



2025-2026

Master Game Technology



1 year, 60 ECTS



EU/EEA: before 15 August
non-EU: before 1 June



Master of Science



Group size:
appr. 25 students
(50% international)



Study load:
40 hours per week



EEA tuition fee *
€2,601 (2025-2026)

* Please check BUAs.nl
for detailed information

This master's programme focuses on facilitating your growth in research and development with support from industry partners and expert lecturers from the international games industry. Training in research methods allows you to develop deep insights into your chosen area of game development and make meaningful contributions.

WORKING ON PRACTICAL SOLUTIONS

- > You will spend a year working on a topic of your own interest, or on a topic within one of the current research projects of BUAs. You will receive weekly individual coaching by an expert in your subject area. At the end of every block, you will present your work and progress will be evaluated.
- > Your work involves a research thesis and the practical development of artefacts.
- > Sometimes it can be difficult to visualise how you can do research in the games sector. Is research in Art even possible? What kind of data could a Design & Production paper yield? Check **BUAs.nl** for examples of papers written by graduates of this master's programme.

WANT TO APPLY?

We encourage applicants who are working in the games industry and already have a bachelor's degree.

Applicants should have:

- > a bachelor's degree in any relevant game development area such as: IT, programming, art, animation, design, production; or an exceptional interest in game technology (if you have an alternative background).
- > a pre-existing knowledge in the field you wish to explore; rather than teaching you game development skills, this course will focus on writing and research fundamentals.
- > specific skills (if needed); if you wish to create an artefact to substantiate your research, for example a test scene with different mood settings, you will already need to possess the skills required to make that test scene.

Please check the English language requirements at **BUAs.nl**

+ The pluses of this master's programme

- + Developed in collaboration with **Howest University of Applied Sciences** and the international games industry
- + Lecturers and professionals from across the field of games development
- + Year-long graduation, self-directed learning, and individual coaching

Block A

Concept

- > Introduction
- > Literature Review

Block B

Pre-production

- > Methodology

Block C

Production

- > Data Collection
- > Analysis
- > Discussion

Block D

Release

- > Conclusion
- > Publication

Go to BUas.nl for a complete curriculum overview.

Preparing for this programme

You will have to write a project proposal, in a template provided by BUas, in which you summarise your ideas for a research project. Please check all requirements at BUas.nl

Open Days | On Campus

- > 16 November 2024 | 11.00 - 14.00 hrs
- > 8 February 2025 | 11.00 - 14.00 hrs
- > 3 April 2025 | 18.00 - 21.00 hrs

Digital Discovery Day | Online

Please check BUas.nl/en/ddd



Join one of our current applied research projects

Advanced Graphics Programming | Professor Bikker

- > Applied science approach to real-time, photo-realistic rendering for movies and games, enabling students to access state-of-the-art academic material and to apply theory in the field using state-of-the-art engineering skills.

Beyond Entertainment | Professor Mayer

- > Serious Games for Learning and Change: Dive into the design and evaluation of a serious game on a specific topic, such as broad prosperity, poverty, team interactions, and more.
- > Virtual Humans – Real Emotions: Technical studies, design studies, and user interaction studies of highly realistic Virtual Humans, for instance, in the context of studying emotions, charismatic leadership, therapy, etc.
- > Digital Twins (for the Ocean) – Technical development, design studies, and user interaction studies of 3D immersive realities, VR, and AR for Ocean Digital Twinning.

Examples of jobs after graduation

- > Research and Development Specialist
- > Researcher
- > Expert Developer in your field
- > Rendering Engineer

Questions?

Do you have questions about the programme, admission requirements, selection procedure or something else? Ask them via BUas.nl/en/chat or send them to mastergametechnology@buas.nl

Some of our industry partners:

SONY

Houdini

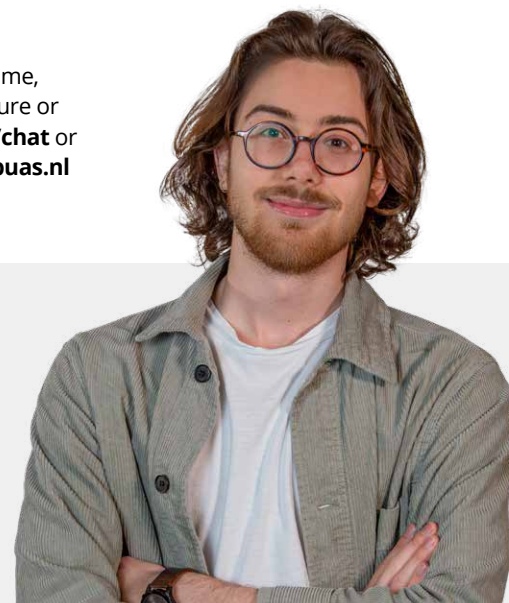


UBISOFT



Jef

Master's student





2025-2026

MBA Imagineering | Master



1 year, 60 ECTS



EU/EEA: before 15 August
non-EU: before 1 June



Master of Business
Administration



Group size:
appr. 15 students
(50% international)



Study load:
40 hours per week



EEA tuition fee *
€16,650 (2025-2026)

* Please check BUas.nl
for detailed information

Due to challenges related to for instance sustainability, inclusivity, and the rise of digital technologies, we are faced with increasingly complex issues. This sparks a necessity for change within organisations. The MBA Imagineering can offer you and your organisation strategies to successfully initiate and facilitate these transitions. In this 1.5-year / one-year MBA programme you learn how to develop your expertise in designing and facilitating co-creative processes towards transformation.

IMAGINEERING AS STRATEGIC DESIGN APPROACH

- > Imagineering as Strategic Design Approach, a fundamental component of this MBA programme, focuses on strategic management, social innovation in organisations and enterprises, purpose-driven design, and the co-creation of value through networks in the Experience and Transformation Economy era.
- > You will learn the fundamentals of Imagineering as Strategic Design Approach, develop skills to apply them in businesses and organisations from a variety of industries, as well as provide expert advice in a cross-cultural and organisational context.
- > In this programme, a multidisciplinary approach is experienced, where co-creation and collaboration are at the core of your individual development.

WANT TO APPLY?

Applicants should have:

- > a bachelor's degree (preferably) in Business Administration in a relevant field of study, such as marketing management or business innovation.
- > apart from educational background and language skills, criteria for admission are work experience, personal qualities, and motivation.

Shortlisted candidates will be called for an intake interview.

Please check the English language requirements at [BUas.nl](https://www.buas.nl)

The pluses of this master's programme

- + Hybrid international classroom where your peers with diverse professional and cultural backgrounds experiment in continuous learning processes
- + Extensive international network of companies, universities and alumni from diverse fields providing real-life projects, experiences, and practices

Block 1: Inspiration

Broad theoretical framework

- > Value creation, Change and Emergence
- > Complexity Thinking

Block 2: Ideation

Creative processes within organisations and possibilities for transformation

Storytelling, Concepting, and Playfulness as tools to boost collaborative innovation

Block 3: Implementation

Continuous creative business development

- > Implementing new business strategy
- > Real cases and commissioners

Block 4

Performing a research-based Imagineering project

in cooperation with an application company

Go to BUas.nl for a complete curriculum overview.

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Examples of jobs after graduation

- > Innovation Manager
- > Strategic Manager
- > Brand Manager
- > Business Consultant
- > Strategic Designer
- > Process Facilitator
- > Marketeer
- > Programme Manager

Executive mode

BUas also offers this master's programme in executive mode.

Check BUas.nl for detailed information.

Questions?

Do you have questions about the programme, admission requirements, selection procedure or something else? Ask them via BUas.nl/en/chat or send them to imagineeringacademy@buas.nl

Some of our industry partners:



Visit our [LinkedIn showcase page](#)

BUas is a prestigious institution

"I learnt about the Master Imagineering, which has a core in sustainability and is about business innovation. I was assured BUas is a prestigious institute in this respect, so I decided to apply. The most interesting part for me is creating and designing interventions. It's quite challenging, because you have to analyse all the information and try to make connections as impartially as possible."

Nima

Master's student





2025-2026

MBA Imagineering | Executive Master



18 months, 60 ECTS



EU/EEA: before 15 August
non-EU: before 1 June



Master of Business
Administration



Group size:
appr. 15 students
(50% international)



Study load:
20-30 hours per week



EEA tuition fee *
€16,950 for 18 months
(2025-2026)

* Please check BUas.nl
for detailed information

Due to challenges related to for instance sustainability, inclusivity, and the rise of digital technologies, we are faced with increasingly complex issues. This sparks a necessity for change within organisations. The MBA Imagineering can offer you and your organisation strategies to successfully initiate and facilitate these transitions. In this 1.5-year / one-year MBA programme you learn how to develop your expertise in designing and facilitating co-creative processes towards transformation.

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- > You will learn the fundamentals of Imagineering as Strategic Design Approach, develop skills to apply them in businesses and organisations from a variety of industries, as well as provide expert advice in a cross-cultural and organisational context.
- > In this programme, a multidisciplinary approach is experienced, where co-creation and collaboration are at the core of your individual development.

WANT TO APPLY?

Applicants should have:

- > a bachelor's degree (preferably) in Business Administration in a relevant field of study, such as marketing management or business innovation.
- > apart from educational background and language skills, criteria for admission are work experience, personal qualities, and motivation.

Shortlisted candidates will be called for an intake interview.

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The pluses of this master's programme

- + Hybrid international classroom where your peers with diverse professional and cultural backgrounds experiment in continuous learning processes
- + Extensive international network of companies, universities and alumni from diverse fields providing real-life projects, experiences, and practices

Block 1: Inspiration

Broad theoretical framework

- > Value creation, change and emergence
- > Complexity thinking

Block 2: Ideation

Creative processes within organisations and possibilities for transformation

Storytelling, Concepting, and Playfulness as tools to boost collaborative innovation

Block 3: Implementation

Continuous creative business development

- > Implementing new business strategy
- > Real cases and commissioners

Block 4

Performing a research-based Imagineering project

in cooperation with an application company

Go to BUas.nl for a complete curriculum overview.



Examples of jobs after graduation

- > Innovation Manager
- > Strategic Manager
- > Brand Manager
- > Business Consultant
- > Strategic Designer
- > Process Facilitator
- > Marketeer
- > Programme Manager

Questions?

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Digital Discovery Day | Online

Please check BUas.nl/en/ddd



visit our [LinkedIn showcase page](#)

Helping Indonesian farmers gain a better position

"In this executive master's programme, I worked on design assignments for CELTH, the Centre of Expertise in Leisure, Tourism & Hospitality. During a hackathon with Fachhochschule Graubünden in Switzerland, our project team of imagineers worked on the challenge of helping farmers in Indonesia gain a better position in the value chain. Incredibly fun and educational!"

Lennaert

Master's student





2025-2026

Master of Science Leisure and Tourism Studies



1 year, 60 ECTS



EU/EEA: before 15 August
non-EU: before 1 June



Master of Science



Group size:
appr. 20 students
(35% international)



Study load:
40 hours per week



EEA tuition fee *
€2,601 (2025-2026)

* Please check BUas.nl
for detailed information

In this **academic master's programme** you learn about the value of leisure and tourism in a more complex society. It builds on the knowledge and expertise from various disciplines. We look at leisure and tourism from the perspectives of Experiences & Storytelling and Placemaking & Events.

AN INTEGRATED AND MULTIDISCIPLINARY APPROACH

- > Our leisure time is a vital resource that can be used for creative and physical activity, building relationships, forging identities and developing skills. The experiences that fill our leisure time are provided by an industry which accounts for 6% of the workforce in the Netherlands.
- > The phenomena of leisure and tourism are increasing in complexity and require an integrated and multidisciplinary approach.
- > Courses of this programme build on knowledge and expertise from various fields such as sociology, psychology, geography, economics and management.

WANT TO APPLY?

You are more than welcome if you have:

- > completed one of the following programmes at BUAs:
Bachelor of Science Leisure Studies, Bachelor of Science Tourism, pre-master Leisure and Tourism Studies, pre-master Strategic Business Management and Marketing.
- > a bachelor's degree in a relevant field of study such as: sociology, psychology, economics, management or geography.

Please check the English language requirements at [BUas.nl](https://www.buas.nl)

The pluses of this master's programme

- + Recognised by WLO as a World Leisure Centre of Excellence
- + The only academic master's programme in Leisure and Tourism in the Netherlands
- + Multidisciplinary approach; strongly related to topics in the international leisure and tourism industry

Phase 1

Master's courses on leisure in a network society

- > Understanding Leisure and Tourism Attractions and Events
- > Organizing Strategy and Entrepreneurship (Tilburg University)
- > Experience Marketing in Leisure and Tourism
- > Analysing Leisure Interactions
- > Leisure, Creativity and Space

Phase 2

Master's thesis

Preparing your master's thesis individually or in seminars together with other students and writing your individual thesis

Go to [BUas.nl](https://www.buas.nl) for a complete curriculum overview.



Examples of jobs after graduation

- > Strategic Planner
 - > Consultant
 - > Policy Developer
 - > Researcher
 - > Lecturer
- in profit or non-profit organisations in the tourism or leisure industry.

Questions?

Do you have questions about the programme, admission requirements, selection procedure or something else? Ask them via [BUas.nl/en/chat](https://www.buas.nl/en/chat) or send them to leisurestudies@buas.nl

Some of our industry partners:



Open Days | On Campus

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- > 8 February 2025 | 11.00 - 14.00 hrs
- > 3 April 2025 | 18.00 - 21.00 hrs

Digital Discovery Day | Online

Please check [BUas.nl/en/ddd](https://www.buas.nl/en/ddd)

I learnt a lot about emotion-based research

"I discovered a great deal about the development of recreation in urban areas. I learnt how to measure people's emotions, and I gained many insights into the real meaning of attractions and events. I'm very interested in emotion-based research; this led to me being involved in the BUas Experience Lab, using psychophysiological and neuroscientific methods to measure emotions during experiences."

Gunther

Master's student





2025 - 2026

Master Strategic Events Management



2 years, 60 ECTS



EU/EEA:
before 15 August



Master of Arts



Group size:
appr. 20 students
(60% international)



1 day of lectures
1.5 days of
independent study



EEA tuition fee *
€1,820 (2025-2026)

* Please check BUas.nl
for detailed information

A programme for young professionals with some degree of experience in events to specialise further in the dynamic, fast-moving and experience-focused events industry. You will learn to approach events as strategic tools, enhancing both the event itself and its impact. This is a two-year, part-time programme where you have classes on campus one day a week.

STRATEGIC VALUE CREATION

- > You will learn about how to design, personalise and deliver engaging experiences that will help events and their stakeholders to achieve their aims more successfully. Events therefore arguably act as 'value creation platforms', which can deliver different forms of value to individuals, social groups, businesses and society at large.
- > With personalisation, learning communities, high-impact learning and connectivity as guiding principles, you will work on a final graduation challenge which is relevant to the professional context you operate in.

WANT TO APPLY?

You are more than welcome if you have:

- > a bachelor's degree, for example in the field of: leisure, events, tourism, sports, hotel, facility, culture, communication, business or economics.
- > a part-time job or traineeship.
- > a record of relevant work experience and a strong personal motivation, not only based on career motives.
- > an EU/EEA nationality.

Eligible candidates will be invited for a selection interview.

Please check the English language requirements at [BUas.nl](https://www.buas.nl)

The pluses of this master's programme

- + Recognised by WLO as a World Leisure Centre of Excellence
- + The only master's programme in Strategic Events Management in the Netherlands
- + Focus on events as a tool for strategic value creation

Year 1

Modules

- > Innovation & Change
- > Business Strategy
- > Sustainability & Responsibility
- > Event Marketing
- > Experience Design

Year 2

- > Collaboration & Co-creation
- > Strategic Value Creation
- > Graduation

Go to **BUas.nl** for a complete curriculum overview as well as study module introduction clips.



Examples of jobs after graduation

- > Global Events Manager
- > Strategic Events Manager
- > Marketing Manager
- > Creative Strategist
- > Creative Events Producer
- > Head of Events
- > Sustainable Manager
- > Corporate Events Manager

Questions?

Do you have questions about the programme, admission requirements, selection procedure or something else? Ask them via **BUas.nl/en/chat** or send them to **strategievents@buas.nl**

Some of our industry partners:



Open Days | On Campus

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- > 8 February 2025 | 11.00 - 14.00 hrs
- > 3 April 2025 | 18.00 - 21.00 hrs

Digital Discovery Day | Online

Please check **BUas.nl/en/ddd**



Visit our *LinkedIn showcase page*

Transforming hands-on concepts to a next level

“This master’s programme has allowed me to transform hands-on concepts within the business events industry to a next level by adding value and co-creating a longer-term strategy. The modules of Sustainability & Responsibility and Innovation & Change not only contributed to my growth as a Strategic Events Manager, but also actually instigated change at my employer’s.”

Steffan

Meeting Manager at La Vie Utrecht





2025 - 2026

Master Supply Chain Management



1 year, 60 ECTS



EU/EEA: before 15 August
non-EU: before 1 June



Master of Science



Group size:
appr. 40 students
(45% international)



Study load:
40 hours per week



EEA tuition fee *
€2,601 (2025-2026)

* Please check BUas.nl
for detailed information

During this master's programme you will gain specialist supply chain knowledge and understanding of the latest developments to become a leader in the field. You will develop the right analytical skills in business intelligence and research, as well as the right social skills in leadership, change and innovation. You will learn how to translate supply chain concepts into useful solutions, which you can implement in practice.

LEADERSHIP MAKES THE DIFFERENCE

Markets are changing rapidly in a dynamic environment, and as a result, supply chains are in need of innovations. Therefore, the supply chain manager of the future is competent in a wide range of disciplines. Future supply chain leaders have specialist knowledge of the entire supply chain and understanding of the latest developments. They have the right analytical skills in the areas of research, data science and business intelligence, as well as the right social skills in the areas of leadership, collaboration and change. This is the core of this master's programme.

WANT TO APPLY?

Applicants should have:

- > a bachelor's degree in Logistics Management or Logistics Engineering.
- > another bachelor's degree with a major (e.g. graduation), placement or minor in logistics; exceptions to these required bachelor's degrees can be made and will be based on individual evaluation.

Please check the English language requirements at [BUas.nl](https://www.buas.nl)

SELECTION

If you are admissible (of eligible) on the basis of your previous education, you will take part in a selection procedure. This procedure is based on the documentation provided and an intake interview. You will find detailed information about the procedures on application, enrolment and selection at [BUas.nl](https://www.buas.nl)

The pluses of this master's programme

- + An international, industry-experienced lecturing team
- + Responding to the market's demand for supply chain leaders of the future
- + Close industry connections to close the gap between academic reality and professional practice

Semester 1

Six courses

(including masterclasses, training courses, assignments and examinations):

- > Supply Chain & Research Fundamentals
- > Supply Chain Strategy
- > Leadership
- > Business Intelligence
- > Change & Innovation
- > Research Methods



Semester 2

Two courses and thesis

In two courses and your thesis you will learn to integrate different strategic-level disciplines, research and model supply chains. You will propose an improvement plan, define an implementation approach and develop leadership skills in a professional industry context.

- > Integrated Supply Chain Cases
- > Research Proposal
- > Thesis

Go to BUas.nl for a complete curriculum overview.

Examples of jobs after graduation

- > Entry-level positions:
 - > Supply Chain Planner
 - > Supply Chain Coordinator
 - > Junior Consultant
 - > Analyst
 - > Engineer
- > Purchase Manager
- > Distribution Manager
- > Senior Consultant
- > Supply Chain Manager or Director

Questions?

Do you have questions about the programme, admission requirements, selection procedure or something else? Ask them via BUas.nl/en/chat or send them to mastersupplychain@buas.nl

Some of our industry partners:



Open Days | On Campus

- > 16 November 2024 | 11.00 - 14.00 hrs
- > 8 February 2025 | 11.00 - 14.00 hrs
- > 3 April 2025 | 18.00 - 21.00 hrs

Digital Discovery Day | Online

Please check BUas.nl/en/ddd

Translating knowledge into real-world applications

"Unlike being just another face in the crowd, here at BUas you are recognised as an individual. For me, the highlight of my master's journey has been the thesis period. This phase provides a remarkable opportunity to translate the knowledge acquired into real-world applications. Currently, I am working at Louwman & Parqui in Raamsdonksveer as a Supply Chain Specialist, where they offered me a graduation project."

Noa

Master Supply Chain Management alumna





2025-2026

Master Media Innovation



1 year, 60 ECTS



EU/EEA: before 15 August
non-EU: before 1 June



Master of Arts



Group size:
appr. 35 students
(50% international)



Study load:
40 hours per week



EEA tuition fee *
€2,601 (2025-2026)

* Please check BUas.nl
for detailed information

Learn about the cutting edge of the media industry and how to come up with new groundbreaking concepts that are innovative and future-oriented. Based on cooperation with the media industry and with an international team of lecturers, the Master in Media Innovation will prepare you to lead the way in a world of jagged change and disruption.

BRING SOMETHING NEW INTO USE

- > This master's programme has been developed in collaboration with international media partners. Starting from everyday issues and with a focus on new trends and technologies, you will learn to recognise opportunities for media innovation and turn them into new and successful products.
- > The programme utilises problem-based thinking and consideration of emerging trends, technologies, and practical application of theory in order to produce media concepts that are innovative, future-orientated, and 'bring something new into use'.

WANT TO APPLY?

Applicants should ideally have:

- > a bachelor's degree in the field of: Business Administration, Media Studies, Communication Studies, Information Technology, or another media-related field.

Candidates without a degree in the above-mentioned subjects, but who can demonstrate a clear interest in media, are also encouraged to apply. Eligible candidates will be invited for an interview.

Please check the English language requirements at [BUas.nl](https://www.buas.nl)

The pluses of this master's programme

- + Study innovation, design thinking, and cutting-edge media
- + Industry-experienced lecturing team, cooperation with international partners
- + Successfully blends theory and practical application

Media theory and concepts

Understand how media works, what innovation entails and be introduced to all kinds of (media) technologies to design a conceptual innovation for your graduation.

Research

Master the knowledge and skills necessary to work towards completing your graduation thesis, researching a media innovation topic of your choice.

Industry case

Together with an industry client, students work in groups to solve a real-world case.

Go to **BUas.nl** for detailed information on the renewed curriculum.



Examples of jobs after graduation

- > Product Owner
- > Innovation Lead
- > Creative Lead
- > Digital Marketer
- > Creative Consultant
- > Digital Strategist
- > Digital Brand Strategist

Online executive mode

BUas also offers this master's programme in executive mode which is taught exclusively online.

Check **BUas.nl** for detailed information.

Some of our industry partners:

SAMSUNG

vodafone 









Open Days | On Campus

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- > 3 April 2025 | 18.00 - 21.00 hrs

Digital Discovery Day | Online

Please check **BUas.nl/en/ddd**

Questions?

Do you have questions about the programme, admission requirements, selection procedure or something else? Ask them via **BUas.nl/en/chat** or send them to **mastermediainnovation@buas.nl**

Being part of an impactful job

"I really see myself working at a tech company, it's an industry that has so much to offer. This master's programme helps me developing my tech skills. I am really passionate about management and production; I think I am good at it, and I also have an affinity towards marketing and branding. I just like getting things done, and I want to be part of an impactful, sustainable job as well, that's really important to me."

Roi

Master's student





2025 - 2026

Master Media Innovation | Executive Master



1 year, 60 ECTS



Before 15 August



Master of Arts



Group size:
appr. 10-15 students
(20% international)



Study load:
40 hours per week



EEA tuition fee *
€2,601 (2025-2026)

* Please check BUas.nl
for detailed information

In close cooperation with international partners, this executive master's programme in Media Innovation has been developed especially for media industry professionals. It provides you with in-depth knowledge of digital media processes and bridges the gap between theory and practice in media studies. This programme is taught entirely online and is open to applicants worldwide.

BRING SOMETHING NEW INTO USE

- > This master's programme has been developed in collaboration with international media partners. Starting from everyday issues and with a focus on new trends and technologies, you will learn to recognise opportunities for media innovation and turn them into new and successful products.
- > The programme utilises problem-based thinking and consideration of emerging trends, technologies, and practical application of theory in order to produce media concepts that are innovative, future-orientated, and 'bring something new into use'.

WANT TO APPLY?

Applicants should ideally have:

- > a bachelor's degree in the field of: Business Administration, Media Studies, Communication Studies, Information Technology, or another media-related field
- > three to five years of relevant industry experience

Candidates without a media-related degree in the above-mentioned subjects, but who can demonstrate a clear interest in media or have equivalent professional experience are also encouraged to apply. Eligible candidates will be invited for an online interview.

Please check the English language requirements at BUas.nl

+ The pluses of this master's programme

- + Study innovation, design thinking, and cutting-edge media
- + Successfully blends theory and practical application
- + Offered exclusively online: can be joined from any country in the world

Media theory and concepts

Understand how media works, what innovation entails and be introduced to all kinds of (media) technologies to design a conceptual innovation for your graduation.

Research

Master the knowledge and skills necessary to work towards completing your graduation thesis, researching a media innovation topic of your choice.

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Examples of jobs after graduation

- > Product Owner
- > Innovation Lead
- > Creative Lead
- > Digital Marketer
- > Creative Consultant
- > Digital Strategist
- > Digital Brand Strategist

Executive and online mode

This programme is the first and only government-funded professional master's programme in Media Innovation in the Netherlands.

Please note: this programme is taught entirely online.

Questions?

Do you have questions about the programme, admission requirements, selection procedure or something else? Ask them via BUas.nl/en/chat or send them to mastermediainnovation@buas.nl

Some of our industry partners:

SAMSUNG

vodafone 

KLM

UNITED

4DR studios

Banijay

It keeps you up to date with media and technology developments

"What I really like about the Executive Master Media Innovation is how it keeps you up to date with the latest media and technology developments, which is crucial for my job as a technical product marketer, where I am responsible for several media products. The programme allows me to directly apply this knowledge to my daily work. This synergy between academic learning and practical application is great for driving innovation and maintaining our competitive edge in the market."

Michiel

Executive master's student



MULTIPLE
DEGREE



2025-2026

Master Sustainable Outdoor Hospitality Management



1.5 to 2 years, 120 ECTS



EU/EEA: before 15 August
non-EU: before 1 June



Master of Arts
(BUAs)

Master of Science
(University of Girona)
Professional Specialist
(University of Rijeka)



Group size:
appr. 10-25 students



Study load:
40 hours per week



EEA tuition fee *
appr. €10,000
for 2 years

* Please check BUAs.nl
for detailed information

Large-scale camping resorts are important actors in the sustainable development of an area. As the demand for this type of accommodation is growing rapidly in Europe, the outdoor hospitality management industry requires highly qualified professionals who are able to effectively manage the business in cooperation with local authorities. In a real work setting, you will learn about the sustainable transition and strategic management of hospitality resorts.

WITH WHOM?

- > This master's programme has been developed by Breda University of Applied Sciences (BUAs), the University of Girona in Spain and the University of Rijeka in Croatia.
- > With this multiple-degree master's programme, you will receive three titles.

STUDY IN THE NETHERLANDS, CROATIA AND SPAIN

- > In the **first semester** in **year 1** you will attend lectures at BUAs together with the students of the Master Tourism Destination Management. In the **second semester** you will go to the University of Rijeka for an independent programme. Furthermore, you will work at camping resorts in Croatia on sustainable business challenges in the fields of park design, stakeholder engagement, human resource management, concept design or strategic management.
- > In the **third semester** in **year 2** the programme is combined with the Master in Tourism Management and Planning at the University of Girona to deepen your academic and business management skills. In the **last semester**, or as early as in the summer between semesters 2 and 3, you will combine working as a trainee with a Field Research Project in a key outdoor hospitality region of your choice in Europe. The last part of the programme is writing your individual thesis.

WANT TO APPLY?

- > Applicants should have a bachelor's degree in a relevant field of study in, for example, the field of tourism, hotel management, international business, management, economics, law, e-commerce, urban development, geography, social sciences, or finance.
- > You apply through BUAs. For the full admission and English language requirements, check **BUAs.nl**

The pluses of this master's programme

- + Specialising in sustainable large-scale outdoor hospitality accommodation
- + Study and field research in three different countries
- + Three master's degrees after graduation

Year 1 | Breda and Rijeka

Semester 1: Breda

- > Destination Stakeholders and Policy
- > Contemporary Marketing

Semester 2: Rijeka

- > Operational Management in Camping Resorts
- > Experience Design in Camping Resorts



Year 2 | Girona and a destination of your choice

Semester 3: Girona

- > Revenue and Yield Management
- > Strategic Management of Camping Resorts

Semester 4

- > Transformation Project: Traineeship (also possible in the summer between semesters 2 and 3)
- > Master's Thesis

These are examples of courses and projects. Check out the full details at BUas.nl

Examples of jobs after graduation

- > Marketing Manager at Landal GreenParks
- > Human Resource Manager at Valamar Riviera
- > Concept Designer at OYO Vacation Homes
- > Resort Landscape Designer at Pierres et Vacances
- > Product Developer at ANWB
- > Marketing Manager at Capfun

Campsite Industry Scholarship programme

Ten students may receive a €5,000 grant. Please check the requirements at BUas.nl

Some of our industry partners:



Open Days | On Campus

- > 16 November 2024 | 11.00 - 14.00 hrs
- > 8 February 2025 | 11.00 - 14.00 hrs
- > 3 April 2025 | 18.00 - 21.00 hrs

Digital Discovery Day | Online

Please check BUas.nl/en/ddd

Questions?

Do you have questions about the programme, admission requirements, selection procedure or something else? Ask them via BUas.nl/en/chat or send them to master-sohm@buas.nl



Improving the outdoor hospitality industry

"I believe this new master's programme is a great opportunity as it combines multiple studies, and sustainability is a key topic in the industry. The staff were very helpful and supportive during the application process, and their passion and devotion to contribute to the improvement of the outdoor hospitality industry assured me that this is the right fit for me."

Danica

Master's student

CREATING MEANINGFUL EXPERIENCES



2025-2026

Master Tourism Destination Management



1 year, 60 ECTS



EU/EEA: before 15 August
non-EU: before 1 June



Master of Arts



Group size:
40 students
(65% international)



Study load:
40 hours per week



EEA tuition fee *
€2,601 (2025-2026)

* Please check BUas.nl
for detailed information

Learn how to develop strategies for responsible, resilient, and sustainable destination management. You will start this master's programme in Breda to gain theoretical knowledge and develop your professional skills in our international classroom. After that you will do field research for a period of three months at various destinations in the world.

STUDY AT FOUR LOCATIONS IN THE WORLD

- > During **phase 1** you will study in Breda in an international classroom setting. You will study theory, attend guest lectures and work on practical assignments and projects.
- > The field research project in **phase 2** focuses on the changing dynamics of three different destinations in the world with their own unique context. In previous years, destinations were Indonesia, Singapore, Australia, Fiji, Myanmar, Cambodia, Vietnam, Thailand, Sri Lanka, Malta and Chambéry.
- > In **phase 3** you will work on your individual thesis anywhere in the world.

WANT TO APPLY?

Applicants should have:

- > a bachelor's degree in a relevant field of study such as: tourism, hotel management, international business, economics, finance, e-commerce, law, urban development, geography or social sciences.
- > research experience and academic writing skills, preferably in English.
- > a clear link with and motivation for the tourism industry, demonstrated by international or intercultural work or other experience.

Please check the English language requirements at [BUas.nl](https://www.buas.nl)

+ The pluses of this master's programme

- + Three months of field research at three different destinations in the world
- + Great opportunity to expand your international network
- + Internationally acknowledged by UNWTO and THE-ICE

Phase 1: Theory in Breda

- > Destination Stakeholders & Policy
- > Destination Development, Finance & Organisation
- > Contemporary Marketing, Contact & Trends
- > Team Performance & Creative Leadership
- > Cross-Cultural Studies
- > Research Process & Methods
- > Context-Related Research

Phase 2: Field Research

- > Field research at three destinations
- > Cross-cultural experiences

Phase 3: Final Thesis

- > Individual thesis anywhere in the world
- > Online supervision

Go to **BUas.nl** for a complete curriculum overview.



Examples of jobs after graduation

- > Consultant
- > Project Manager
- > Marketing Manager
- > Destination Manager
- > Development Manager
- > Sales Manager
- > Researcher
- > Sustainability Advisor
- > Lecturer

Questions?

Do you have questions about the programme, admission requirements, selection procedure or something else? Ask them via **BUas.nl/en/chat** or send them to **master-tdm@buas.nl**

Some of our industry partners:



Open Days | On Campus

- > 16 November 2024 | 11.00 - 14.00 hrs
- > 8 February 2025 | 11.00 - 14.00 hrs
- > 3 April 2025 | 18.00 - 21.00 hrs

Digital Discovery Day | Online

Please check **BUas.nl/en/ddd**

A deeper appreciation of tourism complexities

"The combination of international travel, the integration of theory and practice, self-development, and the cultivation of a strong mindset made it an incredibly intriguing endeavour. It not only expanded my academic knowledge but also equipped me with practical skills, cultural awareness, and a deeper appreciation of tourism complexities."

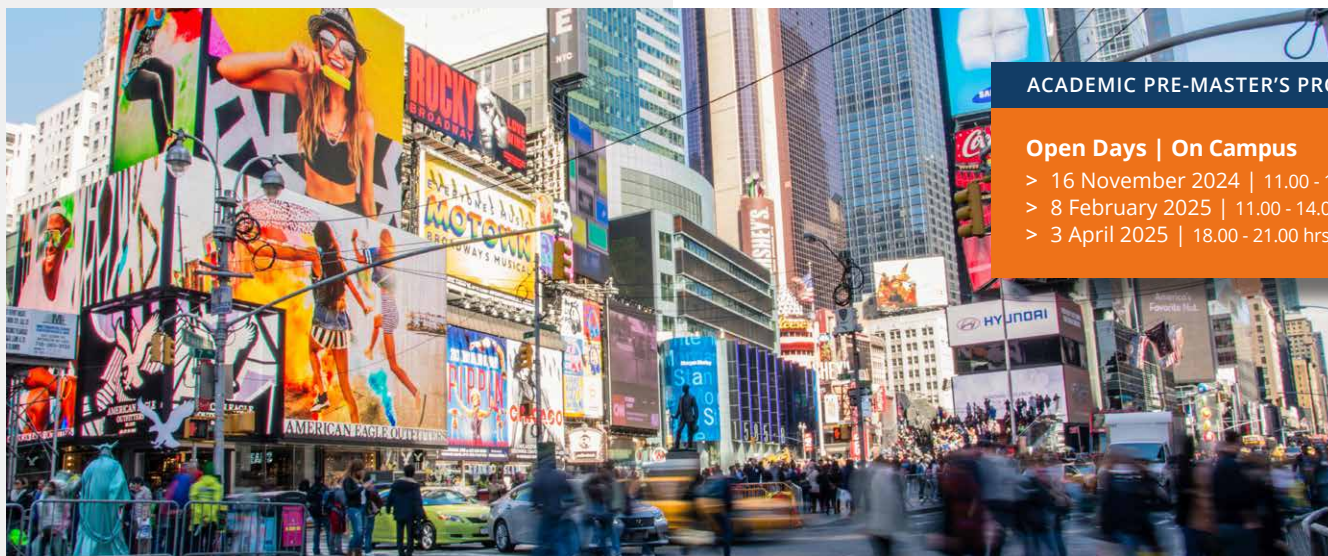
Giannis

Master's student



Open Days | On Campus

- > 16 November 2024 | 11.00 - 14.00 hrs
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- > 3 April 2025 | 18.00 - 21.00 hrs



2025-2026

Pre-master Leisure and Tourism Studies

About Breda University of Applied Sciences

- > Professional and academic master's degree programmes in the fields of:
 - > Games
 - > Leisure & Events
 - > Logistics
 - > Media
 - > Tourism
- > International and highly qualified staff
- > Interactive and student-centred teaching style
- > 7,000 students from over 80 countries
- > Almost 37,000 graduates, working around the globe
- > Only 100 km from both Amsterdam and Brussels
- > Green and modern campus near the city centre of Breda

Programme facts

- > English-taught
- > 1 year full-time programme
- > Study load: 60 ECTS (1 ECTS = approx. 28 hours of study a week)

In this one-year pre-master's programme you will work on a solid theoretical foundation and also on your academic and research skills. It is the best preparation possible for a smooth and direct transfer to the Master of Science Leisure and Tourism Studies at Breda University of Applied Sciences (BUAs).

WHY CHOOSE THIS PRE-MASTER'S PROGRAMME?

- > You have a professional bachelor's degree and want to get an academic master's. After a fast-track bachelor's programme you can even obtain your academic master's degree in just five years!
- > You want to delve into the fields of Leisure and Tourism at an academic level. After this pre-master's you can go directly to the Master of Science Leisure and Tourism Studies at BUAs. This is the only academic master's programme in these specific fields in the Netherlands.
- > We offer you a small-scale study environment as the number of students involved in the pre-master's track is limited. Lecturers can be easily reached and the programme coordinator is available to help you with day-to-day issues.

FOR WHOM

- > If you want to apply for this pre-master's, you should have a professional bachelor's degree, preferably in the fields of Leisure Management, Tourism Management, or Hotel Management.
- > You are also eligible if you hold a Bachelor of Business Administration in any relevant field such as Economics, Commerce, or Finance. Please check the English language requirements at [BUAs.nl](https://www.buas.nl).

WANT TO APPLY?

- > If you meet the admission requirements, you are invited to apply for this pre-master's programme. Please check out the full application procedure at [BUAs.nl](https://www.buas.nl).



Course details

The programme consists of two semesters. In both semesters you will take several theoretical courses, you will learn how to conduct research and you will work on a real-life project. You will also work on your academic skills.

In the theoretical courses, you will dive into ethical dilemmas in the field of leisure, learn about sociological theories to explain leisure behaviour, study the role of stories, storytelling and narratives in leisure and tourism, master the topic of placemaking, and learn more about experience measurement and design.

You will develop research skills in both quantitative and qualitative methods, and apply these skills in real-life projects. In addition, you will participate in the Academic Skills & Coaching module.

Semester 1

- > Leisure Ethics: Theories, Cases and Tools
- > Sociology of Leisure
- > Advanced Qualitative Research Methods
- > Qualitative Field Research Project
- > Storytelling & Cultural Narratives

Semester 2

- > Leisure Networks
- > Leisure & Placemaking
- > Statistics
- > Experience Measurement and Design
- > Survey Research Project

I am planning to continue my studies with the master's

"After graduating from the International Tourism Management bachelor's programme, moving on to the pre-master Leisure and Tourism Studies at BUAs was a logical next step. But for newcomers too, BUAs – with its small classes and personal, practical approach – is a good choice. For now, I am planning to continue my studies with the master's. After that, I see myself working for a Dutch-Caribbean travel or event company."

Kerli

Pre-master's student



CREATING MEANINGFUL EXPERIENCES

Open Days | On Campus

- > 16 November 2024 | 11.00 - 14.00 hrs
- > 8 February 2025 | 11.00 - 14.00 hrs
- > 3 April 2025 | 18.00 - 21.00 hrs

Pre-master Strategic Business Management & Marketing

2025-2026

About Breda University of Applied Sciences

- > Professional and academic master's degree programmes in the fields of:
 - > Games
 - > Leisure & Events
 - > Logistics
 - > Media
 - > Tourism
- > International and highly qualified staff
- > Interactive and student-centred teaching style
- > 7,000 students from over 80 countries
- > Almost 37,000 graduates, working around the globe
- > Only 100 km from both Amsterdam and Brussels
- > Green and modern campus near the city centre of Breda

Programme facts

- > English-taught
- > 1 year, 75 ECTS
- > You will attend this programme in your final year of your professional bachelor's programme
- > Upon completion of this pre-master's programme, you will receive a pre-master's certificate and a bachelor's degree of the programme you completed

Are you in search of in-depth knowledge on business-related issues? Do you want to take your intellectual and research skills to a next level? Then apply for the academic Pre-master Strategic Business Management and Marketing of Breda University of Applied Sciences. Successful completion will give you direct access to Master of Science programmes at our academic partner universities.

FOR WHOM

- > We offer all regular and fast-track students from Breda University of Applied Sciences (BUAs) the opportunity to attend the academic pre-master Strategic Business Management and Marketing (SBM) in their final year of studies.
- > Students from other universities of applied sciences can also enrol for the final year at BUAs.
- > Upon completion, you will have direct access to the Master of Science programmes in business-related studies at our academic partners such as Nyenrode Business Universiteit and the universities of Rotterdam, Amsterdam, Maastricht, Tilburg, Brussels or Warwick and to our own Master of Science Leisure and Tourism Studies.

WHY CHOOSE THIS PRE-MASTER'S PROGRAMME?

- > As research of Maastricht University has shown, SBM graduates are performing exceptionally well in their Master of Science programmes and belong to the top of MSc graduates at all partner universities.
- > You can earn your academic Master of Science degree title in just one year after graduating from the pre-master's track, thus saving you one year!
- > You will be part of an international classroom consisting of some 30 top-performing and motivated students and will be supported by an individual tutor.
- > You will learn how to conduct academic research in an area that has your specific interest, for instance e-tourism, hospitality, sports or culture, media, creative industry, logistics management or urban planning.



Combining business activities with academic research

The academic pre-master Strategic Business Management and Marketing bridges the gap between your professional bachelor's degree and a Master of Science in business-related studies. The study programme (75 ECTS) will prepare you for the academic master's degree level and is made up of five course modules (42 ECTS) and an individual research project (33 ECTS).

Course modules

1. Qualitative and Quantitative Research Methods & Applied Statistics | 12 ECTS
2. Strategic Global Marketing (Strategy, CRM, Marketing Communications, E-business) | 12 ECTS
3. Business Administration Management: Organisational Analysis, Operations and Planning, Quality Management and HRM, and Finance | 9 ECTS
4. Sociological Approach to Consumer Behaviour | 3 ECTS
5. Research Practica and Academic Skills | 6 ECTS

Individual research project

Based on methodological research standards you will perform an applied research project (graduation thesis) on a business-related topic within a company, in a sector and in a country of your own choice. Research practica, individual professional coaching by qualified tutors, and a training course in Academic Skills (reading and writing) will support you.

Admission requirements

- > Only 30 top-performing bachelor's students will be selected.
- > Interested candidates have earned 180 ECTS at BUAs or at another business-related higher education institute.
- > After selection, it is strongly recommended to take a 'Profile XT Test' - measuring your intellectual skills, attitude and preferences - to optimise support and coaching.
- > Please check the detailed admission requirements at BUas.nl.

Want to apply?

Send a well-motivated application letter, along with your CV, a recent photograph, and a complete list of academic results to programme manager Laurent Snoeckx via snoeckx.l@buas.nl. At BUas.nl you will find detailed information about the application procedure.

Ready for any challenge!

"The SBM pre-master was challenging, but motivated me to develop myself in ways I never expected. This SBM year prepared me exceptionally well for the Master of Science International Management that I am now pursuing at Erasmus University Rotterdam. I have learned to think analytically and perform under pressure. Completing this programme also made me more resilient, ready for any challenge!"

Gabriela

Continued her studies with an MSc programme in Rotterdam after graduating in SBM



CREATING MEANINGFUL EXPERIENCES