

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

Specialization Events for Business - Fall semester 2026-2027



CREATING MEANINGFUL EXPERIENCES

Academy/Department  
Monday 01 January 2024

## 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.

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](mailto:LEMexchange@buas.nl)

Please indicate in your application which specialisation has your preference. Due to maximum numbers of students per group, the specialisation of your choice might not be possible. If that is the case, you will be contacted to discuss which specialisations have places available.

	Fall semester	Spring semester	Extra information
<b>Leisure and Events Management- regular track</b>	x (year 2)	x (year 3)	
<b>Sports and E-sports</b>	x (year 2)	x (year 2)	
<b>Urban Life and Placemaking</b>	x (year 2)	x (year 3)	
<b>Music and Dance Events</b>	x (year 2)		
<b>Events for Business</b>	x (year 2)	x (year 2)	
<b>Attraction and Theme Park Management</b>	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) – 2026-2027

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 (including 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 weeks of the Events for Business specialisation, you were introduced to our industry. In "Check" 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 and Professional Development (including English)

With personal and professional 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

20 August 2026	Introduction International students
31 August 2026	Start Academic Program
19 - 23 October 2026	Autumn Break
<i>Dates not yet known</i>	<i>Study trip - possibly</i>
21 Dec 2026 – 1 Jan 2027	Christmas Break
29 January 2027	End of semester

Course codes	Course name	EC
DLE2.SEAN-1EFBB	Introduction Events for Business – Sector Analysis	5
DLE2.EXEV-1EFBB	Introduction Events for Business – Execution Event	5
DLE2.ROIE-1EFBB	The ROI of events	5
DLE2.ANEV-1EFBB	Analytics within events	5
DLE2.PRDA-1EFBB	Personal and Professional Development	5
DLE2.PRDB-1EFBB	Personal and Professional Development – development Report	5
Total		30

**Course codes may change – please check carefully at start of the 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.

### Mode of delivery

In this unit “Knowing the industry” you will dive in the world of Event for Business and more specific the 5 sub-sectors within our broad industry (Destination Management Company (DMC), Cities, Event agencies, Marketing departments of brands, and venues) by doing research what is going on within these sectors. You will find out which ones are interesting to you, and you will learn about trends and developments within the different sectors. Next to that you will organize your own event.

## Assessment

The assessment of the execution assignment will take place on the basis of the following components:

1. Plan of Approach (presenting and upload the document)
2. Reflection document per group which contains an individual reflection per student.
3. Oral exam per group with questions to individual students
4. Final Peer Evaluation

The sector analysis assignment is assessed on the following components:

1. Game plan (presenting Game plan and upload report)
2. Online tool
3. White paper

## Course organisers

Ronald van Olderen and Dorothé Gerritsen

### 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.

## Mode of delivery

In the “Check” phase, you learn how to evaluate the impact and strategic value of events. Rather than focusing on organising events, this module develops your ability to analyse whether events actually achieve their intended goals. Through real case studies, you explore how events contribute to organisational objectives such as brand awareness, engagement, revenue, and stakeholder relationships.

You begin by investigating the strategic purpose behind events, identifying what success looks like, and how it can be measured. Working individually and in teams, you learn to design research approaches that capture both qualitative and quantitative insights. This includes conducting focus groups to gather audience feedback, analysing event outcomes, and translating these insights into measurable indicators such as KPIs and ROI, this will be measured via a presentation.

Throughout the module, you develop skills in data-driven event evaluation. You apply different measurement models to assess return on investment, analyse customer data through CRM systems, and examine how digital marketing activities contribute to event performance. By using analytical tools and frameworks such as customer journey mapping and digital channel analysis, you learn how to connect event outcomes to broader marketing and organisational strategies, this expertise will be measured via an exam.

## Assessment

The final assignment of the module is a comprehensive digital campaign and online performance analysis, where you evaluate how an event or brand communicates and engages with its audience across multiple digital platforms. You analyse website performance, social media strategies, SEO, and content alignment with target audiences, ultimately providing strategic recommendations for improvement, this assignment will be measured via a report.

By the end of the Check phase, you will be able to measure, interpret, and communicate the impact of events, transforming raw data into strategic insights. These insights form the foundation for the following phases of the Event Model, ensuring that future event concepts and executions are built on clear objectives, evidence-based decisions, and measurable value.

### **Course organiser**

Mark Faes

## **1.4 Learning goals Personal Development (including English)**

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.

### **Mode of delivery**

Personal & Professional Development (PPD) focuses on you as a future professional in the Events for Business industry. Throughout the year you explore your strengths, develop professional skills and build your identity within the international event sector. During interactive workshops you work on topics such as intercultural awareness, networking, feedback skills, personal branding and industry trends. You also participate in industry-related experiences, familiarization trips and networking opportunities with professionals from the events industry. The course combines workshops, coaching and real industry exposure.

PPD challenges you to take ownership of your learning, expand your professional network and prepare yourself for an international career in the events industry.

### **Assessment**

Students reflect on their development through written reports and conclude the year with a personal presentation and conversation about their growth as a professional.

### **Course organiser**

Rowdy van den Nieuwenhuizen

## 1.5 Communication - English

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.

The communication part carries 1 EC of the total number of EC this block.

### **Mode of delivery**

There will be workshops and sessions with active student participation.

### **Course organiser**

Ms Catherine Jones

## More information

Please contact Annet Ghering if you would like more information – email: [LEMexchange@buas.nl](mailto:LEMexchange@buas.nl)



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



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