Selection procedures bachelor's programmes

Academic year 2027-2028



CREATING MEANINGFUL EXPERIENCES

FC&S

Breda University OF APPLIED SCIENCES

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Chapter 1 General information

The application procedure consists of the following steps:

Step 1 Enrolment 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*.

The official deadline to make an enrolment application in Studielink for bachelor programmes with selection is 1 May.

Step 2 Application via My Online Application, the online application portal of Buas
Items with a "" only apply to applicants who are considered as International applicants.*
In *My online application* the applicant will be requested to answer additional questions and to upload the application documents;

- CV (in English)*;
- Copy of ID / passport*;
- 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 the most recent list of grades if the diploma has not been obtained yet*;
- English test results (if applicable, check the TER (Teaching and Regulations document)*;
- For Hotel Management applicants only:
    - Motivation (letter) (in English);
    - students with a diploma from a non-Dutch educational institution: A personal video message (see chapter 2)*;
    - students with a diploma from a Dutch educational institution:
        - Select an available date to participate in one of the selection days.
        - CV (in English)
        - Secondary school diploma including list of grades
        - Optional: recommendation letter

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

Step 3 The selection procedure of the bachelor's programme
Each bachelor's programme uses its own specific selection criteria, see following chapters.

Step 4 Completion of the enrolment; payment of tuition fee
To complete the enrolment, final documents must be uploaded (in case of conditional admission). Furthermore, digital authorisation must be confirmed or tuition fee must be paid. More information about payment of tuition fee.

Hardship Clause
The Executive Board of BUas is authorised, within the parameters of the WHW, to address serious injustices that may arise in the application of these Regulations, as well as to make decisions not provided for in these Regulations. To this end, the student must submit a written request, stating the reasons, to the Executive Board.

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 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
Assignment	X	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

After submitting your application; to be submitted at least before 4 May 5 PM CET, your application will be screened. If your application (documents) meet our requirements, you will be invited to a selection day at Buas campus. Along with this invitation, you will receive details to complete an (online) assignment. 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;
   - An interview with the selection committee in which e.g. your motivation, (international) hospitality experience, your fluency in English and personal (traits and characteristics) qualities and the assignment will be discussed.
   - The required level for the second modern language will be discussed.

c) Tour of the building / campus

C. Decision whether or not you are selected

Within two weeks after the selection day, you will be notified whether or not you have been selected / rejected for the programme or if you have been placed on the waiting list. At the latest on 1 July, we will inform applicants that have been placed on the waiting list whether or not they have been selected for the programme.

In order to complete your registration, you need to confirm your digital authorization or pay your tuition fee.

Students with a diploma from a non-Dutch educational institution

A. Screening of application

After submitting your application; to be submitted at least before 4 May 5 PM CET, your application will be screened. Part of the application 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 bachelor programme Hotel Management and studying at Buas?
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 selected

Within 21 days after receipt of the complete application and if the educational and English language requirements have been (conditionally) approved, you will be notified whether or not you have been selected / rejected for the programme or if you have been placed on the waiting list. At the latest on 1 July, we will inform applicants that have been placed on the waiting list whether or not they have been selected for the programme.

Chapter 3 Creative Media & Game Technologies

General information preselection and selection moments

Preselection is based on the submission of an assignment and portfolio specific to each discipline, with a pass/fail grading system. After reviewing the portfolio and assignment, a decision will be made on whether the applicant is invited for an interview. We strongly encourage applicants to apply as early as possible to ensure they have enough time to complete their portfolio assignment.

Applicants have four submission deadlines for their assignments, each by 23:59 CET:

- November 27
- January 15
- March 05
- May 15

Assignments will be reviewed, and decisions regarding interview invitations will be communicated within two weeks of each deadline.

The results of the interview will be communicated within 10 working days and will fall into one of the following categories: 'Selected', 'Waitlisted', or 'Not Selected'. Participating in an earlier interview session increases the likelihood of securing a spot early and allows the applicant to plan their next steps accordingly. The final deadline for submitting the portfolio assignment is May 15th 23:59 CET, with the last round of interviews scheduled for the end of May.
The prospective student will be notified by June 19th regarding their selection for the degree program.

Portfolio Assignment, Interview, and Criteria

The assignments per variation (listed below) are mandatory. The specific assignments are given when you are applying for the programme.

The actual selection procedure distinguishes between the variants within CMGT:

a. Programming
b. Game Design
c. Visual Arts
d. Business & Production

The selection procedure is as follows:

1. **Variation Assignment/Tests and 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**
        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**
        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**
        i. What aspect of the assignment did you like the most?
        ii. What did you learn by completing the assignment?
        iii. What would you improve if you had more time?
    d. **Portfolio + assignment – Skills & Knowledge**
        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

Applicants will receive a straightforward yes or no response during pre-selection. During the interview, applicants will be evaluated based on the criteria mentioned above and assessed accordingly. For each intake cycle, the cut-off point per discipline will be determined based on applicant quality and the department's annual quotas.

To maintain the quality of our small-scale, intensive education, only a limited number of students will be selected for CMGT. For more details, please refer to our 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 résumé is evaluated across the following criteria: general experience, work experience, creativity (e.g. AV/web/music), computer skills, and other relevant activities, with a maximum of 20 points per criterion. Applicants may be assessed based on either relevant work experience or prior educational background.

3 The study skills test is a questionnaire assessing general higher professional education skills, including motivation, learning strategies, and self-regulation. Applicants rate statements on a 7-point scale ('totally disagree' to 'totally agree'), with results converted to a 1–10 score. Low scores on specific components may lead to study coaching, while a low overall score may result in non-admission. Results are always considered in conjunction with other tests and assignments.

4 The prior knowledge test is an online multiple-choice assessment covering basic subjects within the programme, scored on a 1–10 scale. A low score on any component may be decisive in rejecting an applicant.

B. Participate in a Selection Interview (on campus or via Microsoft Teams)

We are now conducting **ongoing online interviews for all international applicants**. Once the online assessment has been completed, applicants will receive an invitation for an interview. Interview results will be communicated within one week of the interview.

For **Dutch applicants**, interviews are held **monthly**. Once they have completed the assessment, they can **schedule their interview directly via the assessment website**. As with international applicants, the results will be shared within one week of the interview.

? **Please note:**. The **assessment deadline for all applicants is 15 May 23:59 CET**. The sooner the assessment is completed, the sooner an interview can be scheduled, and the sooner applicants will receive their admission decision.

Selection Interview Details

Applicants who have completed assignments 1 to 4 and finalised the full online part of the assessment by **15 May 23:59 CET** can select their preferred interview date via the assessment website.

- **International applicants** will be invited for an **online interview via Microsoft Teams**.
- **Dutch applicants** will attend their interview **on campus at Breda University of Applied Sciences**.

During the interview, applicants will be assessed and ranked based on the following topics:

- Motivation for choosing Breda University of Applied Sciences
- Interest in the Creative Business programme
- Participation in orientation activities (Open Day, Orientation Day)
- Awareness of current developments in the media industry
- Awareness of basic understanding hoe marketing works
- Expectations of the degree programme
- Insight into the professional field
- Project based learning

STAGE A: 50%	Max points
Application letter (max. 100 points)	
Completeness of the letter	10
English language proficiency	20
The candidate provides a clear motivation for choosing Creative Business and explains how they fit the programme's profile. The programme offers small-scale, intensive education, requiring a 40-hour weekly commitment, strong teamwork, active participation in (1-on-1) feedback sessions, independent study skills, interest in extracurricular activities, and a proactive attitude. (max. 20 points)	20
The candidate appears to have formed a good picture of the industry (max. 20 points)	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 selected

Applicants with a diploma from a Dutch educational institution will be informed within one week after their interview whether they have been 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

General information: Intake and interview process
Once we have decided that the applicant (conditionally) meets the educational and English language requirements for the programme, they will receive more information regarding the selection process via email. To be considered for an interview, applicants must submit their **portfolio assignment** using the template provided in **My online application and take the Mathematics test**. Based on the review of this assignment and mathematics test, a decision will be made regarding interview eligibility. We strongly encourage applicants to apply early to ensure sufficient time to complete the assignment.
Interviews are held monthly starting in January. While applicants may choose from several interview dates, they are limited to one opportunity.

Timeline and outcome:

- The final deadline for submitting the portfolio assignment is **15 May 23:59 CET.**
- The final round of interviews will take place at the end of May.
- Applicants will be informed of the interview outcome within 10 working days after the interview.

Outcomes are:

- Selected
- Waiting list
- Not selected

Applicants that are placed on the waiting list, will be admitted to the programme in chronological order if places become available.
Applying early will make sure the applicant can secure a spot early and/or will be able to plan their next steps.
To maintain the quality of our small-scale and intensive education, only a limited number of students will be admitted.

Portfolio assignment, interview and evaluation 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 My online application. A presentation template will be provided that the applicant needs to complete. As part of the procedure, potential students do the Mathematics test.

Evaluation criteria
The assignment and interview will be assessed based on the following criteria:

20% Motivation

- Why this study?
- Future career and goals
- How does ADS&AI algin with your ambitions?
- 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.

20% Suitability and communication skills

- Communication skills (in English)
- Why project-based learning?

60% Mathematics test + experience and presentation

- The outcome of the Mathematics test
- Demonstrated skills/experience in Mathematics and technology
- Interest in the various roles within an AI project team
- 5-minute presentation on chosen assignment (in 4 slides)

Scoring and selection

- > 70% = Selected
- 60 - 70% = Waiting list
- < 60% = Not selected

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



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

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