

The

# Exchange at Academy for Leisure & Events Management (ALE)

Specialization Events for Business - fall semester 2022-2023

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 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)		
<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 Events for Business!

## Year 2 – semester 3 (Fall semester) – 2022-2023

Events for Business is a **specialisation 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. All kinds of companies are involved in creating different concepts for events for different purposes. During semester 3 you will follow two terms: *Knowing the Industry* and *Check*. You will also follow a learning line named Personal Development and English.

### Knowing the Industry (term 1)

In the unit “Knowing the industry” you will dive into the world of Event for Business and more specifically the 5 subsectors within our broad industry (DMC, Cities, Event agencies, Marketing departments and venues) by doing research into what is going on within these sectors. You will find out which ones are interesting to you and you will exchange trends and developments. Furthermore, you will organize your own small event. Topics within Knowing the Industry are project management, logistics, hospitality, design research, stakeholder management, hybrid off and online events, trends and developments, 5 subsectors, organising an event and making a (research) proposal.

### Check (term 2)

In the first 10 weeks of the Events for Business specialisation, you were introduced to our industry. In "Check" (second 10 weeks) unit it is time to get acquainted with the Check phase. When organising an event for our business industry, there is always a goal that the client or organiser wants to achieve. And if you can measure and evaluate the effects, you will be able to organise a successful event. Topics within Check are: ROI, impact studies, social media analysis, research, google analytics, CRM.

### Personal Development

With personal development you will dive deeper into your personal and professional self in relation to your (professional) environment. This Personal Development course line takes a whole year. Students who are studying here for just 1 semester, take part of only the first part.

## 1.1 Key dates

<b>To be decided</b>	Introduction International students
5 September 2022	Start Academic Program
24 - 28 October 2022	Autumn Break
26 Dec 2021 – 6 Jan. 2023	Christmas Break
3 February 2023	End of semester

## 1.2 Learning goals “Knowing the Industry”

During this the first part of semester 3, called Knowing the industry, students will learn about the events for business industry as well as organising their own event.

More specifically, the main learning goals are:

- Gaining insight into market of the five different sectors within the Event for Business industry by designing a research study, making a plan of approach and collecting data systematically;
- Applying stakeholder management models and theories into event practice;
- Coordinating and organizing an event;
- Gaining insight into and applying knowledge of the different topics of logistics in the area of people and good flow processes, capacity calculation, location and mobility;
- Gaining insight into and applying knowledge of hospitality behavior within the event for Business industry;
- Gaining insight into the on-line and hybrid events by applying digital tools and engaging visitors.

Competency	Intended Learning Outcome (ILO)	ECs
<b>1.1 F</b>	Systematically collect primary and secondary research data with regard to national and international external environments The student is able to: -Design a research; make a plan of (research) approach -Collect relevant data through design research	1
<b>3.2 A</b>	Study and analyse the market (e.g. with the help of big data) The student is able to: In a more complex case and with more autonomy.... - Assess the opportunities to operate successfully in the market (factors that determine the market) - Based on understanding of circumstances and developments - For the purpose of which publicly accessible information is detected and combined - For the purpose of which a small-scale study can be carried out to obtain missing information	2
<b>4.1 F</b>	Studying the current situation, considering powers/interests, networks, relationships and support base among stakeholders, with regard to a complex challenge The student is able to:	2

	In a less complex challenge with a limited number of stakeholders... -Apply stakeholder management models and theories presented	
<b>5.3 A</b>	Coordinate and organize an event and ensure safety of end users The student is able to: - Show understanding of the event world - Deliver a smaller event or play a role as assistant project manager for a bigger event - Be well-versed in safety issues - Produce a risk assessment of safety issues combined with an improvement plan	2
<b>5.7 A</b>	Event Logistics supports the concept design of an event. Introduction to logistics and business events Gaining insight and applying knowledge of the different topic of logistics in the area of people and good Flow processes, capacity calculation, location and mobility;	3
<b>5.8 A</b>	Hospitality Hospitality as the particular way of providing service, food and/or drinks. It is not about the service only but about how it comes your way. Gaining insight and applying knowledge of hospitality behavior within the event for Business industry	1
		Total: 11 EC

### 1.3 Learning goals "Check"

The following learning goals have been derived for this course:

- The student is able to analyse data with the help of case studies, in order to understand the importance of measuring the impact of a business event.
- The student is able to understand the Return on Investment of a business event
- The student is able to analyse data in order to measure the social media impact of an event
- The student understands the meaning of CRM (Customer Relationship Management) and is able to analyse data and draw conclusions based on this data.

Competency	Intended Learning Outcome (ILO)	ECs	Where?
<b>1.1 A</b>	<b>Systematically collect primary and secondary research data with regard to national and international external environments</b> The student is able to: - Collect data from quantitative research (e.g. from questionnaires) - Collect data suitable for statistical analysis - Collect and use theory and models suitable to the specialisation - Collect scientific data - Facilitate a focus group	2	Case Study 1 + Focus Group own event

<b>1.4 A</b>	- Set up and execute a social and economic impact study - Perform a mediating and meaningful role from the perspective of 'Leisure for a better world'"	2	Case Study 2
<b>3.8F</b>	<b>Evaluate experience concepts and/or marketing communication</b> The student is able to: - Translate objectives into measurable indicators	2	Case Study 4,5,6,7
<b>3.8 A</b>	<b>Evaluate experience concepts and/or marketing communication</b> The student is able to: - Collect information by means of the indicators in order to compare these to the objectives - Determine the extent to which the objectives have been achieved - Decide which elements require adjustment	2	Case Study 4,5,6,7
<b>7.4 A</b>	Make targeted choices based on financial and legal analyses and include risk analysis The student is able to: Make management decisions based on the financial and legal analyses of a specific situation Make management decisions that ensure the financial health of an organisation/a project organisation Have a thorough understanding of the costs and possible revenues Think of realistic ways to generate income to cover the costs and possibly make a profit Make a realistic estimate of the probability that (future) circumstances might increase costs or decrease revenues below target Suggest solutions to overcome increased costs or decreased revenues	2	Case Study 3
<b>7.7 A</b>	Efficiently managing and improving business relationships. The student is able to: - Discover what sales metrics are, why they're so important to an organisation - Review and analyse customer interactions - Development of effective sales, service, and marketing goals	2	Case Study 4,5,6
		Total: 11 EC	

## 1.4 Learning goals “Personal Development”

With personal development you will dive deeper into your personal and professional self in relation to your (professional) environment. This Personal Development course line takes a whole year. Students who are studying here for just 1 semester, take part of only the first part.

The program focuses on 4 main topics:

1. getting to know the event for Business sector.
2. developing skills
3. exploring your own role as a future leisure professional in this field
4. your personal branding (Who am I as a 'brand' and how can I communicate as such?)

Key questions are: Who am I? What can I do? What do I want?

Personal development offers you a learning environment, in which you inspire yourself and each other. As you can see in the overview below with ILO's, professional leader focuses on:

- your development in relation to a team and learning community.
- the development of an intercultural perspective
- the development of your creativity and a facilitating others to be creative.
- life-long learning. You learn to take ownership of your learning.
- using feedback as a valuable tool
- your development of being ethically and socially responsible.

Competency	Intended Learning Outcome (ILO)	ECs
<b>1.3 A</b>	Obtain insights based on different cultural perspectives, social consciousness and a multidisciplinary approach The student is able to: - Be aware of different cultural perspectives abroad	2
<b>3.1F</b>	Organise and supervise/lead creative sessions/brainstorming sessions with various participants The student is able to: Design and lead creative sessions based on plan and goal and in consultation with (real or fictional) internal and external persons involved - Ensure that the session results in the identification and generation of creative/innovative ideas - Account for the session Be aware and recognize that one's own mindset is not universally applicable, and based on that awareness, facilitate rather than lead	1
<b>4.2F</b>	<b>Set up communities.</b> The student is able to: - Be part of a community themselves (learning community of the specialisation area) In this process, go through and reflect on the different aspects of a community.	3
		Total 6 EC

## 1.5 English

<b>COURSE - compulsory</b>		
<b>English</b>	Course code	
	Course title	English
	ECTS	2 EC
	Language	English
	Mode of Delivery	face-to-face
	Content Course	As part of the Events for Business programme, you will be offered a series of English workshops that support your corporate quest during year2. The materials offered in them will run in tandem with the general objectives of the E for B course, to help you formulate business, social media and other related communication. All the main skills of language learning will be covered, but with a focus on business vocabulary and formality. We will begin with a series of workshops to develop professional meeting skills. This will be followed by a formal meeting exam in groups of 5 midway through semester 3. Following this, the English course will then focus on writing for different audiences within the Events for Business context. We will ask you to write different products using formal/professional and creative writing where attention is given to intercultural perspectives.
	Course Organiser	Ms Sue Cook and Ms Catherine Jones
	Examples of Literature	Will be available on LMS (= Electronic Learning Environment)
	Testing	Assignments

<b>COURSE - optional and provisional</b>	
<b>Course title</b>	<b>Basic Dutch</b>
<b>Course coordinator</b>	Mr Frank van Heijningen
<b>Number of EC</b>	2 EC
<b>Language</b>	English
<b>Content</b>	Basic Dutch is a language course for absolute beginners which is offered to all incoming exchange



	<p>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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