

Bachelor's Degrees

PROFESSIONAL & ACADEMIC DEGREE PROGRAMMES



Built
Environment



Creative
Business



Data Science
& AI



Facility



Games



Hotel



Leisure &
Events



Logistics



Tourism

CREATING MEANINGFUL EXPERIENCES

2025-2026



Breda
University
OF APPLIED SCIENCES

Breda University of Applied Sciences

- > Professional and academic bachelor's and master's programmes
- > International outlook
- > Small-scale education at the heart of society



Data Science & AI



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Built Environment



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Creative Business



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Hotel



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Facility



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Leisure & Events



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Logistics



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Tourism



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Games



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You are more than welcome at BUas!

Some 7,000 students from over 80 countries are studying at Breda University of Applied Sciences (BUas). Our higher education institute is situated in Breda, the Netherlands, only one hour by public transport from both Amsterdam and Brussels.

We prepare students for management-level positions in an international setting and work together with leading institutes from all over the world. While we take a global perspective in all we do, our education is small in scale. We work in small project groups and lecturers are very accessible.

This prospectus gives you an insight into our degree programmes, admission requirements, study costs, learning environment and, of course, our campus and Breda student city.

Did we spark your enthusiasm?

Take a look at page 32 for all orientation possibilities and find out if BUas is the right choice for you.

"See you soon on our campus in Breda"

Ryan

Tourism Management student





Why BUas?

After your graduation in Breda, you are competent and qualified for entry-level positions and you have an international view of the world and your profession. To achieve this, creativity, entrepreneurship, personal and professional responsibility, global engagement, innovation, and sustainability are key focus areas in our study programmes.

Learning communities

Effective learning is not something you do alone. That is why we have adopted the teaching model of the learning community. In our learning communities, students, lecturers and professionals from the industry work together on real-life, complex and current issues in order to contribute to innovation of professional practice and to help solve societal issues. There is time for exploring the subject matter in detail, and for guidance and feedback.

International experience

We consider international experience of great importance. That's why we encourage you to do your work placement during your studies in a country other than your home country. Lecturers often have an international background. We think it is important that they participate in international networks. In many cases, lecturers are also active in the professional field in addition to teaching. As a result, you as a student are well aware of what is happening in the international professional field.

BUas skills for life

We always encourage you to choose your own path within your study programme. Student counsellors and dedicated lecturers can help you make your choices. In all our professional programmes for instance, you can choose to develop your entrepreneurial skills. It is even possible to do a graduation project within your own start-up! After your graduation, you are self-managing and self-responsible, creative and innovative!

Personalised education

You have a significant say in shaping your own learning path, one that aligns perfectly with your interests and ambitions. You will take course modules of your own study programme. What's more, you will work on projects, exploring areas where you wish to broaden or deepen your knowledge. From year 2 onwards, you have the option to take on BUas-wide projects, focusing on themes such as Social Innovation or Artificial Intelligence.

At BUas.nl/en
students and graduates tell
you all about what it is like
to study at BUas

 SINCE 1966, FORMERLY KNOWN AS NHTV BREDa

 SOME 7,000 STUDENTS FROM OVER 80 COUNTRIES

 ALMOST 37,000 GRADUATES



All things summed up...

Every study programme has its own **pluses**, but what is so special about BUas as a university of applied sciences? We have made a list for you, look and see what comes out on top for you!

You study on our green campus

Our campus is located near the centre of student city Breda and has been designed specifically to facilitate interaction and find inspiration. The city itself is fun, safe and internationally oriented.

You develop into a global citizen

In our large international network we cooperate with other universities and companies. To you this means a lot of opportunities abroad. Just think of exchanges, research projects and field trips.

You work with top companies

We cooperate with businesses which are at the top of their field. This means that you can get work placement positions at some of the big names in your field of expertise such as Samsung, Disney, Google, TUI and Hilton.

You learn to be an entrepreneur

Entrepreneurship is at the core of our learning community. You learn how to convert ideas into concrete goals, actions and end results. You are encouraged to start your own business or project.

BUas is an internationally recognised university

We are acknowledged by, among others, UNWTO, WLO and the International Facility Management Association. We also have an ECA certificate for Quality in Programme Internationalisation.

The Netherlands has a high score in rankings

The Netherlands has high rankings in the Global Innovation Index, the Global Competitiveness Report, and the World Happiness Report of the UN Sustainable Development Solutions Network.

Dutch education has an excellent reputation

The Dutch teaching style can be described as interactive and student-centred, providing students with the attention and freedom they need to develop their own opinions and creativity while applying their acquired knowledge.



Your student life

Your student life largely takes place on our campus at Mgr. Hopmansstraat in Breda, the Netherlands. The campus consists of three buildings including a former convent. The buildings are situated in a green, park-like environment at the edge of the city centre. The city itself is fun, safe and internationally oriented.

Meet people and get inspired

On-campus opportunities to meet and inspire each other extend beyond the lecture halls. For example, in the Lighthouse Bar or the Grand Café. Working together, even with students and lecturers from other degree programmes, is easy because everything is on one campus. In this way, you can learn a lot from each other.

Study landscape

In the former convent you can find the library, a study landscape but also the in-school training company of the hotel management school, a restaurant and the Service Desk. You can find places to eat, quietly study or kick back everywhere around campus.

Creative place for entrepreneurs

All degree programmes have their own project spaces, labs and workshop areas where you can work on your assignments and projects. There is also space for enterprising graduates and start-up entrepreneurs. The Innovation Square offers the necessary facilities for creativity and innovation.

Time for something fun!

Kick a ball around, play the piano, get started in our community garden? It is all possible on our campus. Or check out The HIVE, our new esports and gaming space. And for music lovers we have our own radio station and the Music Room!



Finding your place

Introduction days

At the start of your first academic year, all study programmes organise introduction days to familiarise you with the campus as well as the city. An excellent way to get to know your fellow students. Of course, you can also join a student association.

Clubs and events

BUas is buzzing with activity, and there is a reason behind our slogan, 'Creating Meaningful Experiences'. Explore exciting events on our campus, such as the Sport&Play Fest or DeStress Fest. You can also join one of the BUas Clubs - whether it is the DJ Club, Book Club, or Cooking Club. And if you have a favourite hobby, why not start one yourself?

Extra support

BUas encourages and helps you to get the best out of yourself, whatever the circumstances. If you need extra support or guidance, please check BUas.nl/en/studentwellbeing.

Erasmus Student Network

We are a member of the international student network ESN. ESN's mission is to represent international students according to the principle of Students Helping Students. More information can be found at esn.org.

Housing facilities

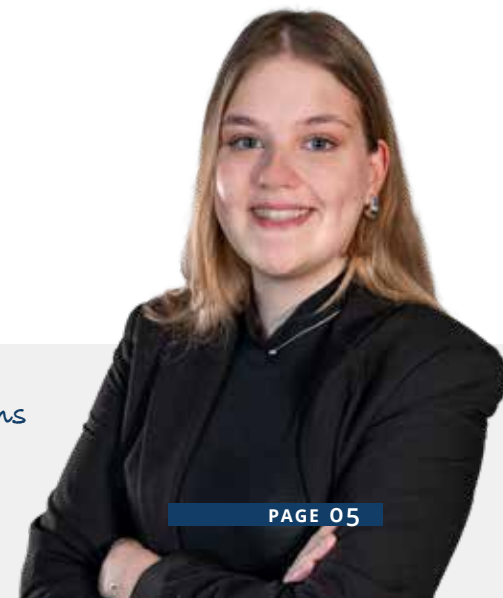
You are encouraged to start your search early for the best chance of finding accommodation in Breda. Most students find a place to live through housing groups on Facebook, klikvoorkamers.nl (Click for Rooms) or a commercial company located in Breda. The rent of a student room in Breda ranges from €450 to €650 per month.



"BUas has everything I was looking for. Fun and valuable connections with students and lecturers, and lots of opportunities to grow"

Kyona

International Facility Management student





Applied Data Science and Artificial Intelligence

Virtual assistants like Siri and the personalised recommendations on your Netflix home screen are just the beginning of what is possible with big data and artificial intelligence. Imagine the potential for better diagnoses and treatments in healthcare, smarter energy networks, and sustainable food production. Fascinated by new technology? Then this is your study programme!

 4 years
3-year track for pre-university (vwo) students

 ENG
English-taught professional bachelor's programme

 Bachelor of Science

 appr. 100 first-year students, about 60% of whom are internationals

 20 contact hours per week

 EEA tuition fee *
€3,250 (2025-2026)

* Please check BUas.nl for detailed information

ABOUT THE STUDY PROGRAMME	
IN SHORT	Project-based learning on our campus is supported by a strong digital learning environment in which you will learn how to gain knowledge and insights from data using specific methods, processes and systems. You will gain a broad knowledge of applications of artificial intelligence applications.
TEAM ROLES	You will work in teams and develop yourself into a Data Scientist, Data Engineer or Data Translator.
DATALAB	In year 1 and year 2 you will study theory and work on practical assignments in our DataLab. Examples of projects: Sustainable Development Goals in Data, Image Recognition, Data-Driven Decision Making, Computer Vision & Robotics, Natural Language Processing, and Recommender Systems.
WORK PLACEMENT GRADUATION	In year 3 you will do a work placement and in year 4 you will complete a graduation project. You will work on projects for external companies and organisations, build up a portfolio and can also work on your own business plan. Going on exchange abroad is also an option.

+ The pluses of this BUas programme

- + Small-scale education, lecturers from the international industry
- + Project-based education with real-life projects in our DataLab
- + Fully English-taught degree programme in an international classroom

YEAR 1 OF THE PROGRAMME

Block A

- > Introduction to AI & Data Science
- > Introduction to data-driven storytelling with Power BI
- > Introduction to Programming in Python
- > Fundamentals of Mathematics

Block B

- > Libraries: Pandas & NumPy
- > Introduction to Machine Learning Algorithms
- > Calculus/Linear Algebra
- > Data Governance (ethical & legal frameworks)

Block C

- > Introduction to Deep Learning
- > Responsible & Explainable AI
- > Human-Centred AI

Block D

- > Agile Project Management
- > Cooperation in Groups
- > Data Engineering
- > Stakeholder Management

This is a sneak preview of the first year. Check out the full details on the study programme at **BUas.nl**



Chat with a student?

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

Examples of jobs after graduation

- > Data Scientist
- > Machine Learning Expert
- > AI Consultant
- > Data Consultant
- > Analytics Translator
- > AI Engineer
- > Machine Learning Engineer

Or you can opt for a master's degree, either at BUas or at another educational institute. More information: **BUas.nl/en/masters**

We are not too stressed about exams!

"I was really intrigued by the fact there is a study programme about AI offered in Breda. My best memory so far is the moment I created a machine learning model that can differentiate between soldiers and civilians. It seemed so impossible to me, just a few months before, that I could create such a thing in such a limited amount of time. My favourite thing in my studies is that there are hardly any exams; we learn by doing. So we are not too stressed about exams!"

Dániel
Fourth-year student





Built Environment

Our society is changing all the time, and the call for a liveable and sustainable environment is loud and clear. We need to organise our cities, towns and infrastructure in a way that meets the demands of today but also anticipates the needs of tomorrow. In the Built Environment programme you will learn to (re)develop urban and regional areas, create sustainable and innovative traffic and transport systems, and translate plans into spatial designs. Design your own future!

 4 years
3-year track for
pre-university (vwo)
students

 ENG
English-taught
professional
bachelor's programme

 Bachelor of Science

 appr. 175 first-year
students, about 25%
of whom are
internationals

 25 contact hours
per week

 EEA tuition fee *
€2,601 (2025-2026)

* Please check BUas.nl
for detailed information

ABOUT THE STUDY PROGRAMME	
IN SHORT	You will learn how to design attractive cities, manage urban planning, influence people towards smart transport choices, and think and design strategically.
SPECIALISATION AREAS	After the first half-year of year 1 you will specialise in one of the following areas: Mobility, Urban Planning or Urban Design. In year 2 you can deepen or broaden your knowledge by choosing topics like Sustainability, Trends & Transitions or Architecture.
WORK PLACEMENT	Year 3 starts with a half-year placement at a government authority, consultancy, or another organisation of your choice. Or you work on a research project within our Research & Business Innovation (RBI) programme.
FIELD TRIPS & EXCHANGE	You will go on national and international field trips. You will visit urban projects and organisations that operate in the field. This way you can observe how your future profession literally shapes society. You can also do an exchange, minor or graduation project abroad.
GRADUATION	In year 4 you attend an in-depth or an extended minor. After that you will work on your graduation project. For example: researching travel time estimations in traffic jams with the help of GSM signals or planning for water management in coastal cities.

The pluses of this BUas programme

- + Unique and integrated combination of mobility, urban planning and urban design
- + Real-life practical assignments in an informal learning community
- + Small-scale education with one-to-one coaching

YEAR 1 OF THE PROGRAMME

Explore your Environment

- > Introduction into Built Environment
- > Analysis and Design
- > Humans, Society & the Built Environment
- > LAB1: Explore your Environment
- > Personal & Professional Development
- > Field trips: visiting urban projects and organisations

After a half-year you will choose one of the following specialisation areas:

- > Mobility
- > Urban Planning
- > Urban Design

Living in Cities

- > Government, Politics & Law
- > Research & Reporting
- > LAB2: Living in Cities
- > Personal & Professional Development

Specialisation area courses:

- > Mobility: Urban Traffic System
- > Urban Planning: Spatial Development
- > Urban Design: Urban Design Toolbox

This is a sneak preview of the first year. Check out the full details on the study programme at BUas.nl



Chat with a student?

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

Examples of jobs after graduation

- > Traffic or Mobility Manager
- > Policy Advisor/Urban Manager
- > Planning Economist
- > Sustainability & Climate Adaptation Consultant
- > Area Developer
- > Urban Designer

Possible employers are multinationals, government services and consultancy agencies.

Or you can opt for a master's degree, either at BUas or at another educational institute. More information: BUas.nl/en/masters

I can see the potential of an area more clearly

"From day one of the study programme, you learn to look critically at areas and analyse the choices and opportunities they present. I can now see the potential of an area more clearly. During my placement with a landscape architect, I researched the balance between people and nature in urban planning. In that context, I would like to design an animal park after I graduate. That seems really cool!"

Kristen
Fourth-year student





Creative Business

In the media world, things are changing super fast. Do you follow the latest media trends and are you curious about how media concepts work? Do you have ideas about what people want to see and hear, and how and where? And do you want to make these products yourself? If so, choose the Creative Business programme which focuses on creativity, technology and commercial thinking!

 4 years
3-year track for
pre-university (vwo)
students

 **ENG**
English-taught
professional
bachelor's programme

 Bachelor of Arts

 180 first-year
students, about 50%
of whom are
internationals

 Approx. 25 contact
hours per week

 EEA tuition fee *
€3,250 (2025-2026)

* Please check BUas.nl
for detailed information

ABOUT THE STUDY PROGRAMME	
IN SHORT	Lecturers with experience in the media industry will teach you all about creative concepts, consumer experiences, trends and developments, scripts and management. You will explore the world of VR/AR, online media platforms, as well as radio, TV, podcasts, and online and offline magazines.
TRAINING COMPANY	You will work on practical assignments for industry clients in our training company. You also make productions for the BUas HUB, the campus entertainment network. We also have our own radio studio and everything is run by students!
FIELD TRIP	Throughout the study programme, we provide various opportunities to go abroad, including exciting field trips and Blended Intensive Programmes. These are short, innovative study programmes in which you collaborate with students from other universities from different countries.
GRADUATION	In year 3 or year 4 you can take on a work placement. During your final year, you will create a product for a company in the context of your graduation project.

+ The pluses of this BUas programme

- + Small-scale, intensive, with multidisciplinary projects
- + In-house training company where you work on real industry cases
- + Ultramodern XR Stage for virtual productions

YEAR 1 OF THE PROGRAMME

Introduction

An introduction into digital media concepts related to the creative industry

Study topics

- > Storytelling
- > Project Management
- > Introduction to Marketing
- > Consumer Behaviour
- > Media & Culture
- > Script Writing
- > Audio Video Production
- > Media Legislation
- > Marketing Communication
- > Finance

This is a sneak preview of the first year. Check out the full details on the study programme at **BUas.nl**



Chat with a student?

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



Check the BUas HUB

Examples of jobs after graduation

- > Content Manager at Unilever
- > Producer at ViacomCBS
- > Media Planner at Talpa
- > Marketing Strategist at Wieden+Kennedy
- > Communication Manager at Warner Bros Movie World
- > Online Marketeer at PostNL

Or you can opt for a master's degree, for example Media Innovation.
More information: **BUas.nl/en/masters**

I want to be a documentary film director

"I wanted to do my bachelor's in an international environment to make more international connections. During an internship at BredaNu, I heard about BUas. I really like to learn about the business part of the media industry and at the same time making something creative. I want to be a documentary film director because I like the idea of informing people about something that might be outside their comfort zones."

Tarís

Third-year student





Hotel Management


While studying at our hotel management school, you will learn all about the vibrant hospitality industry. For example, how to introduce new, sustainable concepts and digitalisation initiatives. You will get to work on projects for hotel chains and will have many opportunities to gain experience abroad. After graduating from this English-taught programme you will be ready for an international career in hospitality!

 4 years
3-year track for pre-university (vwo) students

 **ENG**
English-taught professional bachelor's programme

 Bachelor of Arts

 appr. 200 first-year students, about 20% of whom are internationals

 18-24 contact hours per week

 EEA tuition fee *
€2,601 (2025-2026)

* For actual information check BUas.nl/en/hotel/tuitionfee

ABOUT THE STUDY PROGRAMME	
IN SHORT	You will learn about the hospitality industry and improve your skills. You will take courses, workshops, on-the-job training and work on projects for real international industry clients. Apart from proficiency in English, you are required to choose French, German, Spanish or Dutch.
TRAINING COMPANY SIBELICIOUS	In year 1 you will start in our in-house training company Sibelicious. You will work in several outlets such as visitor centre, catering, kitchen and restaurant. You will organise and provide services to all kinds of guests who come in for lunch, dinner, a meeting or a conference.
WORK PLACEMENT	In year 2/3 you will do a five-month work placement abroad at, for instance, one of the top hotel chains: Marriott, Hilton, Accor or Sircle.
FIELD TRIPS	To experience the theory in the real world, you will go on three international field trips to hotels, wineries, restaurants and other hospitality companies. You can also do a five-month exchange abroad.
GRADUATION	In the final year you will write your bachelor's thesis and have the possibility to complete a personalised curriculum component. For instance, a minor, work placement, advisory report or business plan.

The pluses of this BUas programme

- + Top-rated and intensive programme in cooperation with the international industry
- + Hilton Class in cooperation with Hilton Worldwide for talented students
- + One-to-one coaching and a personal and professional development programme

YEAR 1 OF THE PROGRAMME

Understanding the Hospitality Industry

- > Economics & Finance
- > Business Law & Ethics
- > Research & Design
- > Marketing
- > English + French/German/Spanish/Dutch
- > Field Trip in Europe

Knowing the Fundamentals of Hospitality Management Operations

- > Hotel Operations Management
- > Management Information Systems
- > English + French/German/Spanish/Dutch
- > Sibelicious Training Company including wine certificate
- > Management Development Programme

Final Project

Practical final project to apply all learnings from year 1: managing the Emerald Forest Hotel and improving current operations

This is a sneak preview of the first year. Check out the full details on the study programme at BUas.nl



Chat with a student?

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

Examples of jobs after graduation

- > Guest Service Manager at Sir Albert Hotel
- > Food & Beverage Manager at Rotterdam Marriott Hotel
- > Talent Manager at CitizenM Hotels
- > Commercial Manager at London Hilton on Park Lane
- > Beer & Cider Account Manager at Heineken
- > Human Resource Manager at ABInBev

Or you can opt for a master's degree, either at BUas or at another educational institute. More information: BUas.nl/en/masters

Hospitality in practice; no week is the same!

"The thing I like most about my studies is the variety of projects. They offer a hands-on approach to hospitality, complemented by both written and oral exams. No week is the same! Moreover, you often work in groups and are given a lot of flexibility to create your own schedule. I like studying in Breda and on the campus; everything is close together, in a friendly atmosphere. This makes it easy for me to make new contacts, which is very important in the hospitality industry."

Rosella
Fourth-year student





International Facility Management


This programme will teach you all about the ever-innovating facilities industry. In various projects, you will discover how to design inspiring, safe and sustainable workplaces. During your studies, you will have the opportunity to gain international experience. And after graduation, you will be the facility manager who plays a key role in fostering a happy and healthy international working environment.

 4 years
3-year track for
pre-university (vwo)
students

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English-taught
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bachelor's programme

 Bachelor of Science

 appr. 120 first-year
students, about 10%
of whom are
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 18-24 contact hours
per week

 EEA tuition fee *
€2,601 (2025-2026)

* Please check BUas.nl
for detailed information

ABOUT THE STUDY PROGRAMME

IN SHORT	This programme focuses on creating pleasant and sustainable workplaces. You will obtain more facility industry knowledge. You will take courses, workshops, on-the-job training and real-life projects, together with Hotel Management students.
TRAINING COMPANY SIBELICIOUS	In year 1 you will start in our in-house training company Sibelicious. You will work in several outlets such as visitor centre, catering and restaurant. You will organise and provide services to all kinds of guests who come in for lunch, dinner, a meeting or a conference.
WORK PLACEMENT	In year 2/3 you will do a five-month work placement abroad, for instance at Adidas, Netflix, JLL Aecon, Sodexo, Hospitality Group or Universal Music Group.
FIELD TRIPS	To experience the theory in the real world, you will go on three international field trips. You can also do a five-month exchange abroad.
GRADUATION	In the final year you will write your bachelor's thesis and have the possibility to complete a personalised curriculum component. For instance, a minor, work placement, advisory report or business plan.
YOUR STUDY PATH	Curious about subjects offered in other BUas programmes? You will find plenty of chances to broaden your horizons. Collaborative study tracks with other programmes include Attractions & Theme Parks Management, Social Innovation, and Transformative Aviation & Airport Management.

The pluses of this BUas programme

- + Internationally accredited and top programme in the Netherlands for 10 years in a row
- + International team of lecturers with extensive experience in the facility sector
- + One-to-one coaching and personal development programme

YEAR 1 OF THE PROGRAMME

Understanding the Facility Management Industry

- > The World of Facility Management
- > Economics & Finance
- > Business Law & Ethics
- > Research & Design
- > Marketing
- > English for Business
- > Field Trip in Europe

Knowing the Fundamentals of Facility Management Operations

- > Facility Operations Management
- > Management Information Systems
- > Sibelicious Training Company including Health & Safety (BHV)
- > Management Development Programme

Final Project

Practical final project to apply all learnings from year 1: what does the work environment in the new digital era look like.

This is a sneak preview of the first year. Check out the full details on the study programme at BUas.nl



Chat with a student?

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

Examples of jobs after graduation

- > Workplace Manager at Netflix
- > Facility Manager at Schiphol, Unilever or Rabobank
- > Workplace Designer at JLL Aecon
- > Real Estate Innovation Manager at Philips
- > Purchase Manager at Heineken
- > Consultant at Hospitality Group

Or you can opt for a master's degree, either at BUas or at another educational institute. More information: BUas.nl/en/masters

You easily connect with other students in the training company

"As early as in the first year, you start working in the in-school training company, which is called Sibelicious. I met a lot of new people here, from other classes and also from the Hotel Management programme. By working together in the restaurant and organising events on campus, you learn so much. You easily connect with other students from BUas through the training company."

Joy
Third-year student





Leisure & Events Management


The world of Leisure & Events is all about *LIVE experiences*. Moments that stay with us and have a positive impact on our *quality of LIFE*. As a future entrepreneur or manager in the leisure industry, it is up to you to make sure that people have experiences that enrich their lives. And it is you who will create these experiences. *Made for LIVE!*

 4 years
3-year track for
pre-university (vwo)
students

 **ENG**
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 Bachelor of Arts

 appr. 425 first-year
students, about 20%
of whom are
internationals

 15-20 contact hours
per week

 EEA tuition fee *
€2,601 (2025-2026)

* Please check BUas.nl
for detailed information

ABOUT THE STUDY PROGRAMME	
IN SHORT	You will take theoretical subjects, work on assignments for industry clients, and you will work on social issues. You will learn a lot in practice and build up a network during your studies. In year 1 you will work on several challenges to get to know the professional field and yourself.
SPECIALISATION AREAS	In year 2 you can choose a specialisation area: Attractions & Theme Parks Management, Social Innovation, Sports & Esports, Live Music & Dance Events, Events for Business, or Urban Life & Placemaking. You can also opt for the broad-based Leisure & Events Management programme. After the first year, you can also continue onto the Bachelor of Science Leisure Studies (see page 18/19).
WORK PLACEMENT	In year 2 or year 3 you will do a placement at a company or organisation in the Netherlands or abroad.
FIELD TRIPS	Visits to our industry partners and study trips, in the Netherlands or abroad, are important aspects of your studies. You can also spend some time on exchange in another country.
GRADUATION	In year 4 you will choose a minor in which you explore a specific theme, such as esports, crowd safety or the live music industry, and you will do an individual graduation research project.

The pluses of this BUas programme

- + An extensive international network for placements and exchanges
- + Working on real-life assignments, coached by experienced lecturers
- + BUas is one of the seven World Leisure Centres of Excellence

YEAR 1 OF THE PROGRAMME

Block A

Introduction to Leisure & Events

You are introduced to the sector, learn the fundamentals of doing research, and develop your communication skills

Block B

Business in Leisure & Events

You immerse yourself in a leisure or event organisation and learn more about, for example, guest experience, marketing and finance

Block C

Impact with Leisure & Events

You work on a challenging social issue and immerse yourself in Experience Design

Block D

Managing in Leisure & Events

You delve into a leisure or event organisation, using the Six Capital Framework among other tools, learning more about value creation. You also play a management game

This is a sneak preview of the first year. Check out the full details on the study programme at BUas.nl



Chat with a student?

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

Examples of jobs after graduation

- > Events Coordinator
- > Conference Organiser
- > Concept Developer for societal events
- > Marketing Manager at a pop concert venue or festival
- > Project Manager at a sports association
- > Operations Manager at a theme park

You can also continue studying!
BUas has two pre-master's tracks that give you direct access to the academic master's in Leisure and Tourism Studies.
More information: BUas.nl/en/masters

My placement at Disney was super fun

"Leisure & Events is an incredibly broad programme. It opens up many possibilities, including Attractions & Theme Parks Management, which is the path I've chosen. During a placement in the marketing department of The Walt Disney Company, I discovered that I absolutely love this type of work! I would be thrilled to work there and continue to grow!"

Hugo
Fourth-year student





Bachelor of Science Leisure Studies

In cooperation with:



Leisure is all around us: from neighbourhood parties to music festivals, from amateur sports to urban events in sports stadiums, and from classical art to gaming and esports. But what lies behind all this? Why do people choose a particular leisure activity? What new business models are needed in the dynamic leisure sector? You will explore these issues in the (only) academic bachelor's programme in the field of leisure in the Netherlands.

ABOUT THE STUDY PROGRAMME

IN SHORT	This multidisciplinary academic study programme offers you courses on the importance of sports, culture and music events, on innovation, sustainability and well-being, and you will learn how policy and strategy regulate the leisure sector. You will study on our campus in Breda, but you will also take courses at Tilburg University during your studies.
ASSIGNMENTS	In year 1 and year 2 you will work together with other students on assignments for real industry clients. You will learn about research methods and techniques, and will attend theoretical and practical seminars.
GRADUATION	In year 3 you will choose a minor, which you can complete at another university, either in the Netherlands or abroad. You can also work as a research assistant or choose a work placement in the field. In the last semester you will write your thesis. Upon completion of this academic bachelor's programme you will have direct access to our Master of Science Leisure and Tourism Studies.

The pluses of this BUas programme

- + Interdisciplinary and intercultural study environment
- + BUas is one of the seven World Leisure Centres of Excellence
- + Straight on to an academic master's degree!

THE PROGRAMME

Year 1

- > Introduction to Leisure & Leisure Networks
- > Social Science courses in Sociology, Anthropology, Psychology
- > Economics, Marketing
- > Courses in Research, Statistics & Academic Skills

Year 2

- > Ethics and Sustainability
- > Stakeholder Management
- > Innovation
- > Storytelling
- > Experience Design
- > Placemaking

Year 3

In the third year, you will dive deeper into the complex organisation of leisure activities; you can choose a minor or work placement, and will write your graduation thesis

Check out the full details at **BUas.nl**



Chat with a student?

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

Examples of jobs after graduation

- > Policy Officer in the field of culture, sport or recreation at a provincial authority
- > Marketing Expert or Data Specialist in the commercial sector
- > Strategic Consultant for an innovative museum
- > Strategic Manager in the leisure industry
- > Researcher at a research agency
- > Marketeer or Market Researcher

*You can also continue studying! Upon completion of this academic bachelor's programme you will have direct access to our Master of Science Leisure and Tourism Studies. You can also pursue a master's at another university. More information: **BUas.nl/en/masters***

Research for one of the largest museums in the Netherlands

"The focus in this study programme is on academic skills. Thus, each subject has an assignment that challenges you to take yourself to the next level academically. You learn how to research and analyse complex issues in the leisure sector, and how to advise on them. I did a study for one of the largest museums in the Netherlands. That was about the guest experience and how many visitors like to come back."

Frank

Third-year student



3 years



English-taught academic bachelor's programme



Bachelor of Science



appr. 20 first-year students, about 45% of whom are internationals



approx. 15 contact hours per week



EEA tuition fee * €2,601 (2025-2026)

* Please check BUas.nl for detailed information



Logistics Engineering

Logistics connects products, services, information and people worldwide. It is important to organise these processes as smartly as possible. Do you think you can improve smartphone production and delivery, using data and AI? Do you have ideas for fast and secure passenger flow solutions at airports? In Logistics Engineering, you will work on finding sustainable and innovative answers to logistics issues.

 4 years
3-year track for
pre-university (vwo)
students

 **ENG**
English-taught
professional
bachelor's programme

 Bachelor of Science

 appr. 100 first-year
students, about 35%
of whom are
internationals

 25 contact hours
per week

 EEA tuition fee *
€2,601 (2025-2026)

* Please check BUas.nl
for detailed information

ABOUT THE STUDY PROGRAMME	
FOCUS	The focus is on the technical and digital side of logistics processes. You will learn how to optimise activities in production and distribution centres by using robots, drones and AI. In projects, you will work together with Logistics Management students.
THEMES	Year 1 introduces you to the basics of logistics. From year 2 you will broaden your knowledge and learn to work with simulations and software systems for production, transport, health care or events logistics. Or you choose the Applied Data Science & AI in Logistics track.
WORK PLACEMENT & GRADUATION	In year 1 and year 3 you will do a placement of several months at a production company, transport company, event agency or hospital. In year 4 you complete a minor and carry out a graduation assignment of your choice.
FIELD TRIPS & EXCHANGE	Field trips in the Netherlands and abroad are part of your studies. Regular destinations include Stuttgart, Prague and Hamburg. You can also go on a six-month exchange abroad.
YOUR STUDY PATH	You can dive into a single subject, but you can also choose to explore multiple subjects. Collaborative study routes with other BUas programmes are also possible, such as Transformative Aviation & Airport Management.

The pluses of this BUas programme

- + Small-scale programme with plenty of guidance and personal contact with lecturers
- + Focus on technology and data & AI in logistics
- + Fully English-taught degree programme in an international classroom

YEAR 1 OF THE PROGRAMME

Introduction to Logistics

- > You learn the basics of logistics
- > You map out the logistics chain of a company, e.g. IKEA
- > There is a lot of focus on personal and professional development

Events, Care, Transport and Warehouse Logistics

- > You work in a project on the choice of location and the design of a modern warehouse
- > You learn how to simulate people flows in events and care logistics online
- > You learn to do project work with other students

Alternative route

In year 1, you can still switch to Logistics Management (see page 22). Here, the focus is on business economics and cooperation with customers and suppliers. You will learn about entrepreneurship, change management and applying innovations in the logistics chain.

This is a sneak preview of the first year. Check out the full details on the study programme at **BUas.nl**



Chat with a student?

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

Examples of jobs after graduation

- > Production Planner at Mentos
- > Logistics Data & AI Analyst at Bol
- > Sustainable Logistics Project Manager at ASML
- > Logistics Data Engineer at UPS
- > Supply Chain Consultant at Tesla
- > Safety Logistics Manager at Lowlands
- > Logistics Service Officer at Defence

Or you can opt for a master's degree, for example Supply Chain Management. More information: **BUas.nl/en/masters**

I really love figuring things out

"My placement at Thermo Fisher Scientific was an eye-opener because I saw how the theory learned in class was applied in the real world. After my studies, I want to do something with problem solving; I love figuring things out and improving them! Something like production logistics coordinator. Setting up projects to optimise supply chain processes based on data analysis and innovative solutions would be my ideal job."

Mateo
Fourth-year student





Logistics Management

You may not always realise it, but logistics also plays a role in your life. Just think of ordering your new trainers, organising a festival or scheduling your hospital appointment. How do you organise this quickly, sustainably and profitably? This requires innovative solutions and international cooperation. Learn how in the Logistics Management programme!

 4 years
3-year track for
pre-university (vwo)
students

 **ENG**
English-taught
professional
bachelor's programme

 Bachelor of Science

 appr. 100 first-year
students, about 35%
of whom are
internationals

 25 contact hours
per week

 EEA tuition fee *
€2,601 (2025-2026)

* Please check BUas.nl
for detailed information

ABOUT THE STUDY PROGRAMME	
FOCUS	The focus is on business economics and cooperation with customers and suppliers. You will learn about entrepreneurship, change management and applying innovations in the logistics chain. In projects, you will work together with Logistics Engineering students.
THEMES	Year 1 introduces you to the basics of logistics. From year 2 you will broaden your knowledge and choose a more in-depth theme, such as production, distribution, events or care logistics.
WORK PLACEMENT & GRADUATION	In year 1 and year 3 you will do a placement of several months at a production company, transport company, event agency or hospital. In year 4 you complete a minor and carry out a graduation assignment of your choice.
FIELD TRIPS & EXCHANGE	Field trips in the Netherlands and abroad are part of your studies. Regular destinations include Stuttgart, Prague and Hamburg. You can also go on a six-month exchange abroad.
YOUR STUDY PATH	You can dive into a single subject, but you can also choose to explore multiple subjects. Collaborative study routes with other BUas programmes are also possible, such as Transformative Aviation & Airport Management.

+ The pluses of this BUas programme

- + Fully English-taught degree programme in an international classroom
- + Small-scale programme with plenty of guidance and personal contact with lecturers
- + Many options to choose your own path in, for example, events, health care, production or distribution

YEAR 1 OF THE PROGRAMME

Introduction to Logistics

- > You learn the basics of logistics
- > You map out the logistics chain of a company, e.g. IKEA
- > There is a lot of focus on personal and professional development

Events, Care, Transport and Warehouse Logistics

- > You learn the basics of events and care logistics
- > You work in a project on the choice of location and the design of a modern warehouse
- > You learn to do project work with other students

Alternative route

In year 1, you can still switch to Logistics Engineering (see page 20). Here, the focus is on the technical and digital side of logistics processes. You will learn how to optimise activities in production and distribution centres by using robots, drones and AI.

This is a sneak preview of the first year. Check out the full details on the study programme at **BUas.nl**



Chat with a student?

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

Examples of jobs after graduation

- > Supply Chain Coordinator at Decathlon
- > Warehouse Manager at Nike
- > Logistics Project Manager at Tomorrowland
- > Care Planner at Amphia hospital
- > Purchase Manager at Jumbo supermarkets
- > Logistics Supply & Transport Officer at Defence
- > Sustainability Manager at DHL

Or you can opt for a master's degree, for example Supply Chain Management. More information: **BUas.nl/en/masters**

A warm welcome

"My best memory is the warm welcome I received returning to campus after a 1.5-year break from my studies at BUas. I enjoy the international vibe, combined with Dutch elements. I assist students by sharing my experiences with university life and the country. My plan is to stay in the Netherlands and try to find a job in care logistics at Amphia Hospital in Breda."

Aleksandra
Third-year student





Tourism Management

Discover the dynamic world of travel and hospitality and become the driving force behind innovations in the tourism and leisure sector. This professional bachelor's degree programme focuses on promoting innovative and sustainable tourism through experience design and technology. Are you ready to become a changemaker dedicated to positive change in worldwide travel?

 4 years
3-year track for
pre-university (vwo)
students

 **ENG**
English-taught
professional
bachelor's programme

 Bachelor of Arts

 appr. 250 first-year
students, about 25%
of whom are
internationals

 14-18 contact hours
per week

 EEA tuition fee *
€2,601 (2025-2026)

* Please check BUas.nl
for detailed information

ABOUT THE STUDY PROGRAMME	
IN SHORT	Together with students, lecturers and industry professionals, you will work on project for real companies. You will do so in an international classroom, where you collaborate and connect with students from all kinds of cultures. You learn by doing, researching and discovering. This way, you will develop skills you will need in your future job.
THEMES	Year 1 introduces you to the tourism field through four themes on experiences, destinations, transport and hospitality. They are listed on the opposite page under year 1. In year 2 you start with two challenges. After that, you will determine your own study pathway by choosing a project, an exchange, a minor or a work placement.
BUILDING BLOCKS	<ul style="list-style-type: none"> > You will do a placement of at least 20 weeks in the Netherlands or abroad > You may spend 20 weeks studying abroad (e.g. an exchange) > You can attend a minor programme of your choice for 20 weeks > In year 4 you will graduate with a project in the professional field
YOUR STUDY PATH	You can dive into a single subject, but you can also choose to explore multiple subjects. Curious about subjects offered in other BUas courses? You will find plenty of chances to broaden your horizons. Collaborative study pathways with other programmes include Attractions & Theme Parks Management, Social Innovation, and Transformative Aviation & Airport Management.

+ The pluses of this BUas programme

- + You will seek sustainable and impactful solutions
- + You have many options, both within and outside your own study programme
- + With 60 years of experience in tourism, it's safe to say we are experts in our field

YEAR 1 OF THE PROGRAMME

Block A

Travel Experience Design
You learn how to turn travellers' expectations into an unforgettable travel experience

Block B

Destination Development
In this block you will make the move from visiting a destination to understanding a destination

Block C

Travel Mobility
The challenge is how we can discover the world while travelling, and protect the environment at the same time

Block D

Tourism Hospitality
You will look for new forms of hospitality in the context of tourism and leisure

This is a sneak preview of the first year. Check out the full details on the study programme at BUas.nl



Chat with a student?

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

Examples of jobs after graduation

- > Event Coordinator at Disneyland Paris
- > Park Manager at Landal GreenParks
- > Country Product Manager at EF Education First
- > Sales Performance Manager at KLM Royal Dutch Airlines
- > PR & Communications Professional at Eurail
- > Sustainability Manager at TUI
- > Area Director Europe at Aruba Tourism Authority
- > Guest Specialist at Booking

Or you can opt for a master's degree, for example *Sustainable Outdoor Hospitality Management* or *Tourism Destination Management*.
More information: BUas.nl/en/masters

I studied in Mexico

"What I like most is that you work in groups on projects and you have the freedom to decide on your own learning pathway. You also get the opportunity to gain experience abroad. So I definitely took advantage of that! I spent a few months studying in Mexico through an exchange programme. And I've also already found out what I want to do, I would like to work as a product manager at a tour operator."

Elise
Fourth-year student





Bachelor of Science Tourism

Joint degree with:



Together with Wageningen University & Research (WUR) we offer this academic study programme where you will research the complex tourism phenomenon and its consequences for society, the environment and the economy. Sustainable development is a key topic in this unique and only academic bachelor's programme in the field of tourism in the Netherlands.

ABOUT THE STUDY PROGRAMME

IN SHORT	You will explore sustainable tourism development through combining economic, social and environmental sciences. You will study theories and concepts, receive intensive training in research methods and techniques, and learn to critically evaluate these. You will also get practical experience.
BREDA	You will study in Breda for the first two years. In year 1 you will experience through fieldwork in the Netherlands what it is like to research tourism. In year 2 you will apply intercultural skills as well as knowledge about sustainable tourism to a research project at an international destination.
WAGENINGEN	Year 3 is offered in Wageningen. In the first semester you can also select courses at other universities in the Netherlands or you can opt for an exchange to one of the partner institutes abroad. You will complete your degree by writing a thesis.

The pluses of this BUas programme

- + Interdisciplinary degree programme with challenging international research projects
- + Relevant topics: sustainability, climate change, globalisation, quality of life
- + Small-scale, intercultural study environment focusing on personal development

THE PROGRAMME

Year 1 | Breda

Introduction

- > Tourism Principles & Practice
- > Society, History & Globalisation
- > Tourism & Environment
- > Tourism & Economics
- > Tourism Geography
- > Research Design
- > Statistics & Mathematics
- > Sociology & Tourism
- > Consumer Behaviour
- > National Field Project

Year 2 | Breda

Deepening your knowledge

- > Cross-Cultural Studies
- > Policy, Governance & Law
- > Tourism Planning & Development
- > Research Methods
- > Philosophy of Science
- > International Research Project

Year 3 | Wageningen

Broadening your view

- > Minor
- > Environmental Economics
- > Environmental Policy
- > Risk Communication
- > Designing Innovative Governance Arrangements
- > Bachelor's Thesis

Check out the full details at **BUas.nl**



Chat with a student?

Do you have questions about the programme, admission requirements or something else? Ask them via **BUas.nl/en/chat** or contact the study advisor of WUR via **bto.bsc@wur.nl**

Examples of jobs after graduation

- > Strategic Policy Advisor
- > Business Analyst at TUI
- > Project Leader at the Ministry of Economic Affairs and Climate Policy
- > Consultant at the European Commission
- > Social Impact Consultant at Think Impact
- > Sustainable Tourism Consultant

Or you can opt for a master's degree, either at BUas, Wageningen University & Research, or another educational institute.
More information: **BUas.nl/en/masters**

With this academic bachelor's degree, I have a lot of options

"I was surprised that you can study tourism at university level. I soon found out that BUas is the only university of applied sciences in the Netherlands that offers this option, which immediately made me curious! I might want to do something with environmental studies and with this academic bachelor's degree, I have a lot of options. One option I am strongly considering is the master's in Marine Protection and Development."

Nyah

Second-year student



3 years



English-taught academic bachelor's programme



Bachelor of Science



appr. 35 first-year students, about 15% of whom are internationals



15-18 contact hours per week



EEA tuition fee *
€2,601 (2025-2026)

* Please check BUas.nl for detailed information



Creative Media and Game Technologies

Do you see yourself working in the games industry? Then be sure to come to Breda! Our games programme is one of the best in the world. Whether you want to be the best gameplay programmer, an award-winning character artist, a game designer who creates Triple-A titles, or a pro in film visual effects, it all starts at Creative Media and Game Technologies in Breda.

 4 years
3-year track for
pre-university (vwo)
students

 **ENG**
English-taught
professional
bachelor's programme

 Bachelor of Science

 appr. 220 first-year
students, about 50%
of whom are
internationals

 20 contact hours
per week

 EEA tuition fee *
€3,250 (2025-2026)

* Please check BUas.nl
for detailed information

ABOUT THE STUDY PROGRAMME	
IN SHORT	You will learn from international professionals who have extensive experience in the games industry. You will work on real games in our simulated Game Studio; will be taught fundamental to expert skills and apply these in real projects towards released games.
STUDY TRACKS	Even before the start of year 1 you will choose your study track. All four are listed on pages 30 and 31. In year 2 you will learn more about the specialisations within your track. In year 3 you will make your final choice for a specialisation, for instance character artist, graphics programmer, or level designer.
TOOLS	You will explore the game technology of the future and you will create games using the latest software and hardware such as Unreal Engine, SideFX Houdini, PlayStation 5, and various VR headsets.
GUILDS	To give you more freedom to specialise, we offer guilds and masterclasses, so you can quickly broaden your knowledge, for example in procedural content generation, deep learning, animation, level design, and more.
GRADUATION	In year 4 you can do a project or work placement at companies such as Guerrilla, Ubisoft, DICE and more. During your studies you will develop your portfolio, which will help you start your career in the games industry.

+ The pluses of this BUas programme

- + Start building a portfolio from day one until graduation
- + Small-scale education; lecturers from the international industry
- + Partnerships with (among others) Sony Interactive Entertainment, Epic Games, SideFX and Ubisoft

YEAR 1 OF THE PROGRAMME

Design & Production

- > Prototyping
- > Unreal Bootcamp
- > Level Design
- > Gameplay Fundamentals

Programming

- > Programming Design Patterns
- > Fundamentals C++
- > Practical Mathematics
- > Software Architecture

Visual Arts

- > Drawing Skills
- > Modelling
- > Texturing
- > Lighting/Rendering
- > Animation
- > Technical Art

These are examples of courses per study track. Check out the full details at **BUas.nl**



Check out what
our students have created



Chat with a student?

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

Examples of jobs after graduation

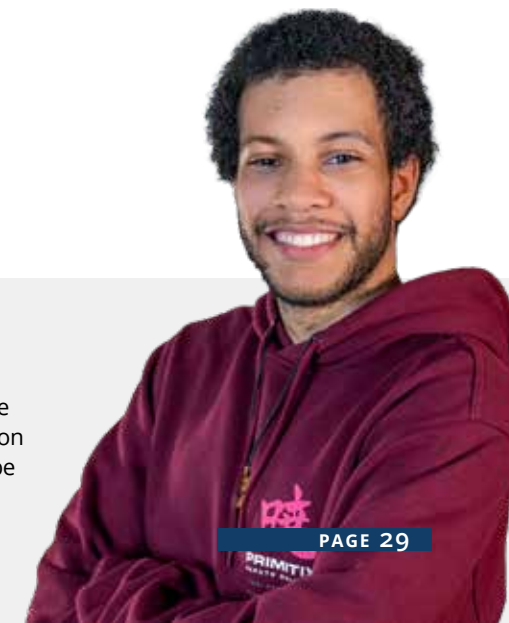
- > Character Artist at Hangar 13
- > Graphics Programmer at Massive Entertainment
- > Engine Programmer at Larian Studios
- > Animator at Guerrilla
- > Technical Designer at Splash Damage
- > Producer at Elite 3D
- > Gameplay Designer at Epic Games
- > Lighting Artist at Ghost VFX

Or you can opt for a master's degree, for example Game Technology.
More information: **BUas.nl/en/masters**

It's in line of what an actual job would be

"I'm studying in Breda, because BUas is top-rated in the world. My best memory so far is working together in my very first team-based project. The friends I made in that group are still the friends I hang out with today. I really like project-based learning in the game labs on campus, because working 10 weeks on a project is in line with what an actual job would be in the games industry. But after my bachelor's I first want to finish a master's!"

Joël
Third-year student





The study tracks of Creative Media and Game Technologies

Check out the full details of each study track at BUAS.nl



DESIGN & PRODUCTION

- > Is about designing and producing games.
- > You will learn everything you need to know to get started as a game designer, level designer, system/tech designer or producer in the games industry.
- > It covers everything from concept development to game design, level design, game production and the creation and testing of prototypes and levels.
- > This track is popular with students who aspire to create new games or lead the entire production.
- > The study track has partnerships with major names in the games industry. After your studies, you can, for example, work as a Level Designer at Guerilla or as a Producer at Ubisoft.



PROGRAMMING

- > Focuses on technology and programming and prepares you for a role as a software engineer in the games industry. This includes console, PC and handheld platforms.
- > You will work on C++, game programming and graphics programming.
- > The track is popular with students who are technologically proficient, good at maths and enjoy developing games.
- > The track collaborates with major names in the game industry. After your studies, you can, for example, work as a programmer at Epic Games.



VISUAL ARTS

- > Prepares you for a role as a 3D modeller, animator, character artist or environment artist in the games or film industry.
- > You will learn all about 3D modelling, texturing, rendering, drawing, animation, and building virtual worlds.
- > You will work with software such as Unreal Engine, ZBrush and Maya.
- > This track is popular with students who have artistic talent, enjoy the visual aspects within the game context, and have a drive to understand the technology needed to make a game do what it needs to do.
- > The track has partnered up with some big names in the games industry. You can do your work placement at, for example, Sony Interactive Entertainment.





Have you made up your mind yet?

How can you find out if BUas is the right university of applied sciences for you? Watch the videos at BUas.nl and discover which degree programme appeals to you the most. Or take an online quiz to find your match. Of course, you are also welcome to attend one of our online or on-campus study choice activities.



Check all study choice activities at
BUas.nl/en/international-students



I HAVE NO IDEA YET

Find out quickly which direction you could consider! Take our online quiz at Matchmaker.buas.nl/en. You may also want to join our Digital Discovery Days. These online events give you information about the study programmes, studying in the Netherlands, and practical matters such as visas & housing. Register at BUas.nl/en/ddd



I AM STILL NOT SURE

Do you have one or more programmes in mind, but are you still in doubt? On our website, you will find presentations that give a 10-minute rundown of the ins and outs of each study programme. You can also chat with students. A perfect way to find out which programme suits you best.



I AM (ALMOST) SURE

This is what you should do to make up your mind: book a campus tour and let one of our students show you around. Unable to come to Breda? No worries, you can also book an online campus tour with a student. Any questions regarding eligibility, deadlines or enrolment? Contact the student office via the chat option on our website.



OPEN DAYS ON CAMPUS

- > Saturday 16 November 2024
- > Saturday 8 February 2025
- > Thursday 3 April 2025 (Open Evening)

Register at BUas.nl/openday





What else do we offer?

In this prospectus we have given a lot of information about our professional and academic bachelor's programmes, but there is more. We also have special tracks for pre-university (vwo) students as well as pre-master's programmes and **master's programmes**.

Pre-university education completed successfully?

After having completed your pre-university education successfully (e.g. vwo, Abitur, International Baccalaureate), you can opt for an academic bachelor's programme or a professional bachelor's fast track at Breda University of Applied Sciences. After three years you can move on to further study at master's level.

Learning does not stop with a bachelor's degree

In order to be able to keep pace with developments in society, lifelong learning is required. That is why we also offer full-time and executive master's programmes.

Our professional master's programmes

- > Master Game Technology
- > Master Imagineering (MBA)
- > Master Media Innovation
- > Master Strategic Events Management
- > Master Supply Chain Management
- > Master Sustainable Outdoor Hospitality Management
- > Master Tourism Destination Management

Our academic master's programme

- > Master of Science Leisure and Tourism Studies

Check our master's programmes at BUas.nl/en/masters



Get an academic master's degree!

BUas has **two pre-master's programmes** that offer comprehensive preparation for an academic master's programme. With a pre-master's, you can speed up the transition from a professional bachelor's to an academic master's degree. These pre-master's programmes are open to BUas students and students from other universities of applied sciences.

Pre-master Strategic Business Management and Marketing

We offer all our bachelor's students the opportunity to attend the academic pre-master's programme of Strategic Business Management and Marketing (SBM) in their final year of study. Upon completion you will have direct access to as many as 35 Master of Science degree programmes in business-related studies at our university partners, such as Nyenrode Business Universiteit and the universities of Amsterdam, Rotterdam and Maastricht. This will save you one year!

Entrepreneurship worldwide

The SBM programme prepares you for entrepreneurship worldwide, in other words, you will learn how to do business. You will also learn how to conduct research in a field of your interest. This may be e-tourism or hospitality, the sports and cultural sectors, media and creative industries, games, logistics and management, or urban development.

You will set to work on Research Methods, Consumer Behaviour, Business Administration, Strategic Marketing, and Research Practicals. In addition, you will work throughout the year on your graduation project at a company of your choice.

Pre-master Leisure and Tourism Studies

After your professional bachelor's degree in the fields of Leisure & Events, Tourism or Hotel, this one-year pre-master's programme will give you direct access to the academic Master of Science Leisure and Tourism Studies. This MSc also lasts one year. In other words, if you obtained your professional bachelor's degree in three years, you can already have an academic master's degree in your pocket two years later!

Working on your master's skills

In this pre-master's programme, you will not only work on a good theoretical basis, but also on your research skills. The programme consists of two semesters. In the first one you will attend subject-specific lectures, learn how to do research, and work on a real-life project. In the second semester you will get involved in data analysis and carry out research for your thesis.

A great opportunity

"I believe my 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

Sustainable Outdoor Hospitality Management master's student

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



Admission requirements

Professional bachelor's programme	Apply before	Admission requirements
Applied Data Science and Artificial Intelligence	1 May* / **	An equivalent of a Dutch diploma of higher general secondary education (havo) or pre-university education (vwo) is required. You can also be admitted with an equivalent of a Dutch level-4 mbo diploma.
Built Environment	1 May* / **	
Creative Business	1 May	
Creative Media and Game Technologies	1 May	If you are not sure if your diploma (to be obtained) meets the admission requirements, we advise you to apply for the study programme anyway. The admission officer will inform you if you (conditionally) meet the admission requirements of the programme of your choice.
Hotel Management	1 May	
International Facility Management	1 May* / **	
Leisure & Events Management	1 May* / **	As an international applicant, you may also be required to submit English test results.
Logistics Engineering	1 May* / **	
Logistics Management	1 May* / **	
Tourism Management	1 May* / **	Please check the English language requirements of the study programme of your choice at BUas.nl to make sure if you will need to submit an English test and for an overview of the accepted tests and required results.
Academic bachelor's programme (vwo)		
Bachelor of Science Leisure Studies	1 May* / **	
Bachelor of Science Tourism***	1 May* / **	

* If you apply after 1 May (at least before 1 September) a selection committee of the study programme will decide on your admission.
 ** Applications of non-EEA students without a valid residence permit will not be processed after 1 May.
 *** Application and enrolment for this programme goes through Wageningen University & Research. Please check **BUas.nl** for all information.



Practical information

Tuition fee
 BUas is a government-funded institute. Bachelor's students from the EEA (or of Surinamese or Swiss nationality) pay the statutory fee of €2,601 (2025-2026). A higher statutory tuition fee of €3,250 applies to Creative Business, Data Science & AI, and Games because of extra facilities and equipment. A higher amount may also apply to Hotel Management in 2025-2026.

Please check **BUas.nl/en/tuition-fees** for actual information.

Other costs *
 You should also take into account the costs of textbooks, readers, study trips, a laptop and your daily expenses and costs of living.

Here's an indication:
 > Introduction: €90 - €135 (in total)
 > Books and materials: €100 - €785 (per year)
 > Laptop: €600 - €750 (in total)
 > Field trips/excursions: €100 - €1,900 (in total)
 > Housing: €450 - €650 (per month)
 > Health & Liability insurance: appr. €500 (per year, without side job)
 > Visa/Study Permit legal fees: appr. €228
 > VisaCare application fee: appr. €120
 * The amounts differ per study programme

Grants and scholarships
 EEA students can apply to the Dutch Ministry of Education for a student grant or a loan for tuition fees. Please check **duo.nl** for detailed information. For non-EEA students we offer a number of bachelor's scholarships. Go to **BUas.nl/scholarships** for detailed information.

How to apply?
 All applicants are required to apply through Studielink, the national administration system for higher education in the Netherlands. Once your enrolment application via Studielink is completed, you will receive an invitation to continue your application in 'My online application'. Here you will be asked to upload documents about your current studies and answer some questions.

For more detailed information on the admission requirements and the application procedure, please check the admission information of the study programme of your choice at **BUas.nl**.

Support
 Our Student Office assists international students with a wide range of practical matters related to their studies and their stay in Breda, including application and admission, scholarships, incoming exchanges, housing and visa, and/or study permit applications for non-EU students. Please feel free to contact our Student Office via **studentoffice@buas.nl**.

"Think about what is important to you in a school, and search for those qualities in particular"

D'ryce
 Creative Business student





Welcome to the Netherlands!

The country's formal name is Kingdom of the Netherlands, but it is also referred to as Holland or the Netherlands. Netherlands means 'low countries'. Much of the land is at or below sea level. The lowest altitude is 6.76 metres below sea level.



CAPITAL CITY: AMSTERDAM

Amsterdam is known for its tolerance and diversity. It has all the advantages of a big city: culture, nightlife, international restaurants, good transport – but is relatively quiet, and largely thanks to its extensive canals, has little road traffic.



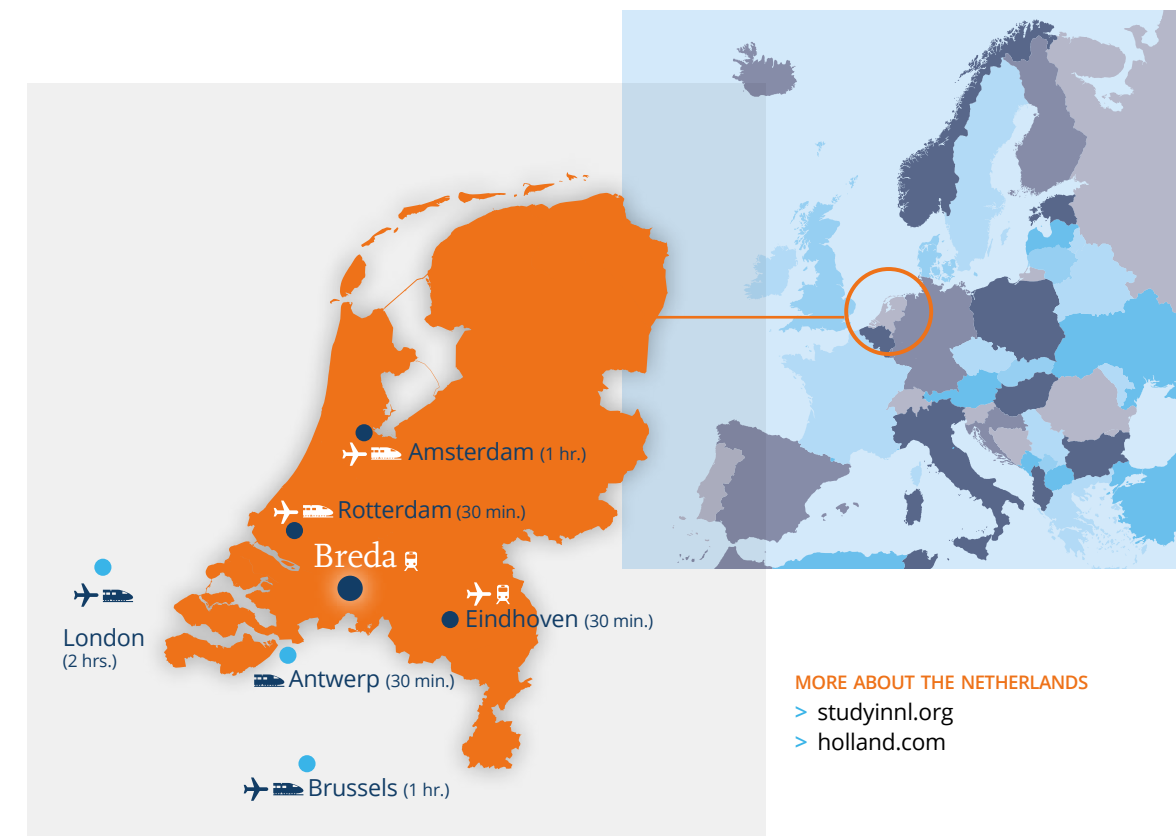
THE NETHERLANDS: A KINGDOM

The Kingdom of the Netherlands is a constitutional monarchy with a bicameral parliament. On 27 April we celebrate the birthday of our King Willem-Alexander. In Breda we do so with the 538 King's Day event.



TYPICAL DUTCH SNACK

The 'kroket' is a deep fried roll with meat ragout inside, covered in breadcrumbs. Enjoy!



MORE ABOUT THE NETHERLANDS

> studyinnl.org
> holland.com



CHEESE COUNTRY

The Dutch produce 650 million kilos of cheese every year. Two-thirds are exported, which makes Holland the largest cheese exporter in the world. On average the Dutch eat 14.3 kilos of cheese per person per year.



BIKING

The bicycle is the cheapest and easiest way to get around, especially if you live in the city. Most Dutch people, regardless of their professional status, own a bicycle.



WATER, WIND AND COWS

The country of the Netherlands is extremely flat; you can see for miles around. While looking around, you will see a broad, unbroken expanse of sky, bright green meadows with hundreds of cows and water everywhere.



Explore Breda!

Discover Breda as your new student city! You will find lots of trendy shops and coffee bars. Sports, culture, events - Breda has it all. And there are also more than enough great places to chill out with your friends, have a drink on an outdoor terrace, or for a night out. So, there's no need to get bored and as a student you get discounts in many places.



Discover the city of Breda from the water
Hire a boat, put your sunglasses on, sunscreen ready, picnic basket and drinks to hand and enjoy the canals!



Places to be
These include the Grote Markt, the Havermarkt, FoodHall Breda, as well as Baai, and Stek, Breda's circular hotspot. Near Stek you will also find Skatepark Pier15.



"Everything is within a quick 15-minute bike ride - fantastic!"
Lars
Creative Media and Game Technologies student



Have a look at
explorebreda.com/en
You can also download the
Breda Student App



Fancy some green?
You can find it close by in Valkenberg city park, and the forest is only a short bike ride away. Walking is super fun on the boardwalk path in the Mastbos forest!



Catch a film?
You can do so at Pathé or Filmhuis Breda, but also at Belcrum Bios and Kinepolis in Breepark. Events, concerts and festivals also take place there. Or enjoy the music at MEZZ!



Have a good laugh?
Ready to step into another world and have a good laugh in the theatre? You can do so at Holy Moly, the Avenue or Chassé Theater.



Do you like sports?
Then sign up with BRESS. A BRESS sports discount card offers you choice from more than 60 sports for one year! Check out **bress.nl**

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Open Days

ON CAMPUS

16 NOVEMBER 2024

8 FEBRUARY 2025

3 APRIL 2025 *

* Open Evening



Check our online
Digital Discovery Days
at BUas.nl/en/ddd

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