events industry, gain work experience, and start building a network. They do so by conducting operational activities and visiting companies.

Projects in year 1 or 2

In the first and second years of study, you may commission students to do a project for you. Students will work on it in groups for an average of five weeks.

Just think of assignments in the area of:

- > Event Management
- > Consumer Behaviour
- > Storytelling
- > Business Innovation
- > Guest Experience

In the past few years, we completed projects with our students for, among others, Stadsbrouwerij De Koninck Antwerp, Breepark, Coca Cola, DGTL festival, Extrema, and Plopsaland.

Minor in the final year

In the final year of study, students choose a broadening or deepening minor. Part of this minor is doing a research assignment for a company. The students do so in groups for five months.

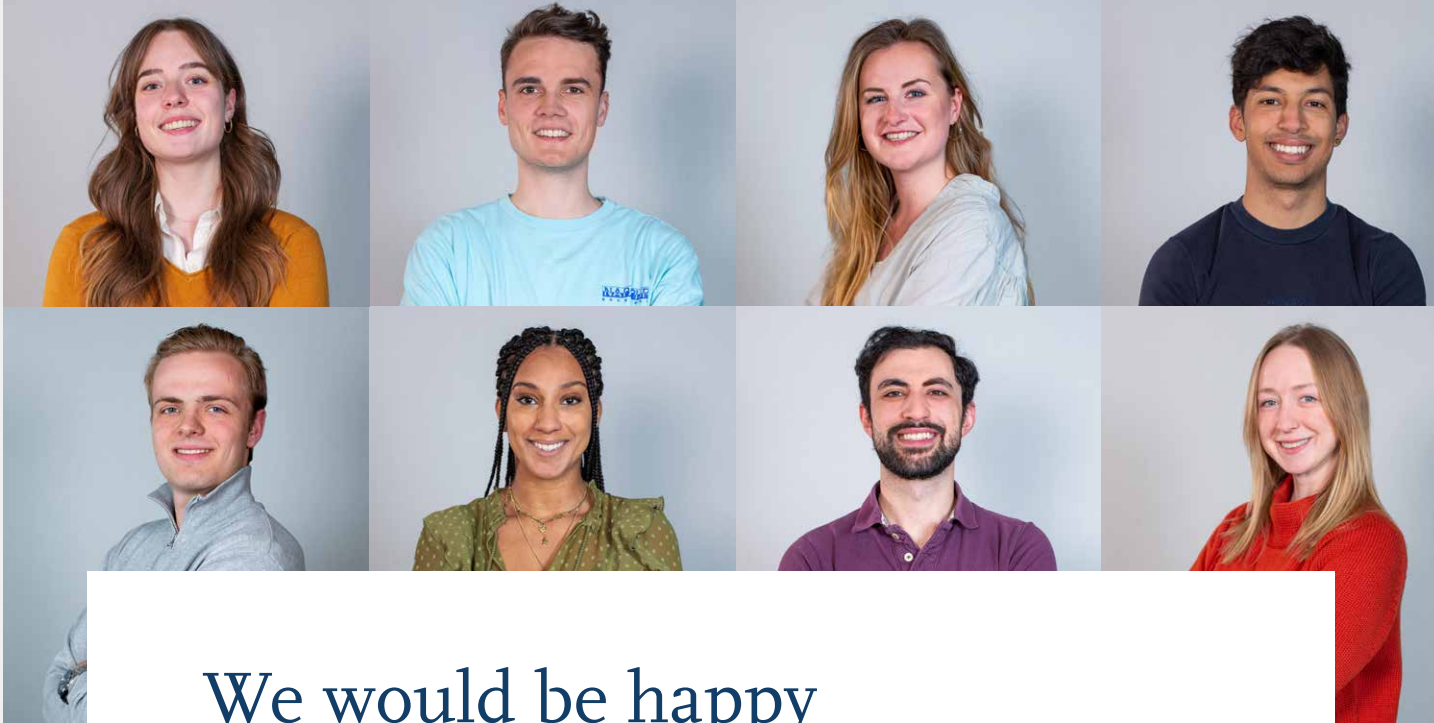
Just think of assignments in the area of:

- > Storytelling
- > Imagineering
- > Event Management.

In the past few years, our students completed projects for, among others, De Doelen Theatre in Rotterdam, Visit Brabant, De Efteling, Coca Cola, Europa-Park, Erfgoed Brabant, and VVV Biesbosch Linie.

If you are interested in working with our students, please be aware that the following is expected of you:

- > A clearly defined assignment including instructions, preferably a briefing at your company
- > Consultation with the students about the approach
- > Feedback during and after the project
- > Hosting the students at your company for their final presentation



We would be happy to work for you!

Practical experience in the leisure industry is very valuable for us. Do you have an interesting placement position for us, a challenging graduation assignment or an intriguing case we could work on? We would be happy to work with you.



How to submit a vacancy

If you have a suitable and challenging placement assignment, graduation assignment or a practical assignment, please inform our team by submitting your offer via businessdesk@buas.nl.

Do you have any questions or would you like to discuss what would best suit your company or assignment? Please send us an email and we will contact you.

Are you looking for more inspiration? Please have a look at leisure-events.BUas.nl

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