CREATIVE BUSINESS

ERASMUS EXCHANGE HANDBOOK 2026 - 2027

Autumn and Spring Semesters



DISCOVER YOUR WORLD

Breda University
OF APPLIED SCIENCES

Introduction

Hello and welcome to Creative Business (CB)!

CB was first founded in 2002 with the aim to educate management professionals for the broad industry field of media and entertainment. Our education is focused on a wide variety of media and management related subjects. We pay special attention to the international orientation of the media industry and this is also reflected in the composition of both our students and our staff. Approximately 33% of our students have an international background, while more than 50% of CB's lecturing staff have joined the academy from a number of places around the world.

In keeping with our international nature, and in order to ensure transparent communication within the academy, the language of both instruction and communication is English.

Students who would like to attend CB for an exchange programme of one or two semesters are welcome to join courses from either the first, second or third year in **either** the Spring semester or Fall semester. Exchange students in CB get added to a regular class of our students which insures greater integration and participation in student life outside of the classroom.

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How is CB structured?

- Years one, two and three have two semesters (Fall and Spring).
- It is important for exchange students to be present during the entirety of the semester, as classes and testing are distributed throughout the semester.
- Attendance of classes is mandatory, so, unfortunately, it is not possible to travel during school weeks. However, there are a number of holiday weeks throughout the year that are suitable for travelling which ensures that our exchange students get plenty of chances to travel around Europe.
- The minimum passing grade in CB is a 5.5 out of 10.
- One study credit (1 ECTS) represents 28 hours of study. For a course of 5 ECTS a student will therefore spend approximately 140 hours (5 x 28 hours), which includes time spent in class (i.e., attending lectures and tutorials) as well as time required for self-study (i.e. homework, groupwork, research, etc.).

Who is CB suitable for?

CB is most suitable for exchange students with a management, AV-production, film, media, communication, advertising/PR or media-marketing major as the courses have a strong focus on these subjects.

Additional CB information

- If you are planning on joining CB in the Fall semester, classes are scheduled to commence in the week beginning 2nd February 2026. In order to ensure that you settle in properly and familiarize yourself with Breda and our university, we advise you to arrive well in advance.
- As an exchange student you are welcome to choose a CB Study Package per semester. Each package consists of courses from either the first, second, or third year. Unfortunately, it is not possible to choose courses from different study years within the same semester as this results in scheduling conflicts.
- We welcome our exchange students to join the Dutch for Foreigners course which will teach you the basics of the Dutch language. Beginner's level is offered in Fall and Spring semester and runs across the whole semester.
- It is essential to bring your own laptop when studying in CB.



Choosing a CB Study Package

As an exchange student joining the Creative Business (CB) programme for one semester, you can choose from a range of CB Study Packages offered in Years 1, 2 and 3.

Please note that we are currently undergoing a minor curriculum restructuring. As a result, some changes may occur between the study packages described and those offered during the 2026–2027 academic year.

Exchange students are not permitted to take Year 4 courses, as these focus on graduation projects for our regular CB students.

When selecting your courses, you must choose subjects and projects from **one study year only** (Year 1, 2 or 3). Combining subjects or projects from different study years is not permitted due to potential scheduling conflicts.

For a complete overview of the available subjects and projects, please consult the **CB Study Guide 2026–2027**.

Exchange students may choose to take fewer than 30 ECTS credits per semester, provided this is approved by their home university.

Please ensure that you obtain approval from your home university before applying for a study package.

FAQ

I am doing a Film degree at my home university, can I still do a Creative Business exchange at CB?

Yes, you can. If you are a Film production student at your home university, you have to check with the study advisor of your university whether you are allowed to take our courses as the cover a broad range of media related subjects including management, marketing, production, content and research.

I wish to do a course package but my exchange supervisor (from my home university) said that there is a course I do not need to take. Can I choose to skip that course in this package?

Yes. It is possible to skip a course within a package if your home university approves this.

I wish to do an exchange at CB, but my home university does not have a partnership with Breda University of Applied Sciences. What do I have to do?

Please ask the International Office at your home university to contact Anna Voinova (voinova.a@buas.nl) to discuss possibilities to set up a partnership with CB.



Games



Media



Hotel



Facility



Built Environment



Logistics



Tourism



Leisure & Events

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