

The background of the entire page is a photograph of a red roller coaster car with passengers. The car is moving down a white track. The passengers are smiling and looking towards the camera. The roller coaster has a red and orange color scheme. The track is white and curves around. The background shows green trees and a clear sky.

Exchange at Academy for Leisure & Events Management (ALE)

General Program – Fall Semester 2024-2025

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.

Please note that 'year 3' programmes are open to incoming exchange students who are in year 2 in their own country. If you are not sure, if the level is appropriate, please contact the coordinator via LEMexchange@buas.nl

	Fall semester	Spring semester	Extra information
Leisure and Events Management- regular track	x (year 2)	x (year 3)	
Sports and E-sports	x (year 2)	x (year 3)	There may be a matching procedure when you apply for the spring semester
Urban Life and Placemaking	x (year 2)	x (year 2 and 3)	
Music and Dance Events	x (year 2)		A matching portfolio may be required.
Events for Business	x (year 2) 3 incoming exchange students max	x (year 2) 3 incoming exchange students max	A matching portfolio may be required.
Attraction and Theme Park Management	x (year 3) 6 incoming exchange students max	x (year 3) 6 incoming exchange students max	
Social Innovation		x (year 2 or 3)	

If you are interested, please let us know via 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 Leisure and Event Management!

Year 2 – semester 3 (Fall semester) – 2024-2025

Leisure and Events Management is the General track of the **programme Leisure and Events Management** at the Academy for Leisure, which follows the propaedeutic phase. It is a (inter)national and English taught programme.

1.1 Key dates

To be decided	Introduction International students
2 September 2024	Start Academic Program
21-25 October 2024	Autumn Break
23 Dec 2024 - 3 Jan 2025	Christmas Break
31 Jan 2025	End of semester

1.2 Overview of the semester

The semester is divided into two blocks of nine weeks and comprises 30 EC. Students work in groups and individually and experience a variety of work forms: lectures, workshops, project group as well as individual work, excursions and other activities.

Students will do projects related to **Marketing, Concept Design, Stakeholder Management** and **Policy & Evaluation**. Moreover, students will also do assignments for **Research Design** and **Communication**. Alongside the projects and assignments, a **skills and coaching programme** will run throughout the semester.

The projects will be based on cases for clients – fictional and real-life from the leisure and events industry. Students will be in one and the same class during the semester. The **first block** of 9 weeks will revolve around Marketing and Concept Design, and the **second block** of 9 weeks will revolve around Stakeholder Management and Policy & Evaluation. Research Design, Communication and the skill and coaching programme will run **throughout the semester**.

Please take a careful look at the descriptions below. Besides the LEM courses, there are two optional courses which are offered in collaboration with Academy for Hotel Management.

1.3 Intended learning outcomes Leisure and Event Management

Please find below a more detailed list of the intended learning outcomes of the semester including number of EC carried by each part.

Marketing (DLEME2.MARKET-01)		
ILO no.	ILO description	ECs
3.6	<u>Develop a marketing strategy</u>	1
3.7	<u>Create support for products</u>	1
3.8	<u>Evaluate experience concepts</u>	2
3.2	<u>Analyse the market</u>	1
		5
Concept Design (DLEME2.CONDES-01)		
ILO no.	ILO description	ECs
3.1	<u>Organise creative sessions</u>	1
3.3	<u>Develop experience concepts</u>	2
3.4	<u>Work out concept into product</u>	2
		5
Stakeholder Management (DLEME2.STAMAN-01)		
ILO no.	ILO description	ECs
2.2	<u>Create collaboration</u>	2
4.2	<u>Set up communities</u>	3
		5
Policy and Evaluation (DLEME2.POLEVA-01)		
ILO no.	ILO description	ECs
2.3	<u>Create support for strategy</u>	2
4.3	<u>Direct the cooperation process</u>	3
		5
Research Design (DLEME2.RESDES-01)		
ILO no.	ILO description	ECs
1.1	<u>Systematically collect research data</u>	1
1.2	<u>Base insights on analysing research data</u>	1
1.3	<u>Take different perspectives</u>	1
1.7	<u>Investigative capacity</u>	1
1.3	<u>Take different perspectives</u>	1
		5
Communication (DLEME2.COMMUN-01)		
ILO no.	ILO description	ECs
10.09	<u>Read (academic) texts</u>	1
10.10	<u>Read business correspondence</u>	1
10.15	<u>Write for different audiences</u>	1
10.16	<u>Write for different purposes</u>	2
		5

The following two courses are offered in collaboration with other Buas academies and are therefore **optional as well as provisional**. There are limited places available. If you are interested, do please add them to your learning agreement as EXTRA courses.

Course Code	EHM2.EM-04
Course Title	EVENT MANAGEMENT (FOR EXCHANGE STUDENTS) – OPTIONAL AND PROVISIONAL
Course Coordinator	Hanny Verdellen verdellen.h@buas.nl
Language of Instruction	English
Semester	September – January
Teaching Hours	PM
Mode Of Delivery	Lectures, Tutor Meetings, organising an event, field trip
ECTS credits	4
Learning Outcomes	<p>After completing this course, students:</p> <ul style="list-style-type: none"> • are able to design a feasible event concept (including: description of the event and the event theme, description of the goals of the event, timing of the event, global F&B concept (if applicable)) • are able to apply event marketing to the approved event concept • are able to format a preliminary event budget, including a complete overview of all expected costs and revenues • are able to apply financial management including budget, break even calculation, cash flow and calculation of prices • are able to write a feasible script which will be the basic foundation of the event • are able to execute the event based upon the approved concept plan and approved script • are able to operationalize the script during the event execution • are able to evaluate the concept plan, financial plan, marketing strategy, script and event execution • are able to understand the process of generating profit • are able to reflect on cross cultural differences

Brief Description	<p>The importance of the theme event management lies in the opportunity for students to show their entrepreneurial skills by organising and executing an event. The content of the course focuses on applying the basics of event management, with special emphasis on the crucial role of marketing and budgeting. Profit which results from events will be transferred to corporate social responsible charity causes. Within the context of a project team, students focus on understanding theories and models related to Event Management and how to apply them in a practical situation.</p> <p>In addition, students will be asked to compare their home culture to the Dutch culture and reflect on this in a short report. This report will provide input and suggestions for the organisation of the real life event.</p>
	real-life situation.
Literature*	Wagen van der, L (2008). Event management. Sydney: Pearson Education Australia.
Assessment & Criteria	Event (75%) : Group Report + Participation Cross Cultural Dimensions (25%): Individual Report
Prerequisites	none

COURSE – optional and provisional – LIMITED PLACES AVAILABLE	
Course title	Basic Dutch
Course code	AAVT.BDC-01
Course coordinator	Mr Frank van Heijningen
Number of EC	2 EC
Language	English
Content	<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>
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

1.4 Contact person Leisure and Event Management

Iskander Khairoutdinov, khairoutdinov.i@buas.nl

More information

Please contact Annet Ghering if you would like more information – email: LEMexchange@buas.nl



Games



Media



Hotel



Facility



Built Environment



Logistics



Tourism



Leisure & Events



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