

# Exchange at Academy for Leisure (ALE)

## Social Innovation

Year 2 / 3 – Spring semester 2026 - 2027



CREATING MEANINGFUL EXPERIENCES

## Important to read first

The Academy for Leisure and Events Management offers international students the opportunity to take part in an exchange programme. We are grateful that you have chosen to explore the possibilities! Please see the overview below for which programmes can be followed when.

Please note that 'year 3' programmes are open to incoming exchange students who are in year 2 in their own country. If you are not sure if the level is appropriate, please contact the coordinator via [LEMexchange@buas.nl](mailto:LEMexchange@buas.nl)

Please indicate in your application which specialisation has your preference. Due to maximum numbers of students per group, the specialisation of your choice might not be possible. If that is the case, you will be contacted to discuss which specialisations have places available.

	Fall semester	Spring semester	Extra information
<b>Leisure and Events Management- regular track</b>	x (year 2)	x (year 3)	
<b>Sports and E-sports</b>	x (year 2)	x (year 2)	
<b>Urban Life and Placemaking</b>	x (year 2)	x (year 3)	
<b>Music and Dance Events</b>	x (year 2)		
<b>Events for Business</b>	x (year 2)	x (year 2)	
<b>Attraction and Theme Park Management</b>	x (year 3)		
<b>Social Innovation</b>		x (year 2 or 3)	

If you are interested, please let us know via [incomingexchange@buas.nl](mailto:incomingexchange@buas.nl) and we will contact you.

We wish you good luck making your choice and look forward to welcoming you to you BUAS – Academy for Leisure and Events!

# Welcome to Social Innovation!

## Year 2/3 Spring semester – 2026 - 2027

### 1.1 Key dates

20 August 2026	Introduction International students
31 August 2026	Start Academic Program
19 - 23 October 2026	Autumn Break
21 Dec 2026 – 1 Jan 2027	Christmas Break
29 January 2027	End of semester

### 1.2 Course codes general

Please note that the codes or ILOs might change.

Course code	Course title	EC
DLEX.RES1-1SOIB	Research Design	15
DLEX.EXTE-1SOIB	Extension (three units of 5 EC)	15
	<b>Total EC</b>	30

**Course codes may change – please check carefully at start of the semester.**

### 1.3 Contact person specialisation

Annet Ghering  
[Ghering.a@buas.nl](mailto:Ghering.a@buas.nl)

### 1.4 Contact person exchange

Please contact Annet Ghering if you would like more information.  
Annet Ghering [LEMexchange@buas.nl](mailto:LEMexchange@buas.nl)

## 1.5 Course information in general

The specialisation Social Innovation focuses on how Leisure and Events Management can be used to bring to bring about Transformative Social Innovation. Key concepts of the programme are:

- **collaborative learning**
- **initiating movement and change in organisations and society**
- **creating meaningful experiences in co-creation with stakeholders.**

The main elements of the programme are called 'designs' and cover the core competencies that are part of the Leisure and Event management curriculum. In Social Innovation these have been grouped into:

**Experience Design** focuses on designing meaningful and memorable experiences that touch people's hearts, minds, bodies and souls.

**Dialogue Design** focuses on designing, organising and facilitating conversations that aim for transformation in organisations or society.

**Community Design** is about creating value by bringing stakeholders together and facilitating the process of co-creation to solve, or contribute to solving, complex societal problems innovatively.

**Business Design is about** challenges students to discover what the world is asking from them, how they can contribute to the many challenges the world is faced with.

**Research Design** focuses on developing a range of research skills and approaches.

The professional knowledge, skills and attitude students need to bring about meaningful change bear close relation to the UN SDGs (Sustainable Development Goals). Students are encouraged to become aware of their professional interests, values and beliefs and explore these actively throughout the programme.

The following two links give more information and an impression of what it is like to study Social Innovation at Buas.

- [studying social innovation @ Performatory | Breda University of Applied Sciences - YouTube](#)
- [Home - Performatory](#)

Exchange students will be part of the community for one semester, and offered a special programme that will enable them to obtain the required number of 30 EC. As most of the course elements are integrated in other parts of the programme, tailor-made assignments will be agreed on at the start.

<b>COURSE - Compulsory</b>	
<b>Course title</b>	Research Design
<b>Course organiser</b>	Ms Anne van den Broek Ms. Suzan Lindhout Mr. Carlo Pareti Ms Annet Ghering
<b>Mode of delivery</b>	Topic days, lab sessions, workshops
<b>Number of EC</b>	15
<b>Language</b>	English
<b>Course content</b>	This course is divided into two main parts:

	<p>Pathfinding – 10 EC Waypoint - 5 EC</p> <p><b>Pathfinding</b> Students attend sessions in which various transformative research approaches are discussed and practised (Action/Participatory Research; Auto-ethnography; Art-based Research; Traditional Qualitative Research). Alongside these joint sessions, they choose a topic related to social innovation they are interested in and explore that further by applying the most appropriate approach.</p> <p><b>Waypoint</b> Students create a designed intervention, a meaningful action or experience which will generate interest, provoke reflection or spark change within the context of student's chosen societal area or topic of interest.</p> <p>Besides research theory and skills, the following communication skills are developed:</p> <ul style="list-style-type: none"> <li>• reading and understanding academic articles</li> <li>• writing for different purposes</li> <li>• understanding spoken production in a professional conversation</li> <li>• writing for different audiences.</li> </ul>
<b>Literature</b>	Provided on the digital learning environment.
<b>Assessment and criteria</b>	<p>Pathfinding</p> <ol style="list-style-type: none"> <li>1. Proposal of your research project</li> <li>2. Field documentation</li> <li>3. Research report</li> </ol> <p>Waypoint</p> <ol style="list-style-type: none"> <li>1. Waypoint – a structured and creative record of the intervention</li> <li>2. Reflection report</li> <li>3. Article, blog or essay for a specific audience</li> </ol>

<b>COURSE - Compulsory</b>	
<b>Course title</b>	Extension
<b>Course organiser</b>	Ms Annet Ghering Ms Pauline Romanesco

<b>Mode of delivery</b>	Topic days, Lab sessions, Projects
<b>Number of EC</b>	15
<b>Language</b>	English
<b>Course content</b>	<p>Students will choose from the different designs (<i>Experience Design, Dialogue Design, Community Design, Business Design</i>) which topics (focussed sessions) and assignments they will do.</p> <p>They will attend and contribute to the respective lab sessions and cooperate with fellow students.</p> <p>Students can do small projects which enable them to practise skills and deepen their understanding of the theory underlying the designs.</p> <p>Depending on what students do for the designs, they hand in deliverables demonstrating what they did and learned. This can be project reports, reflections of the theory in which they demonstrate their understanding by making links to practice situation and previously acquired theory etc..</p>
<b>Literature</b>	Provided on the digital learning environment.
<b>Assessment and criteria</b>	Various deliverables including reflections, project descriptions and reports, short videos.
<b>Additional information</b>	



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

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