

Admission procedures master's programmes

Academic year 2025-2026



CREATING MEANINGFUL EXPERIENCES

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Chapter 1 General information

The application procedure consists of the following steps:

- Step 1: Enrol via Studielink
- Step 2: Apply via *My Online Application*, the online application portal of BUas
- Step 3: Take part in the admission procedure of the master's programme
- Step 4: Complete the enrolment; payment of tuition fee

Step 1 Enrol via Studielink

After applying for the programme via Studielink, the prospective student receives an ID code (student number) from the institute. Once BUas has received the Studielink enrolment, the applicant will receive an e-mail inviting to follow up on their Studielink enrolment by applying in *My online application*.

Step 2 Apply via My Online Application, the online application portal of BUas

In *My online application* the applicant will be requested to answer additional questions and to upload the application documents;

- ID
- The bachelor documents including transcript of records or a transcript of records with the latest results / overview in case the bachelor's diploma is not yet obtained
- Proof of English (*if applicable, check website*)
- CV
- Motivation letter
- A programme specific assignment (for more details see the admission procedure)

Once the admissions officer has checked the educational background of the applicant and the prospective student (conditionally) meets the educational and English language requirements, the academy will continue with the application and the admission procedure.

Step 3 Take part in the admission procedure of the master's programme

Each master uses its own specific selection criteria, see below.

Step 4: Complete the enrolment; payment of tuition fee

In order to complete your enrolment, make sure you have uploaded all the final documents (in the case of conditional admission). Furthermore, you need to confirm your digital authorisation or pay your tuition fee. [More information about payment of tuition fee.](#)

Chapter 2 Game Technology

Selection criteria

The prospective student will be assigned the following tests and assignments:

- 1: Motivation letter
- 2: CV/Résumé and diploma(s)
- 3: Portfolio (part of CV)
- 4: Programme specific assignment: Literature review
- 5: Selection interview (at Breda University of Applied Sciences or via Teams)

The first four items have been handed via *My online Application*.

Where points 1 and 3 are basic requirements, points 2, 4 and 5 are given a score; on the basis of the total score, it will be decided on whether to admit the prospective student or not. A low score, i.e., less than 10 points received for the literature review or interview may be the decisive factor for rejecting a prospective student, regardless of the total score obtained.

Assignments and criteria are stated below.

1 Motivation letter (required element, no score)

The application letter will be assessed on motivation and proficiency in the field of study.

2 Résumé and diploma(s) (required element, 25 points)

The résumé will be assessed on the experience of the applicant in the field of study, including the obtained bachelor's diploma(s). If the applicant has a CMGT diploma and/or relevant work experience, 25 points are awarded.

3 Portfolio (required element, no score)

The portfolio will be assessed on the quality and quantity of the previous work of the applicant in the field of study.

4 Programme-specific assignment: Literature review (50 points in total)

Literature reviews will be assessed according to the following 5 criteria (each 10 points)::

- Review is clear and focussed (or can be altered to meet this requirement).
- Reviewed topic is relevant, it tries to find solutions for current or future development challenges.
- Evidence of fundamental skills and knowledge in area of research is presented.
- Subject fits with expertise available within the games programme or ADE research.
- Subject shows interest and support from industry partner.

5 Interview (25 points)

As a final component, prospective students that have completed assignments 1 through 4 (with a minimum of 35 points on these steps, up to 55) will be invited for an interview. This interview is between the prospective student and 2 members of the Master Game Technology staff.

The following matters will be discussed during the interview:

- Why Breda University of Applied Sciences?
- Why Master Game Technology?
- Orientation (open day/orientation day).
- Questions about developments in the game industry.
- Questions about expectations of the study programme.

Example of intake scoring:

Master Game Technology application scoring matrix	CMGT Applicant with strong proposal	CMGT Applicant with weak proposal	BA with strong proposal	BA with weak proposal
CMGT/Work experience score (stage 2)	25	25	0	0
Literature review score (stage 4)	40-50	10-30	40-50	10-30
2+4 sum score	65-75	35-55	40-50	10-30
Action	Accepted without interview	Interview	Interview	Rejected without interview
Intake interview (stage 5)		10-25	10-25	
Final score		45-80	50-75	
Action		Accepted if score above 55	Accepted if score above 55	

General information

Intake

MGT applies a rolling intake. You can apply for this master's programme from 1 November to 15 August. Applications are reviewed in chronological order. Applying early is recommended.

Notification of admittance

Students will be notified whether they are admitted to the programme or will be invited for an interview within two weeks of the respective rounds review date.

In the case of an interview, the applicant will be informed whether they are admitted to the programme within five working days after the intake interview.

Minimum scores for admittance

All results obtained will be collected and translated into a 100-point scale. Applicants that score above 55 points will be informed they are admitted to the programme. If the applicant fails to reach 35 points before the interview stage the applicant is rejected. If the applicant completes the interview but does not score above the 55 points required for admission, the applicant is rejected.

Is there a maximum number of students?

Yes, in line with the apprentice-mentor model within the Master Game Technology programme, a limited amount of students can be admitted to the programme. For more information, please check the website.

Procedure in case of more suitable students

BUAs will create a waiting list once the maximum placements is reached. If places fall free, whatever the reason, candidates on the waiting list will be allowed into the master's programme in chronological order.

Chapter 3 Media Innovation

The selection process within the Master Media Innovation can, broadly, be separated into two phases; an initial selection phase (which follows the student office checks for eligibility and relies upon submission of written documentation) and an intake interview (conducted in person, or remotely, as a follow-up to the initial selection phase for promising candidates). The same selection process is used by both the full-time and the part-time variants of the programme. If the written material submitted indicates that the prospective student may potentially be suitable for the master's programme, they will receive an invitation for an intake interview.

Initial selection

The following items, handed via *My online Application*, will be used for the intake procedure:

1. Motivation letter
2. CV/Résumé
3. Programme-specific assignment: Written intake assignment

The items, and the manner in which they are assessed, are detailed below:

1. Motivation letter

The motivation letter allows the prospective student to express their reasons for applying to the programme. This document is assessed against the following criteria:

Criteria	0 POINTS	5 POINTS	10 POINTS
MOTIVATION LETTER Expression	Failure to provide lucid rationale for application. Writing contains a large number of errors with regard to grammar, spelling, and tense.	Reasonably clear rationale for application. Writing contains some errors with regard to grammar, spelling, and tense.	Extremely lucid motivation. Writing free from all but the most minor errors with regard to grammar, spelling, and tense.
MOTIVATION LETTER Content	Structure and discussion often relatively incoherent. Lack of clarity regarding the applicant's media interest.	Structure and discussion generally clear. The media interests of the applicant are generally clear.	Structure and discussion clear and persuasive. The media interests of the applicant are extremely clear.

2. CV/Résumé

The CV/résumé lists the educational and work-related experience of the prospective student and is assessed against the following criteria:

Criteria	0 POINTS	5 POINTS	10 POINTS
RESUME/CV Relevance of Degree	Degree demonstrates no clear relation to either media or innovation (for example, BA Ethnobotany, or BA Contemporary Circus with Physical Theatre).	Degree demonstrates a tangential connection to media and/or innovation but is not directly related to either (for example, BA Education Studies, or BA Art).	Degree demonstrates a direct relation to media and/or innovation (BA Media Studies, or BA Journalism).

RESUME/CV Media Experience	No experience of working within the media industry, either on a paid or a voluntary basis.	Minor experience of working within the media industry, either on a paid or a voluntary basis.	Clear experience of working within the media industry, either on a paid or voluntary basis.
RESUME/CV Media Interest	No clear indication of an interest in media with regard to hobbies, skills, interests, etc.	Some indication of an interest in media with regard to hobbies, skills, interests, etc.	Clear, strong, indication of an interest in media with regard to hobbies, skills, interests, etc.

3. Programme-specific assignment: Written intake assignment

The written intake assignment asks students to write an argumentative essay, in formal English with APA style citation and referencing, based upon one of three provided statements (which they can choose to argue either for or against). The prospective student is assessed against the following criteria:

Criteria	0 POINTS	5 POINTS	10 POINTS
WRITTEN ASSIGNMENT Word Count	Over or under the required word count by more than 75 words.	Over or under the required word count by less than 75 words.	Within the required word count.
WRITTEN ASSIGNMENT Academic Form	Grammatical conventions not followed through the document, numerous lapses into informal English and a high level of spelling errors that, in places, may have interfered with the comprehensibility of the document. Document poorly formatted and structured throughout. Inconsistencies in tense and perspective	While there may have been minor errors, the document followed normal conventions of spelling and grammar throughout with only minor lapses in formal English. Errors did not significantly interfere with the comprehensibility of the document. Document generally well formatted and structured throughout. Only the most minor inconsistencies in tense and perspective.	Levels of formal English to an academic standard and, essentially, free of any but the most minor of errors. Document extremely well formatted, presented and structured. No inconsistencies presented within either use of tense or perspective.
WRITTEN ASSIGNMENT Use of APA citation and referencing	Failure to follow APA style and conventions. References in bibliography that are not cited in text or references cited in text that are not in bibliography (at least three). Mistakes (at least ten) in bibliography, including references out of alphabetical order, incomplete reference information, incorrect identification of sources, incorrect sequence within individual references, and mistakes in convention.	Generally followed APA style and conventions with a few minor errors. No more than two cases of references not being cited or citations not being references. No more than five minor mistakes in bibliography. Reference list was in alphabetical order, complete reference information was provided, and only minor mistakes in convention were present such as a misplaced comma or incorrect use of italic text.	Consistently followed APA style and conventions with no errors. All citations in text were present in the bibliography and vice versa. Bibliography was correctly formatted and contained no more than two minor errors.

<p>WRITTEN ASSIGNMENT</p> <p>Clarity and Structure</p>	<p>The text does not answer the essay question. It loses its point in tangential discussions and it remains ultimately inconclusive. The logical steps of the argumentation do not follow one another but are disconnected, the text is non-hierarchical and hard to embrace as a systematic piece - the red thread, or the line of reasoning presented. The answer is often unclear and is difficult for the reader to follow and reconstruct its logics. It lacks a clear introduction - body - conclusion structure.</p>	<p>The essay elaborates on the original question and answers it in a satisfactory manner - it is a well-reasoned and argued conclusion. Despite some minor problems with its argumentation flows logically from its premises to its conclusions. The order of the proposed topics and elements - introduction, body, conclusion - that constitute the author's reasoning is efficient and easy to follow for the reader. The text is well supported and does not spread itself thin treating secondary topics or losing sight of the task of answering the question.</p>	<p>The text answers the essay question in full with the presentation of well-structured arguments and examples. The order of its arguments is logical and rhetorically efficient. The essay is fully satisfactory and is of a level expected of a student arriving onto a master's degree.</p>
<p>WRITTEN ASSIGNMENT</p> <p>Use of literature</p>	<p>The use of literature does not demonstrate the balanced and critical attitude towards academic sources themselves (or the capability to make intra-disciplinary connections) that would be expected of a potential masters' student.</p>	<p>The essay contains critically reflections on literature as well as connections among different sources that meaningfully support the presented arguments in a manner that would be expected of a potential masters' student.</p>	<p>In their text, the applicant not only makes substantial and meaningful use of literature and theoretical insights, but is able to criticize, connect and extend them in order to formulate an academic answer to the essay question that goes beyond the expected level of academic literacy and critical thinking expected of a potential masters' student.</p>

Students who score 55 points or higher within the initial selection are invited to the intake interview, details of which can be found below. In both cases the aim is to inform the students within five working days of the decision.

Intake Interview

The intake interview is typically conducted in-person for prospective students who are residents of the Netherlands and online for prospective students who reside outside the Netherlands. It allows the institute to assess prospective students and is assessed against the following criteria:

Criteria	0 POINTS	10 POINTS	20 POINTS
Media Awareness	The applicant is unable to talk confidently regarding the media industry and/or demonstrates a lack of general media awareness regarding recent developments.	The applicant demonstrates a reasonable level of knowledge regarding the media industry and a good level of awareness with regard to recent developments.	The applicant has a high level of media awareness and knowledge and is in touch with the latest media development.
Critical Thinking	The applicant is unable to clearly demonstrate the ability to think critically about the topics discussed.	The applicant is generally able to demonstrate the ability to think critically about the topics discussed.	The applicant demonstrates an extremely high level of critically thinking about the topics discussed.
Lucidity of Response	The applicant is unable to construct logical argumentation or is unable to give voice to their logic due to issues with their spoken English.	The applicant is able to construct logical argumentation and is generally able to give voice to their logic without any issues relating to their spoken English.	The applicant is able to construct highly logical argumentation and is easily able to give voice to their logic without any issues relating to their spoken English.
Reflection	The applicant is unable to reflect upon the questions asked and/or their own work; or is unable to reflect in a substantive manner due to issues with spoken English or English comprehension.	The applicant is able to reflect upon the questions asked and/or their own work; or is able to reflect in a generally substantive manner without issues with their spoken English or English comprehension.	The applicant is able to offer valuable reflection upon the questions asked and/or their own work. They are able to reflect in a highly substantive manner without any issues with their spoken English or English comprehension.
Motivation	The applicant is unable to elucidate upon their motivation to join the programme even when asked.	The applicant is able to offer, when prompted, additional information on their motivation to join the programme.	The applicant demonstrates a strong motivation to join the programme and is able to elucidate without the need for prompting.

In addition, prospective students are given the opportunity to ask questions relating to the content, structure, and demands of the programme in order to be fully informed. Prospective students need to score 60 points or higher in the intake interview in order to be admitted to the programme.

What if an applicant does not meet the necessary requirements:

- 1 The board of examiners may in certain cases admit applicants on the basis of certain conditions. This exclusively concerns admission of executives into the Master Media Innovation programme – applicants who have already been operating in the professional field for a considerable period of time. Prior qualifications are emphatically taken into consideration in this process. For an overview of the conditions, please check the TER of this master.
- 2 Applicants firstly undergo the standard Master Media Innovation application process; going through an initial selection process and an intake interview.
- 3 Applicants who pass the intake interview may then file an appeal to be admitted to the programme based on recognition of prior learning (RPL) will be required to hand in a documented portfolio to the coordinator of the master's programme, after which they will submit it to the board of examiners for assessment.
- 4 The board of examiners will decide on the candidate's admissibility and notify the applicant of its decision in writing within twelve working days.
- 5 Applicants for the Master Media innovation degree programme who request to attend the programme on the grounds of prior qualifications (EVCs) need to submit their well-founded written request including all underlying documents before 15 May. Requests submitted after that date to Breda University of Applied Sciences will not be dealt with.

General information

Notification of admittance

Within five working days following the intake interview, prospective students are informed whether or not they are admitted to the programme.

Is there a maximum number of students?

No, not applicable.

Is there a minimum number of students?

Yes. if the minimum number of 6 participants is not met, the academy director can decide to cancel the Executive programme.

Chapter 4 Tourism Destination Management

The management of the programme will use the following documents / conversations for the selection process:

- 1: Motivation letter
- 2: CV/Résumé and diploma(s)
- 3: Programme-specific assignment: An independent Reference check
- 4: Selection interview(s) (via Teams)

The first three items have been handed via *My online Application*.

Assignments and criteria are stated below.

1 Motivation letter

The application letter will be assessed on motivation and proficiency in the field of study, but also on the structure and style of the letter.

2 CV/Résumé and diploma(s)

The résumé will be assessed on the experience of the applicant in the field of study, amongst others the committee member will have a look at:

- the obtained bachelor's diploma(s);
- the work/work placement experience;
- international/intercultural experience;
- proficiency in English;
- participation in any additional activities and or travel experiences.

3 Programme-specific assignment: An independent Reference check

Each applicant will propose the names of two referees¹ who will receive a form on the following items: research skills, cross cultural communication skills, English proficiency skills, academic writing skills.

4 Selection interview

As a final component, prospective students that have completed assignments 1 through 3 will be invited for a first orientation interview and in case the results of this interview are sufficient or in doubt, they will be invited for a final interview. In case of insufficiency, a letter of rejection will be sent.

The following matters will be discussed during the interview:

- Why Breda University of Applied Sciences?
- Why Master Tourism Destination Management?
- Orientation to this programme
- Questions about expectations of the study programme. Future ambitions. Motivation. Their link to Tourism.
- Questions about experiences with group work
- Questions about their research experience
- Questions about their international/intercultural experiences
- Questions about their educational and work experiences
- Question about their experience with Academic writing skills
- Sharing information on the content and workload of the programme
- Testing the English-speaking skills and communication skills in general

Based on the above-mentioned documents the students will be assessed on the uploaded documents (Written) and based on the intake interview(s) (Oral). This will be graded sufficient or insufficient on 3 items, according to the schedule.

¹ At least one Academic or business e-mail address

- **Research skills**
this is a combination of the independent reference check, research skills shown in motivation letter and resume and based on additional questions during the intake interview.
- **International and Tourism experience**
this can be international and tourism experience for example in education – work placements – exchange – work experience shown in the resume and motivation letter and based on additional questions during the intake interview.
- **Motivation**
why a master's degree, why Tourism Destination Management, personal motivation, proactive attitude, experience with and open for group work, openminded, eager etc. based on written documents and oral conversation(s).

	Written documents	Oral conversation	Final conclusion
Research skills	SUF / INSUF	SUF / INSUF	SUF
International- and Tourism experience	SUF / INSUF	SUF / INSUF	SUF
Motivation	SUF / INSUF	SUF / INSUF	SUF

To be accepted to the programme the applicant needs to meet the following results:

- 3x Sufficient in the Final Conclusion

The 6 sub results of the Written and Oral part will be marked sufficient or insufficient:

- all sufficient = Acceptance
1 out of 6 Insufficient = Discussion Case
2 out of 6 Insufficient = Rejection

In case of "2 out of 3" insufficient regarding the written documents, students will not be invited for the intake interview(s)

- In case of a Discussion Case, additional information will be requested to come to a Final conclusion. This could be for example the thesis from the bachelor's degree, references, or an extra explanation/motivation.

General information

The procedure will take approximately 2 to 3 weeks, starting from the moment the applicant has uploaded all requested documents and the management of the master programme has been informed by the student office department assuming that the applicant (conditionally) meets the educational and English language requirements and the referees have uploaded the requested information.

Notification of admittance

The final letters of acceptance or rejection will be sent within max. 5 working days after the final interview or after having received all requested information.

Is there a maximum number of students?

No, not applicable.

Chapter 5 Sustainable Outdoor Hospitality Management

The management of the programme will use the following documents / conversations for the selection process:

- 1: Motivation letter
- 2: CV/Résumé and diploma(s)
- 3: Programme-specific assignment: An independent Reference check
- 4: Selection interview(s) (via Teams)

The first three items have been handed via *My online Application*.

Assignments and criteria are stated below.

1 Motivation letter

The application letter will be assessed on motivation and proficiency in the field of study, but also on the structure and style of the letter.

2 CV/Résumé and diploma(s)

The résumé will be assessed on the experience of the applicant in the field of study, amongst others the committee member will have a look at:

- the obtained bachelor's diploma(s);
- the work/work placement experience;
- international/intercultural experience;
- proficiency in English;
- participation in any additional activities and or travel experiences.

3 Programme-specific assignment: An independent Reference check

Each applicant will propose the names of two referees² who will receive a form on the following items: research skills, cross cultural communication skills, English proficiency skills, academic writing skills.

4 Selection interview

As a final component, prospective students that have completed assignments 1 through 3 will be invited for a first orientation interview and in case the results of this interview are sufficient or in doubt, they will be invited for a final interview. In case of insufficiency, a letter of rejection will be sent.

The following matters will be discussed during the interview:

- Why this triple degree Master Sustainably Outdoor Hospitality Management?
- Orientation to this programme
- Questions about expectations of the study programme. Future ambitions. Motivation. Their link to Camp Resorts.
- Questions about experiences with group work
- Questions about their research experience
- Questions about their international/intercultural experiences
- Questions about their educational and work experiences
- Question about their experience with Academic writing skills
- Sharing information on the content and workload of the programme
- Testing the English-speaking skills and communication skills in general

² At least one Academic or business e-mail address

Based on the above-mentioned documents the students will be assessed on the uploaded documents (Written) and based on the intake interview(s) (Oral). This will be graded sufficient or insufficient on 3 items, according to the schedule.

- **Research skills**
this is a combination of the independent reference check, research skills shown in motivation letter and resume and based on additional questions during the intake interview.
- **International and Tourism/Camp Resort experience**
this can be international and camp resort/ tourism experience for example in education – work placements – exchange – work experience shown in the resume and motivation letter and based on additional questions during the intake interview.
- **Motivation**
why a master's degree, why Sustainable Outdoor Hospitality Management, personal motivation, proactive attitude, experience with and open for group work, openminded, eager etc. based on written documents and oral conversation(s).

	Written documents	Oral conversation	Final conclusion
References and research skills	SUF / INSUF	SUF / INSUF	SUF
International- and Camp Resort/Tourism experience	SUF / INSUF	SUF / INSUF	SUF
Motivation	SUF / INSUF	SUF / INSUF	SUF

To be accepted to the programme the applicant needs to meet the following results:

- 3x Sufficient in the Final Conclusion

The 6 sub results of the Written and Oral part will be marked sufficient or insufficient:

- all sufficient = Acceptance
- 1 out of 6 Insufficient = Discussion Case
- 2 out of 6 Insufficient = Rejection

In case of "2 out of 3" insufficient regarding the written documents, students will not be invited for the intake interview(s)

- In case of a Discussion Case, additional information will be requested to come to a Final conclusion. This could be for example the thesis from the bachelor's degree, references, or an extra explanation/motivation.

General information

The procedure will take approximately 2 to 3 weeks, starting from the moment the applicant has uploaded all requested documents and the management of the master's programme (in charge of the intake process) has been informed by the student office department assuming that the applicant (conditionally) meets the educational and English language requirements and the referees have uploaded the requested information.

Notification of admittance

The final letters of acceptance or rejection will be sent within max 5 working days after the final interview or after having received all requested information.

Is there a maximum number of students? No, not applicable.

Chapter 6 International Supply Chain Management

Selection criteria

Prior to the selection phase there is a pre-selection process in which the pre-knowledge of the candidates in the field of logistics, operations and supply chain management will be evaluated. This will be based upon the received documents that will provide insights in the educational and working career of the candidates. This will be evaluated on an individual basis. In case of a positive outcome candidates can expect an invitation for the interview. The following selection criteria are applicable³:

- In addition to the documentation, interviews are held in which will be tested if there is a match in terms of personal affinity with supply chain management, professional experience (work placements, jobs, etc.) in the field of logistics and supply chain, motivation for the master's programme and competencies that meet the characteristics and demands of the master's programme.
- Educational career: participation in honours programmes, talent programmes or extra-curricular activities during the bachelor period, having successfully completed a master's programme, different professional or academic course certificates, international educational experience, (applied) thesis research experience or possible other educational achievements. Weighted average score of the post-propaedeutic phase of the previous bachelor education.
- Assessment of degree programme documentation of the previously received education on weighted average score, Management Accounting and Finance subjects and on Mathematics, Statistics and Operations Research subjects.

The items above have been handed via *My Online Application*.

In total 65 points are required for passing the selection criteria. This can be obtained as follows:

Selection criteria	Score (converted to) Dutch marking system	Weight
Personal affinity with supply chain management	4 (min) -9 (max)	15%
Professional experience (work placements, jobs, etc.)	4 (min) -9 (max)	15%
Motivation	4 (min) -9 (max)	15%
Competencies (related to the master's programme)	4 (min) -9 (max)	15%
Educational career	3 (min) -10 (max)	10%
Prior Study Programme in Management Accounting & Finance	3 (min) -9 (max)	10%
Prior Study Programme in Management Mathematics, Statistics and Operations Research	3 (min) -9 (max)	10%
Weighted average score post-propaedeutic phase	4 (min) - 10 (max)	10%

General information

Minimum scores for admittance

In total 65 points are required for passing the selection criteria.

³ If applicable, the results of master programmes are included as well.

Notification of admittance

Within three working days following the intake interview, prospective students are informed if they are admitted to the programme.

Is there a maximum number of students?

Yes, there is a maximum number of students. For more information, please check the website.

Procedure in case of more suitable students

BUas will create a waiting list once the maximum placements are reached. If places fall free, whatever the reason, candidates on the waiting list will be allowed into the master in chronological order⁴.

⁴ The date on which a student hands in the application package via My Online Application determines the sequence on the waiting list.

Chapter 7 Strategic Events Management

The intake procedure within the Master Strategic Events Management consists of two phases; an initial selection phase in which the handed in documents are assessed and an intake interview (conducted in person, or remotely, as a follow-up to the initial selection phase for promising candidates).

Phase 1: Initial selection

The following items, handed via *My online application*, will be used for the intake procedure:

1. CV/Résumé
2. Motivation letter
3. Programme-specific assignment: intake questions

These items will be assessed on the following points:

	-	±	+
Previous education	No relevant bachelor's degree	A similar bachelor's degree (see right column)	A bachelor's degree in leisure, events, tourism, sports, hotel, facility, culture, business or economics
Relevant experience	No experience in the events industry	A few years of work experience in another field / Has done work placements in the events industry within the bachelor's programme	A few years of work experience in the events industry
Motivation (drive & vision on own development)	Poor motivation for 'Events Management'	Motivation for 'Events Management' is not sufficiently founded	A well-founded motivation for 'Events Management'
Research	Has no research skills	Has some experience in research but not proven to be at a bachelor level	Can prove to have research skills at a bachelor level
Others (i.e. relevant skills, hobbies or interests)	Extra credits can be earned here		

Besides the items mentioned above the following points should also be included in the motivation letter. These will be used as input for the intake interview.

1. Current/future job (needed for the duration of the programme)
 2. Vision on the events industry
 3. Motivation
- Students with a negative (-) score on previous education are already rejected by Student Office, so they will not be invited for an intake interview.

Phase 2: Pitch and intake interview

The intake interview is typically conducted in-person for prospective students who are residents of the Netherlands and via Teams for prospective students who reside outside the Netherlands.

The intake session consists of both a short pitch and an intake interview.

An industry representative will be invited to join the pitch and intake interviews in an advisory role.

The pitch and intake interview allows the institute to assess prospective students and to determine whether they are able to adequately demonstrate:

- 1) Having a job in the events industry. In case they do not have a job yet: show they put effort in finding one.
- 2) Awareness and vision on developments in the events industry.
- 3) Relevant experience in the events industry.
- 4) Capability for reflection and critical thinking required by a master's programme.
- 5) Ability to elucidate upon their motivation for joining the programme
- 6) Satisfactory levels of English communication skills.

The intake assessment panel discuss each student's documentation portfolio (CV, motivation letter, and intake questions) as well as performance during the pitch and intake interview to make the final decision.

The final decision is based upon the approval of the submitted documentation and the performance during the pitch and interview.

Mandatory

Being employed in the events industry (job or traineeship) for the duration of the programme. This job should start 1 September at the latest.

General information

Minimum scores for admittance

To be admitted to the programme, candidates must have a sufficient score on all six points mentioned above.

Notification of admittance

After the interview, the candidate will be informed within three weeks whether they are allowed into the master's programme. If the student is allowed into the programme, the applicant will receive an official admission letter.

Within three weeks following the intake interview, prospective students are informed whether or not they are admitted to the programme.

Is there a maximum number of students?

No.

Chapter 8 Imagineering

The following items, handed via *My online Application*, will be used for the intake procedure:

1. CV/Résumé
2. Motivation letter
3. Programme-specific assignment: intake questions

Intake interview

Prospective students will be invited for an intake interview to determine if they meet the relevant criteria and determine if they are sufficiently motivated, have sufficient perseverance, and if their personal circumstances are of such a nature that it can be expected they will contribute to completing a master's programme.

The following subjects will be dealt with during the intake interview:

- previous education
- (international) experience (studies, work, exchange, other purpose)
- prior research experience
- interests
- motivation
- personal profile
- communication/collaboration skills
- creativity and innovation
- the 5 meta-competencies of the Master Imagineering: Transparency, Reflection, Inspiration, Appreciation and Leadership (TRIAL)

The intake coordinator discusses each student's documentation portfolio (CV, motivation letter and intake questions) as well as performance during the intake interview in order to make the final decision.

The final decision is based upon the approval of the documentation by Student office and the performance during the interview where the following elements are scored:

- motivation – 40 points
- personal profile in relation to the Master Imagineering context and content – 40 points
- competencies and skills – 20 points

A candidate can receive a maximum of 100 points, whereby 55 and above are sufficient for them to be admitted.

General information

Notification of admittance

Within five working days after the intake interview the student is informed whether they are admitted to the programme.

If not approved: the applicant will be turned down and may be referred to a pre-master's or another master's programme at Breda University of Applied Sciences.

If decisive intake interview is positive: the applicant will receive an official admission letter.

Is there a maximum number of students?

No, not applicable.

Chapter 9 Leisure & Tourism Studies (academic master)

The following items, handed in via *My online application*, will be used for the intake procedure:

- 1: Diploma(s) and curriculum vitae
- 2: English test (if applicable)
- 3: Motivation letter
- 4: Programme-specific assignment: Intake assignment Master Leisure and Tourism Studies

Assignments and criteria are stated below.

1 Diploma(s) and curriculum vitae

The curriculum vitae will be assessed on the experience of the applicant in the field of study, including the obtained academic bachelor's diploma(s).

2 English test scores

See the website for English language requirements.

3 Motivation letter

The application letter will be assessed on motivation and proficiency in the field of study.

4 Programme-specific assignment: Intake assignment

The intake assignment will be assessed on evidence of fundamental skills and knowledge in the area of quantitative and qualitative academic research methods, theoretical knowledge in the area of leisure and tourism studies (obtained in an academic bachelor's programme), and academic skills in reading and writing. Therefore, the assignment contains three questions related to the knowledge and skills necessary to smoothly follow the academic master's programme. These questions are:

- a. Could you please attach a summary of your bachelor thesis, including the main research question, objectives, relevance's, theoretical framework, methods and techniques used, results, and conclusion/discussion ('research cycle')? In case you haven't finished your bachelor's thesis yet, could you please already give a provisional summary? If writing a bachelor's thesis wasn't an obliged course of your academic bachelor's programme, in which other course(s) did you execute the whole research cycle (including defining a main research question, objectives, relevance, theoretical framework, methods and techniques used, results, and conclusion/discussion)? Please, attach a summary of this course in which you describe the components of the executed research cycle.
- b. What kind of qualitative and/or quantitative research methods have you used in your academic bachelor's programme study process? Are you familiar and can you work with SPSS or R (statistical software)?
- c. Which academic knowledge do you have about/of Leisure and Tourism Studies?

Most important criterion to enter the academic master's programme is that the prospective student can work with the statistical program SPSS or R (statistical software) and has practical skills to perform advanced analyses in this program (see a, b + diploma). A second criterion is that the prospective student has obtained academic knowledge of related field(s) of study, such as leisure, tourism, culture, events, media, sports, communication, creativity and urban development (see a, c + diploma), in their academic bachelor's programme. A third criterion is that the prospective student has (sufficient) skills in academic reading and writing (e.g. a thesis, paper, essay).

Based on evidence collected in steps 3 and 4, in particular related to the three criteria described before, the programme director of the academic Pre-master's programme and Master Leisure and Tourism Studies will decide to welcome the applicant in the master's programme. Sometimes a prospective master's student is advised to take notice of additional readings and/or research methods before the start of the academic master's programme. It is also possible that a prospective student is advised to follow first the Pre-master's programme to eliminate more serious deficiencies in knowledge and skills.

General information

Pre-master's programme

A student who has passed the Pre-master's programme is not obliged to follow the intake procedure. For this student, the conditions to enter the academic master's programme are mentioned in the Application and Enrolment Regulations.

Notification of admittance

Within five working days following the intake assessment, prospective students are informed whether or not they are admitted to the programme.

Is there a maximum number of students?

No, not applicable.



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

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