

Selection procedures bachelor's programmes

Academic year 2025-2026



CREATING MEANINGFUL EXPERIENCES

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This document addresses the rules for applying for bachelor's programmes with a selection procedure.

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Chapter 1 General information

The application procedure consists of the following steps:

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*.

Please remember to enrol 1 May at the latest when applying for a bachelor's programme with a selection procedure!¹

Step 2 Depending on the bachelor's programme you will either receive an e-mail with a link to:

- a My Online Application², the online application portal of BUas of and then continue with step 3; or
- b Step 3, the selection procedure.

Step 2a

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

- CV (in English);
- Copy of your ID card / passport (in case you are non-Dutch);
- Secondary school diploma including list of grades (and translation in case these documents are not in one of the following languages: English, French, German or Dutch) or your most recent list of grades if you have not obtained your diploma yet'
- Motivation letter (in English) – in case you are applying for Creative Business or Hotel Management;
- English test results (if applicable, check website);
- If you are applying for Hotel Management:
 - o students with a diploma from a non-Dutch educational institution: A personal video message – if you are applying for Hotel Management (please check the specifics in the selection procedure of Hotel Management in chapter 5).
 - o students with a diploma from a Dutch educational institution: Select an available date to participate in one of the selection days.

As soon as the educational and English language requirements have (conditionally) been approved and the personal details have been verified, you will receive an invitation via email to participate in the selection procedure.

Step 3 Take part in the selection procedure of the bachelor's programme

Each bachelor's programme uses its own specific selection criteria, see following chapters.

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](#).

¹ If you are a student from a Dutch educational institution and apply for Hotel Management, please note that step 2 (the application via *My online application*) needs to be finalised 1 May at the latest.

² This step is applicable for:

- students with a diploma from a Dutch educational institution who apply for Hotel Management;
- students with a diploma from a non-Dutch educational institution

Chapter 2 Hotel Management

One of the aims of Breda University of Applied Sciences is to recruit enthusiastic, motivated, and qualified students from the Netherlands and abroad for its inspiring Hotel Management programme! Over the years we have been able to successfully attract and select students originating from a large variety of countries. We strongly believe that our programme benefits from bringing together students and staff from different cultural backgrounds.

Selection Criteria

Besides the formal admission requirements, there are several selection criteria. First and foremost, we are looking for intrinsically motivated individuals. Potential students that have affinity with the hospitality industry and/or proven work experience in this industry. Other selection criteria include personal qualities such as: analytical skills, having a global mindset, social intelligence, service-oriented attitude, innovative mindset, communication skills, independence, and entrepreneurial spirit. In addition to this, applicants must demonstrate proficiency in English. We will also discuss the level of the one of the following second foreign languages (German, French or Spanish). Please note that we reserve the right to select only those candidates we think will be likely to succeed based on the selection criteria.

Selection elements and selection criteria

	Intrinsic Motivation	Affinity with Hospitality	Personal Qualities	English
Curriculum Vitae	X	X	X	X
Motivation letter	X	X	X	X
NOA assessment	X		X	X
Personal Pitch	X	X	X	X
Selection interview	X	X	X	X

In the specifics of the selection procedure there is a distinction between students with a diploma from a Dutch educational institution and students with a diploma from a non-Dutch educational institution.

Students with a diploma from a Dutch educational institution

A. Screening of application package plus online tests

After submitting your application package, no later than 1 May, your application package will be screened. You only will be invited to a selection day at BUas campus if the package is up to standard. Please note that the invitation is only sent when your application package is complete! Along with this invitation, you will receive log-in details to:

- Complete an online Assessment test (NOA)
- Complete an online English test.

You will be asked to do both tests at home before the selection day. Furthermore, you are asked to:

- Prepare a personal 'pitch' for the selection interview

B. Take part in the selection day on campus (face-to-face)

The selection day consists of several parts:

- a) Introduction to BUas Hotel Management programme;
- b) Selection interview
 - You will start with a personal pitch in which you have the chance to introduce yourself;
 - The results of the English test and personality test will be discussed;
 - An interview with the selection committee in which e.g. your motivation, (international) hospitality experience, your fluency in English and personal traits and characteristics are discussed.
- c) Tour of the building / campus

C. Decision whether or not you are accepted

Within two weeks after the selection day, you will be notified whether or not you have been accepted to the programme. In order to complete your registration, you need to confirm your digital authorisation or pay your tuition fee.

Students with a diploma from a non-Dutch educational institution

A. Screening of application package

Part of the application package is a personal video message.

We would like to invite you to introduce yourself and to share your motivation for studying at our University by means of an application video.

Topics that could be discussed in the video message:

Your motivation:

Why did you choose to study in the Netherlands, what are your reasons for choosing our university and why hotel management? What can you tell us about the content of the education at the Academy for Hotel & Facility?

Prior developed knowledge and skills:

What (work)experience in hospitality have you gained? Have you been working or studying abroad?

Tell us about your previous education (about the level and the course), language, skills, experience in group work and presentations.

Strong points / development points:

What do you want to develop further and what do you need to improve?

Miscellaneous:

Are you financially able to study in the Netherlands? Do you need a study Visa?

Have you thought about alternatives (plan B) in case you will not get accepted and what are these alternatives?

B. Decision whether or not you are accepted

Within two weeks after the selection day, you will be notified whether or not you have been accepted to the programme. In order to complete your registration, you need to confirm your digital authorisation or pay your tuition fee.

After the selection procedure the prospective students will be invited to join a meeting (online) to get more acquainted with staff & students and to help the prospects with their preparation to study Hotel Management at BUas.

Chapter 3 Creative Media & Game Technologies

General information preselection and selection moments

Preselection is based on a submitted assignment and portfolio per discipline and is graded with yes/no. Based upon a review of their portfolio assignment it will be decided if the applicant is invited for an interview or not. We strongly suggest applicants to apply as soon as they can to be able to finish the portfolio assignment in time.

If the follow-up steps have been finalised before 10 January, applications with a positive reviewed assignment will be offered a live assessment moment in early February. If the follow-up steps have been finalised after 10 January, but before 15 May, applications with a positive reviewed assignment, will be offered a live assessment moment in June.

The outcome of the interview will be shared within 10 working days after it took place and can be either 'selected', 'waiting list' or 'not selected'. Participating in one of the early interview moments will make sure the applicant can secure a spot early and/or will be able to plan their next steps. The final deadline for delivering the portfolio assignment is the 15th of May, with a final round of interviews end of May.

The prospective student will be informed no later than 20 June whether they are selected for this degree programme or not.

To secure the special feature small-scale and intensive education, no more than 180 students will be selected.

Portfolio Assignment, Interview, and Criteria

The assignments per variation (listed below) are mandatory unless your portfolio clearly demonstrates all areas the assignment covers. The specific assignments are given when you access the assessment website.

The actual selection procedure distinguishes between the four variants within CMGT:

- a. Programming
- b. Design and Production
- c. Visual Arts
- d. Film VFX

The selection procedure is as follows:

1. Variation Assignment/Tests and/or Portfolio

2. Pre-Selection

- a. Preliminary assessment will be based on the quality of the submitted assignment
- b. Applicants that pass the pre-selection will be invited for an interview.

3. Interview-Assessment weighting per discipline and question guidelines

- a. **Motivation (DP: 20%, VA: 15%, PR: 15%, FVFX: 15%)**
 - i. We provide small-scale and intensive education. This means that we expect a 40 hours per week commitment to your study, strong teamwork, engagement in regular

- (1-on-1) feedback sessions, the ability to study independently, an interest in extra-curricular activities and a proactive attitude. Do you fit this profile? Explain why.
- ii. How much time did you spend on the assignment?
- iii. How did you prepare? What learning resources did you use?
- b. **Communication (DP: 20%, VA: 15%, PR: 15%, FVFX: 15%)**
 - i. Ask them to explain their assignment
 - ii. Is the applicant proficient in English?
 - iii. Can the applicant answer our questions clearly and concisely?
- c. **Reflection (DP: 20%, VA: 10%, PR: 10%, FVFX: 10%)**
 - i. What aspect of the assignment of the game did you like the most?
 - ii. What did you learn from making the assignment?
 - iii. What would you improve if you had more time?
- d. **Portfolio + assignment – Skills & Knowledge (DP: 40%, VA: 60%, PR: 60%, FVFX: 60%)**
 - i. Quality of the assignment
 - ii. Examples of your best work
 - iii. Skills and knowledge you already have (including previous education)

Interview assessment will be based on delivery, any additional work shown and questions to assess suitability for the programme.

Selecting students

Pre-selection applicants will get a simple yes or no reply. Interviewed applicants will be assessed based on the above criteria and ranked. For each two intake moments the cut-off point per discipline will be discussed based on quality and yearly department quotas of applicants.

To guarantee the quality of the small-scale and intensive education, a limited number of students will be selected for CMGT. For more information, please check the website.

Chapter 4 Creative Business

The selection procedure consists of three phases.

A. The applicant will be assigned the following tests and assignments:

- 1 application letter (online).
- 2 résumé (online). The applicant can score on either work experience or degree programme.
- 3 study skills test (online). The study skills test consists of a questionnaire relating to general higher professional education skills (intrinsic goal orientation, extrinsic goal orientation, task value, self-check, self-effectivity for learning, fear of testing, cognitive learning strategies, learning management strategies).

The applicant indicates what he thinks about various statements on a 7-point scale ranging from 'totally disagree' to 'totally agree'.

- 4 previous knowledge test (online). The previous knowledge test is an online multiple-choice test asking questions (on a basic level) about the various subjects dealt with in the programme. The test is [administered](#) online and is assessed on a 1 to 10 scale.

B. Participate in a selection interview (at Breda University of Applied Sciences or via Teams)

Assignments 1 to 4 need to be finalised before 10 January or by 15 May at the latest. Everybody who has finalised the full online part of the assessment can choose their live selection moment on the assessment website. If the follow-up steps have been finalised before 10 January, applicants can choose both the early (February) and the late live assessment moments (May/June). If the follow-up steps have been finalised after 10 January, they can choose only the late live assessment moments (May/June).

The selection interview can either be on campus or online.

Interviewed applicants will be assessed based on the criteria below and ranked. The following matters will be discussed during the interview:

- why Breda University of Applied Sciences?
- why Creative Business?
- orientation (Open Day/Orientation Day)
- questions about developments in the media industry
- questions about expectations of the degree programme
- questions to form a picture of the profession

Applicants who have participated in the early live assessment moment and have obtained a high total score will be selected. Prospective students who have obtained a medium high score might be placed on a waiting list.

The latest date the applicants are informed about the results is 28 February.

STAGE A: 50%	Max points
Application letter (max. 100 points)	
Completeness of the letter	10
English language proficiency	20
Motivation for choosing Creative Business. We provide small-scale and intensive education. This means that we expect a 40 hours per week commitment to your study, strong teamwork, engagement in regular (1-on-1) feedback sessions, the ability to study independently, an interest in extra-curricular activities and a proactive attitude. Explain why you fit this profile.	20
Formulate a good picture of the industry	20
Structure of the letter	20
Logical connection with activities carried out in the past	10
Resume (max. 100 points)	
General experience	20
Work experience	20
Creativity (AV/web/music, etc.)	20
Computer skills	20
Other matters that cannot be related to the above points	20
Study skills test (max. score 10)	10
Previous knowledge test (max. score 10)	10
Stage B: 50%	
Interview (max. 100 points)	
Motivation/Argumentation why this study	20
Professional image	20
Communication skills and presentation	20
Image of the degree programme	20
English proficiency	20

All the results obtained will be collected and translated into a 100-point scale. A low score for one of the parts may be the decisive factor for rejecting an applicant.

C. Decision whether or not you are accepted

Applicants with a diploma from a Dutch educational institution, will be informed no later than 1 July whether they are selected for this degree programme or not.

Applicants with a diploma from a non-Dutch educational institution, will be informed within one week after the interview whether they are selected for this degree programme or not.

If you are selected, accept the offer, and pay the tuition fee to complete the registration.

To guarantee the quality of the small-scale and intensive education, a limited number of students will be selected for Creative Business. For more information, please check the website.

Chapter 5 Applied Data Science & Artificial Intelligence

Given that you meet the entry requirements you will receive an email that will give access to our intake team in MS Teams that will be used for the follow-up steps.

To opt for an interview the applicant turns in their portfolio assignment in the template as provided in Teams. Based upon a review of their portfolio assignment it will be decided if the applicant is invited for an interview. We strongly suggest applicants to apply as soon as they can to be able to finish the portfolio assignment in time. Interviews will be done monthly from January 2025.

Applicants can make use of several interview moments but are limited to one opportunity. The outcome of the interview will be shared within ten working days after it took place and can be either 'selected', 'waiting list' or 'not selected'. Participating in one of the early interview moments will make sure the applicant can secure a spot early and/or will be able to plan their next steps. The final deadline for delivering the portfolio assignment is 15 May, with a final round of interviews end of May.

The prospective student will be informed no later than 20 June whether she/he is selected for this degree programme or not.

To guarantee the quality of the small-scale and intensive education, a limited number of students will be selected. For more information, please check the website.

ADS&AI Portfolio Assignment, Interview, and Criteria

In order to secure an interview spot, the applicant needs to deliver an assignment that meets the requirements. The specific requirements will be shared on the BUas website and in the intake team in MS Teams. A presentation template will be provided that the applicant needs to complete. As part of the procedure, potential students do the [National AI Course](#), and deliver proof of having done this by including their certificate.

The assignment and interview will be graded according to three main criteria:

- a. 30% Motivation, this will cover subjects like; why this study, what about your future career, what about your future goals, and how does ADS&AI fit into that?
- b. 20% Suitability, this will cover subjects like; teachability, communication and writing skills in English, your best example of teamwork, what other pursuits/passions/hobbies do you have, and will you be taking part in the extra-curricular activities organized by our students and lecturers?
- c. 50% Aptitude, skills, and knowledge, this will cover the requirements for the portfolio assignment (result from the National AI Course), proven skills in Mathematics, Statistics and IT/Programming best examples of work and skills/knowledge you already have.

Students with a score > 70% are selected, with a score 60%-70% put on a waiting list and with a lower score rejected.



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

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