



Exchange at Academy for Leisure (ALE)

Social Innovation
Semester 2 (Spring semester)

DISCOVER YOUR WORLD



Breda
University
OF APPLIED SCIENCES



COURSE OVERVIEW

SOCIAL INNOVATION 2122

In contrast to the other programmes, Social Innovation does not offer a fixed programme that students attend as one group. The programme is divided into four main parts:

- **Experience Design**
Designing meaningful experiences and Marketing
- **Community Design**
Stakeholder Management in Profit and Non-profit Sector
- **Process Design**
Facilitating Processes in View of Organization and Societal Change
- **Expedition**
Personal and Professional Leadership/Development

Each design offers a theme day each week and these can be attended by students from different teams as well as by external participants. The theme days will entail a variety of working methods such as lectures and guest lectures, presentations, assignments and exercises. Students are expected to prepare theory by means of literature and knowledge clips. Each theme carries 1 EC and will be assessed by means of a theme report in which students demonstrate a thorough understanding of the topics linking theory and practice.

The expedition consists of meetings,

workshops and sessions which allow students to work on their personal and professional skills and explore developments relevant to Social Innovation and the Leisure Industry. The expedition is assessed by means of a Personal Identity Talk and an interview with experts.

English skills (Presenting and Reading, each carrying 2 EC) are integrated in the assignments but will be assessed separately.

Students work on projects, individually or in groups. They find projects themselves and are responsible for the contacts, execution and result. They can use the theme days, expedition sessions and meetings with experts, alumni and other students for input, support and feedback. The number of EC carried by a project will be decided by its complexity and size.

Exchange students can attend the theme days, find and do a project of their own, attend the Expedition or a combination of all the above.

Exchange students may have the possibility to take parts in two courses offered by the Academy for Tourism: *Basic Dutch and Dutch Culture and Society*. Please see more information on the following pages.

To hear from Performatorians what the projects may involve, please send an email with your questions to: Performatory@gmail.com

You are also welcome to contact Annet Ghering to ask any other questions you may have.

Ghering.a@buas.nl

Exchange students who would like to do social innovation will be contacted in the months before the start of their exchange so that they can be informed about the way of working, get to know the other students and start looking for a possible project. For more information about performatory, please see the website:

<http://performatory.nl/>

IMPORTANT DATES

4 February 2022
start academic programme

28 February - 4 March 2022
spring break

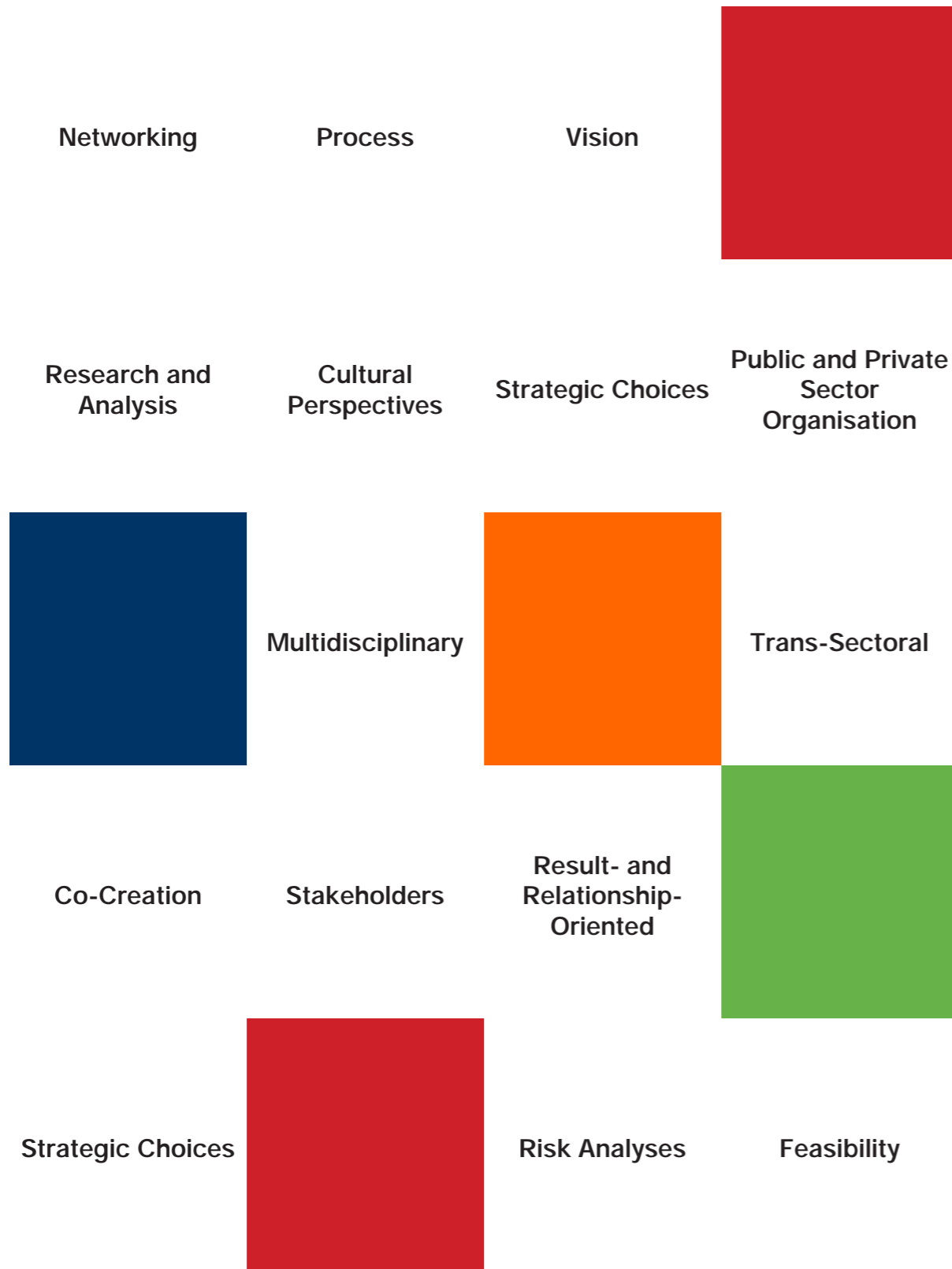
2 May - 6 May 2022
May holiday

15 July 2021
end of semester

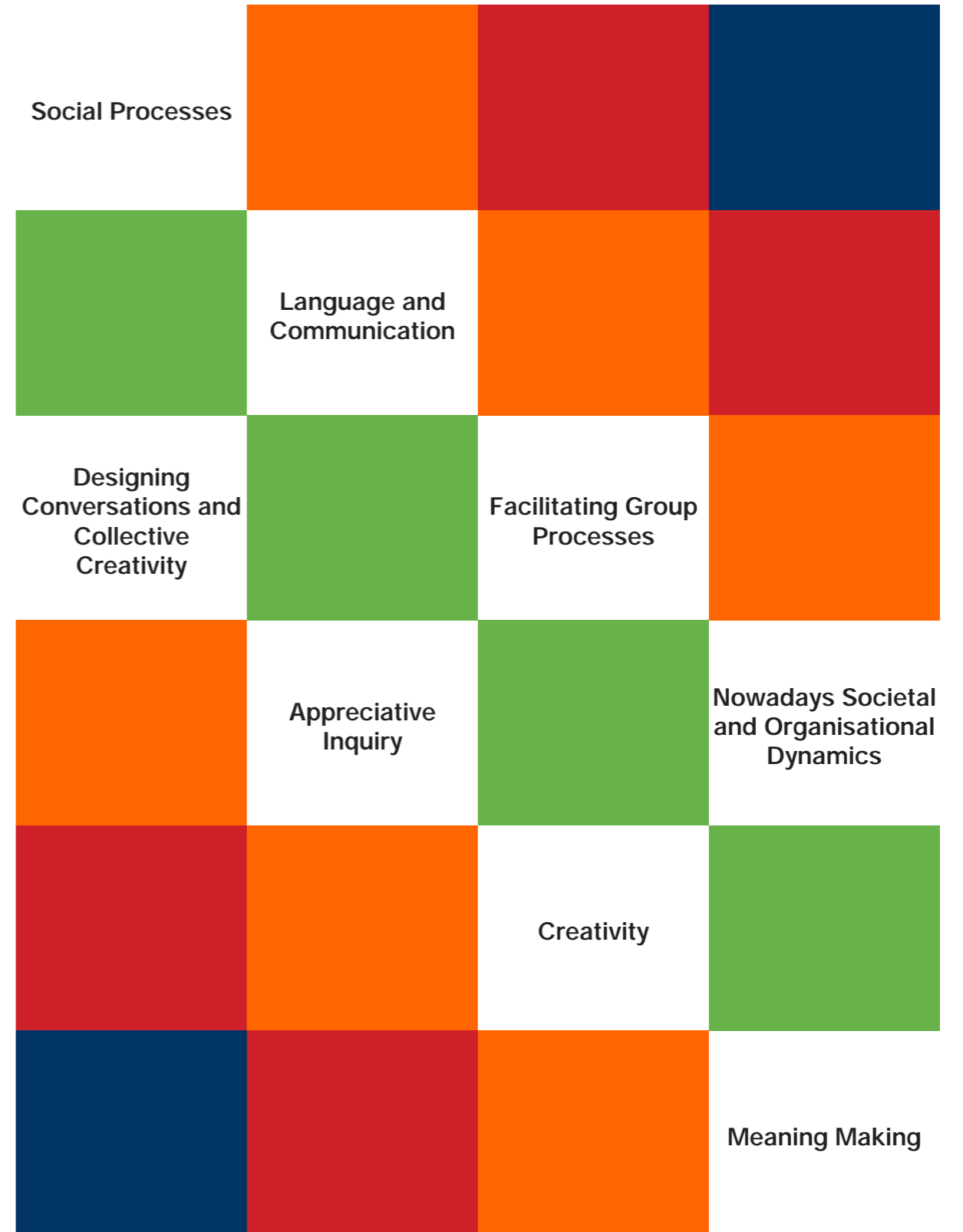
EXPERIENCE DESIGN



COMMUNITY DESIGN



PROCESS DESIGN



EXPEDITION

The expedition consists of a variety of activities (sessions, meetings, interviews, workshops) that support the development of professional skills; personal and professional leadership and the exploration of developments related to social innovation. Incoming exchange students who are interested in participating in the Expedition can also obtain EC by taking part in the sessions, writing a final reflection report on their development and do a Professional Identity talk .

ENGLISH

Presentation skills and Reading skills are integrated in the theme days and the Expedition. Incoming exchange students can attend the consultation sessions and work on these skills individually or with other students.

PERFORMATORY /TALKS



Optional Courses

Course title

Basic Dutch

Course coordinator

Mr Frank van Heijningen

Number of EC

2 EC

Language

English

Content

Basic Dutch is a language course for absolute beginners which is offered to all incoming exchange students at BUAS. It will lead you up to A1 level according to the Common European Framework of Reference Modern Languages 1996)It is not part of the curriculum of the Academy for Leisure and only offered to incoming exchange students.

Mode of delivery

14 lessons of 1.5 hour, between October and January. The lessons are usually planned at the end of the day or in early evening so that students from different academies can join.

Additional information

For enrolment, students are asked to pay 100 Euro which will be refunded upon successfully completing the course.

Assessment

Exam

Course title

Dutch Culture and Society

Course coordinator

Ms Frederike van Ouwerkerk

Number of EC

2 EC

Language

English

Content

Acquiring knowledge of the most important aspects of Dutch culture and society to generate awareness, understanding and respect for the different characteristics of Dutch culture. Dutch culture and society will be a practical guide for exchange students. We want you to apply the knowledge and understanding of Dutch Culture and society obtained in the DCS-course as well and reflect on your own experience of living in the Netherlands.

Mode of delivery

5 lectures Presentation session Excursion (provisional)

Assessment

Paper and a Vlog



Games



Media



Hotel



Facility



Built Environment



Logistics



Tourism



Leisure & Events



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Note: both courses are optional and subject to change.

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