



# Exchange at Academy for Leisure (ALE)

**Social Innovation**

Year 2 - Spring semester)

DISCOVER YOUR WORLD



Breda  
University  
OF APPLIED SCIENCES

## Important to read first

The Academy for Leisure and Events Management offers international students the opportunity to take part in an exchange programme. We are grateful that you have chosen to explore the possibilities!

Please see the overview below for which programmes can be followed when. You will see that a matching procedure may be part of the process. We find it important to ensure you make the right choice and stand a good chance of succeeding, so we may ask you to motivate your choice in a portfolio or in an interview. This varies per programme.

	<b>Fall semester</b>	<b>Spring semester</b>	<b>Extra information</b>
<b>Leisure and Events Management- regular track</b>	x (year 2)	x (year 1 or year 2)	
<b>Sports and E-sports</b>	x (year 2)	x (year 3)	There will be a matching procedure when you apply for the spring semester
<b>Urban Life and Placemaking</b>	x (year 2)	x (year 3)	A matching portfolio may be required.
<b>Music and Dance Events</b>	x (year 2)		A matching portfolio may be required.
<b>Events for Business</b>	x (year 2)	x (year 2)	A matching portfolio may be required.
<b>Attraction and Theme Park Management</b>	x (year 3)	x (year 3)	
<b>Social Innovation</b>		x (year 2 or 3)	

If you are interested, please let us know via [incomingexchange@buas.nl](mailto:incomingexchange@buas.nl) and we will contact you.

We wish you good luck making your choice and look forward to welcoming you to you BUAS – Academy for Leisure and Events!

# Welcome to Social Innovation!

## Year 2 or 3 –Spring semester 2023-2024

### 1.1 Key dates

To be decided	Introduction International students
19 February 2024	Start Academic Programme
12-16 February 2024	Spring Break
29 April - 3 May 2024	May Holidays
12 July 2024	End of semester

### 1.2 Course codes

Please note that the codes or ILOs might change.

Course title (short version)	EC
Process Design - The Power of Leisure	5
Extension	15
Communication	10
Optional: Basic Dutch	2
<b>Total EC</b>	<b>30 (32)</b>



### 1.3 Course information

The specialisation Social Innovation focuses on how Leisure and Events Management can be used to bring to bring about Transformative Social Innovation. Key concepts of the programme are:

- **collaborative learning**
- **initiating movement and change in organisations and society**
- **creating meaningful experiences in co-creation with stakeholders.**

The main elements of the programme are called 'designs' and cover the core competencies that are part of the Leisure and Event management curriculum. In Social Innovation these have been grouped into:

- **Experience Design** focuses on designing meaningful and memorable experiences that touch people's hearts, minds, bodies and souls.
- **Process Design** focuses on designing, organising and facilitating conversations that aim for transformation in organisations or society.
- **Community Design** is about creating value by bringing stakeholders together and facilitating the process of co-creation to solve, or contribute to solving, complex societal problems innovatively.
- **Expedition** challenges students to discover what the world is asking from them, how they can contribute to the many challenges the world is faced with.
- **Communication** focuses on developing a range of communication skills to be effective in various professional contexts.

The professional knowledge, skills and attitude students need to bring about meaningful change bear close relation to the UN SDGs (Sustainable Development Goals). Students are encouraged to become aware of their professional interests, values and beliefs and explore these actively throughout the programme.

The following two links give more information and an impression of what it is like to study Social Innovation at Buas.

- [studying social innovation @ Performatory | Breda University of Applied Sciences - YouTube](#)
- [Home - Performatory](#)

Exchange students will be part of the community for one semester, and offered a special programme that will enable them to obtain the required number of 30 EC. As most of the course elements are integrated in other parts of the programme, some tailor-made assignments will be agreed on at the start.

<b>COURSE - Compulsory</b>	
<b>Course title</b>	Power of Leisure
<b>Course organiser</b>	Mr Frank Crucq Ms Suzan Lindhout
<b>Mode of delivery</b>	Topic days, Lab sessions, Projects
<b>Number of EC</b>	5
<b>Language</b>	English
<b>Course content</b>	Students dive into a complex challenge or specific question of an organisation and create something that is truly surprising and eye-

	opening. This can take a variety of forms: a small event, art installation in the public space, a theatre performance in a bank, creating a song together with local residents.
<b>Literature</b>	Provided on the digital learning environment.
<b>Assessment and criteria</b>	Students create a video diary (according to a set of questions they need to discuss) which show their learning process. Assessment criteria include cognitive and affective aspects.

<b>COURSE - Compulsory</b>	
<b>Course title</b>	Extension
<b>Course organiser</b>	Ms Annet Ghering Ms Anne van den Broek
<b>Mode of delivery</b>	Topic days, Lab sessions, Projects
<b>Number of EC</b>	15
<b>Language</b>	English
<b>Course content</b>	Students will choose from the three different designs ( <i>Experience Design, Process Design, Community Design</i> ) which topic days and assignments they will do.  They will attend and contribute to the respective lab sessions and cooperate with fellow students.  Students can do small projects which enable them to practise skills and deepen their understanding of the theory underlying the designs.
<b>Literature</b>	Provided on the digital learning environment.
<b>Assessment and criteria</b>	Various deliverables including reflections, project descriptions and reports, short videos.
<b>Additional information</b>	

<b>COURSE - Compulsory</b>	
<b>Course title</b>	Communication

<b>Course organiser</b>	Ms Annet Ghering Ms Emmi Bravo Palacios
<b>Mode of delivery</b>	Lab sessions, workshops
<b>Number of EC</b>	10
<b>Language</b>	English
<b>Course content</b>	<p>Communication has been divided into the following elements:</p> <p><b>General communication - 5 EC</b></p> <p><u>Reading</u></p> <ul style="list-style-type: none"> <li>-The student is able to find, read, understand and analyse academic texts.</li> <li>-Student is able to read and understand business correspondence.</li> </ul> <p><u>Writing</u></p> <ul style="list-style-type: none"> <li>-The student can write for different audiences, including intercultural audiences.</li> <li>-The student can write for different purposes, including social and advanced business purposes</li> </ul> <p><u>Presenting</u></p> <ul style="list-style-type: none"> <li>-Speak in social and business context in professional way</li> </ul> <p><b>Special purpose communication - 5 EC</b></p> <p><u>Creative copywriting</u></p> <ul style="list-style-type: none"> <li>-Create imaginative professional communication tools using visual and text elements</li> </ul> <p><u>Professional Speaking</u></p> <ul style="list-style-type: none"> <li>-The student is able to understand spoken production (listening skills)</li> <li>-The student is able to interact with others in a social and business context in a professional way.</li> </ul> <p><u>Presenting (Professional Identity Talk)</u></p> <ul style="list-style-type: none"> <li>-Pitch and present idea/concept and can support arguments/opinions</li> </ul>
<b>Literature</b>	N.A.
<b>Assessment and criteria</b>	Students' work will be expected to obtain level B2/C1 according to the Cefr framework.

<b>COURSE - Optional and provisional</b>	<b>Basic Dutch</b>
<b>Course organiser</b>	Mr Frank van Heijningen
<b>Number of EC</b>	(2 EC) – Choose either Communication or Dutch
<b>Language</b>	English
<b>Content</b>	<p>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)</p> <p>It is not part of the curriculum of the Academy for Leisure and only offered to incoming exchange students.</p>
<b>Mode of delivery</b>	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.
<b>Additional information</b>	For enrolment, students are asked to pay 100 Euro which will be refunded upon successfully completing the course.
<b>Assessment</b>	Exam

## More information

Please contact Annet Ghering if you would like more information.

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Games



Media



Hotel



Facility



Built Environment



Logistics



Tourism



Leisure & Events



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