

Work with our students

Placement, graduation and practical assignments



Creative Business



CREATING MEANINGFUL EXPERIENCES



As a partner in the media industry, we would be happy to work with you. The students of our professional bachelor's programme of Creative Business can set to work for you on a placement or graduation assignment or another type of practical assignment.

We are Breda University of Applied Sciences

Some 7,000 students from over 100 countries are studying at our international higher education institute.

Our campus is situated in the south of the Netherlands, in the city of Breda, only 100 km from both Amsterdam and Brussels.

Our institute, formerly known as NHTV Breda, was founded in 1966 as a provider of bachelor's courses in tourism and leisure, and in this field, it is currently the largest and leading education institute in the world. Since then, many new professional and academic bachelor's and master's programmes have been developed.

Today we offer degree programmes in the domains of Built Environment, Data Science & AI, Facility, Games, Hotel, Leisure & Events, Logistics, Media and Tourism

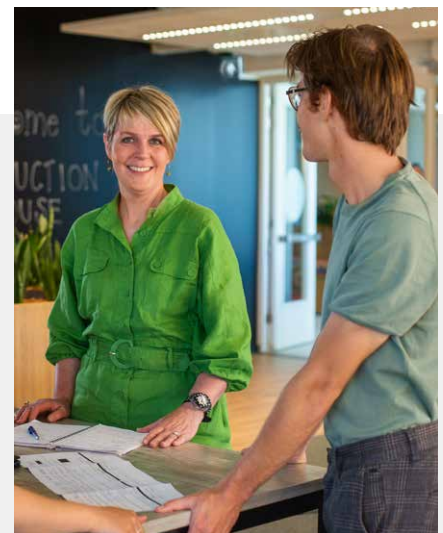
Creative Business

The professional bachelor's programme of Creative Business is taught in English and prepares students for careers in the international world of media. The programme, an outcome-based curriculum, has a practical orientation and offers collaborative learning in integrated multidisciplinary projects where students learn to continuously develop themselves as professionals. Highly qualified and international lecturers with years of experience in the industry deliver their expertise to the students. In their projects and study units, our students explore various types of media, including content, online media platforms, audiovisual products, television, magazines and VR/AR.

- > In year one students work on two big projects: an online magazine and a short film. They also work in our Production House, where they learn to develop digital entertainment concepts and create media products.
- > In the second year students take part in projects such as short documentary development, design thinking, trends: opinion & expression, brand development and live TV show in the Netherlands, the UK or the USA where they produce a live television show.
- > In years 3 and 4 students can choose their own study pathway and project(s). In those two years, it is required to do a 20-week work placement, a semester@BUAs for a project, and a capstone graduation project at the end. By doing a semester@BUAs, students can choose out of four projects: data-driven decision making, cross-platform thinking, trend-driven innovation, or creative producing. In addition, all students will partake in Production House and an entrepreneurial project. Alongside, students can also go for an exchange or minor.

Programme Facts

- > English-taught
- > 4 years, 3-year track available to pre-university graduates
- > 20-week work placement in the third or fourth year
- > Capstone graduation assignment in last semester
- > Degree title: Bachelor of Arts
- > Career examples: content manager, producer, media planner, marketing strategist, communication manager, online marketer



	FIRST SEMESTER	SECOND SEMESTER	EXTRA CURRICULAR
YEAR 1 Operational level	Online magazine	Short film	Collaborative Online International Learning (COIL) 24Festival of Advertising Cross Border Brand Communication (CBCB) International Conferences (IBC, EMMA, MOJO) International Film Festival Rotterdam (IFFR)
	Pitching	Principles of marketing	
	Storytelling	Camera & Audio	
	Image editing	Academic writing & research	
	Media legislation	Finance	
Project & People Management			
Production House			
YEAR 2 Operational / tactical level	Design thinking	Trends, Opinion & expression	
	Short documentary development	Brand development	
	Trends, Opinion & expression	Live TV show	
	Production House		
	Free electives		
YEAR 3 Tactical / strategic level	Data driven decision-making	Data driven decision-making	
	Cross platform thinking	Cross platform thinking	
	Trend driven innovation	Trend driven innovation	
	Creative Producing	Creative Producing	
	Exchange / minor	Exchange / minor	
	Work placement	Work placement	
	Entrepreneurship	Entrepreneurship	
	Production House		
Free electives			
YEAR 4 Tactical / strategic level	Data driven decision-making	Capstone graduation project	
	Cross platform thinking		
	Trend driven innovation		
	Creative Producing		
	Exchange / minor		
	Work placement		
	Entrepreneurship		
Production House			

Bold highlighted text: (industry) projects for students to work on and to get practical experience.

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!
- > For many years, Creative Business has recorded high scores in Keuzegids HBO, an independent guide that assesses and compares the quality of higher education programmes in the Netherlands.
- > Students and lecturers come from all over the world. International recognition underlines the quality of our education.
- > The Creative Business programme has the special feature of 'small-scale and intensive education', awarded by the NVAO (Accreditation Organisation of the Netherlands and Flanders).
- > Our students operate in the Production House (student training company) in all years of study. This means that they are available at short notice and that they handle projects expeditiously.

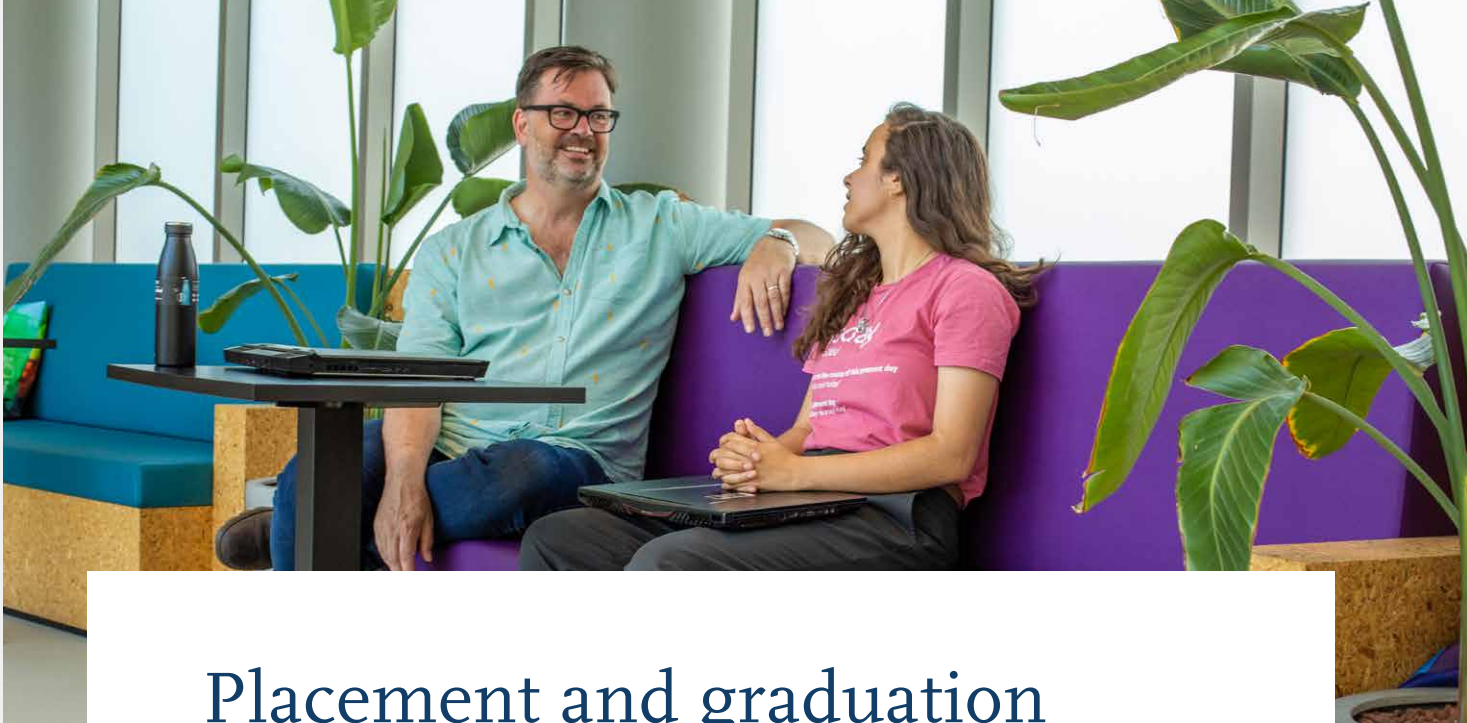


Inspired to keep growing

"For my work placement, I had my heart set on the Czech Republic, and I was lucky to be taken in by McCann Prague. This is a full-service advertising agency always aiming to grow bigger and better. I mainly assist the PR & Social department, I helped with content calendars, content creation, copywriting, research, and more. I always had plenty of opportunity to help other departments and get a feel for what they do. The diversity of tasks has given me the chance to develop myself professionally by giving me a better insight in my strengths & weaknesses and helped me realise where my passion lies. Being abroad gave me a better understanding and broader perspective on cultural differences and the benefits they can have. I am not lying when I say that my colleagues at McCann inspired me to keep growing bigger and better myself!"

Eva Gimet

Did her work placement at McCann Prague (Czech Republic)



Placement and graduation assignment

Our students receive English-taught training and are widely employable in the creative business industry. They are able to carry out assignments in the fields of creative concept development, marketing, content and production. Moreover, they can set up and execute a research project for your company.

As early as from the first year of study, students work in our Production House on assignments from the industry which they carry out under the supervision of our lecturers. As a result, students gain a great deal of practical experience before they start a placement or capstone graduation project.

The work placement and the capstone graduation project are important parts of the curriculum. They are aimed at giving students the opportunity to apply their acquired knowledge and skills to real-life, professional situations in order to learn from this process. The student is adaptable to the ever-changing media landscape, a critical thinker and has an innovative mindset. During these periods, students will be required to develop several competencies (or develop them further) as defined by the degree programme staff

Your company would like to offer the student an opportunity to acquire experience at higher professional level. This means that:

- > the student needs to be enabled to apply his/her knowledge and skills in the field of media channels in a professional and well-founded manner;
- > the student is asked to make decisions based on his/her ability to collect and interpret relevant information.

In a capstone graduation project, a student may tackle a company-specific issue in the field of digital media. Answers cannot always be found in the existing professional literature and our students have both the time and expertise to carry out customized research. This can be even used for creating a concept or prototype to make. Based on the conclusions, the student will make relevant, directly applicable recommendations for you.

Student availability

Our students are available for a work placement of 20 weeks in their third or fourth year of study. The placement can start every year in September or February. Alternative start dates can be discussed. In their fourth year of study, to carry out the final capstone graduation project, students are available from February onwards for a 20-week project.



How can our students help you?

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

Placements

During a work placement, the student assists in the day-to-day business of your company, focusing on specific learning targets.

Workday activities may be:

- > Assisting in the production of film projects (in the role of runner, floor manager, etc.)
- > Developing a new content strategy for social media channels
- > Analysing target groups by means of desk research
- > Setting up and/or supporting community management
- > Procuring media for the purpose of marketing campaigns (in the role of media planner)
- > Conducting and processing interviews and publishing these (in the role of editorial staff member)

Graduation Assignments

Research by our students contributed to the production of Dutch television programmes such as Utopia and Het Klokhuis, but also to various online marketing strategies – both in smaller companies and for big players such as T-Mobile and Heineken.

By way of illustration, here are a few graduation research titles:

- > 'How to create consumer engagement in an online brand community?'
- > 'A virtual experience: an experiment of how an augmented reality app could be applied in a retail store'
- > 'A trend report: building trust in a digital world'
- > 'The experience of digital media in museum Paleis het Loo'
- > 'The possibilities of using a sponsorship to optimize brand image and improve customer relationships, based on the visual production agency Peek Creative Studios'





Production House

The Creative Business programme has the special feature of ‘small-scale and intensive education’, awarded by the NVAO. This has everything to do with our unique student training company called the Production House. In a real-life context and in all years of the degree programme, our students acquire experience in management (including project management and leadership) and customer communication.

What can our students make?

- > In the **Production House**, students carry out a wide variety of assignments. In addition to assignments for radio, television and publishing, students work on audio-visual assignments, interactive concepts, marketing issues and transmedia concepts.
- > **HUB** is part of Production House and is the campus entertainment network of BUAs. It is managed and run by students of the Creative Business programme and aims to serve the entire BUAs community. For this reason, the community is also invited to participate in creating interesting and engaging content through the various media available (audio, visual, text).

Portfolio

A few examples to give you an idea of the products our students worked on:

- > Marketing campaign for Fingerspitz Online Marketing Bureau
- > Marketing concept and implementation for Dutch YouTube Gathering
- > Transmedia entertainment concept for NTR
- > Interactive Augmented Reality concept for the Municipality of Goirle



On our website www.buasproductionhouse.com you will find our portfolio, featuring even more examples of film and television productions.

How does it work?

- > If you have an assignment that you would like our students to work out in our Production House, please contact us by means of the contact form at www.buasproductionhouse.com.
- > A first meeting will be scheduled with you as a client and the project coordinator of the Production House, during which the assignment is discussed and the final result defined. In this meeting, we will also determine whether the assignment can be completed within the time and resources available. Afterwards, the assignment brief is drawn up.
- > Next, a team of 3 to 5 students, supervised by one of our lecturers, will set to work. They will do so for one day a week throughout the duration of the project. Together we strive for professional quality. However, for the students it is a learning process, which is why the price you pay is considerably lower than the fee you would be charged by a professional company.



Practical details

Our students would be happy to work for you. Below you will find several matters that are important to you if you wish to engage one or more media students.

On the part of the degree programme, the student will be supervised by a lecturer. The role of this supervisor comprises, among other things, advising the student and the host company about the specific details of the placement and the execution of the assignment. The supervising lecturer will assess the student's performance.

If you are interested in working with our graduating students, please take note of the following requirements for graduation host companies

- > The host company (and/or the assignment) has a clear connection with the media industry. Your media company has at least 5 permanent employees or your company employs at least 3 professionals who work on digitally produced or distributed media, for instance video production or online marketing.
- > Your company operates (and/or has clients) at national or international level.
- > You will appoint a company supervisor to introduce the student within your organisation and who supervises the student in a manner that focuses on the student's work and assignment.
- > Students are not allowed to carry out a media project entirely on their own, due to the associated responsibility level (including financial responsibilities). They work as an assistant to the manager who is ultimately responsible and/or the supervisor within your company.
- > The host company offers a professional workplace and preferably a reimbursement for costs incurred (travel expenses, accommodation). Whenever possible, students arrange their own insurance and, if necessary, a work permit and visa.



Breda Photo Festival
Students created a promo video to create awareness of the event in Breda



Anna's wine shop
Students created a video to promote the shop among the target audience



Dutch Media Week
Students successfully pitched their television concept to RTL and Amazon Prime.



We would be happy to work for you!

Do you have an interesting assignment for us in the field of creative concept development, content, production or marketing? Or would you like our us to conduct media-related research for you? We are looking for placement and graduation host companies and would be happy to work for you.



How to submit your vacancy?

If you have a suitable and challenging placement or would like to discuss the various options, please contact us at AGMplacementoffice@buas.nl

Do you have any questions or would you like to discuss what would best suit your company or assignment? Please feel free to contact us.

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