# Exchange at Academy for Leisure (ALE)

## Sports and Esports

Year 2 – semester 3 (Fall semester)  2025 - 2026

DISCOVER YOUR WORLD

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# 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 Esports** | x (year 2) | x (year 2) |  |
| **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)<br><br>3 incoming exchange students max | x (year 2)<br><br>3 incoming exchange students max | A matching portfolio may be required. |
| **Attraction and Theme Park Management** | x (year 3)<br><br>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!

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# Welcome to Sports and Esports!

# Year 2 – semester 3 (Fall semester) – 2025-2026

## 1.1 Key dates

| To be decided | Introduction International students |
|---|---|
| 1 September 2025 | Start Academic Program |
| 13-17 October 2025 | Autumn Break |
| 22 Dec 2025 - 5 Jan 2026 | Christmas Break |
| 30 January 2026 | End of semester |

## 1.2 Course codes general

| Code | Course title (short version) | EC |
|---|---|---|
| DSES2.FC-01 | Fan Culture | 5 |
| DSES2.SEP-01 | Sports Experience Production | 5 |
| DSES2.ONSFE-01 | Onsite Fan Experience | 5 |
| DSES2.LP-01 | Livestream Production | 5 |
| DSES2.BSE-01 | Business in Sports and Esports | 5 |
| DSES2.ONLFE-01 | Online Fan Experience | 5 |
| | | |
| AAVT.BDC-01 | Basic Dutch (optional and subject to change) | 2 |
| | | 30 (32) |

## 1.3 Contact persons specialisation

Anything you'd like to check or ask? Please contact one of the specialisation's captains:
- Liedewei Ratgers (Ratgers.L@buas.nl or +31 (0) 654267104)
  - o Center on the basketball court and Princess Peach in Mariokart
- Linn Luijerink (Luijerink.L@buas.nl)
  - o Fanatic field hockey player and watching others play Call of Duty

## 1.4 Contact person exchange

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

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## Sports & Esports

## The story behind the Sports & Esports specialisation

*"Mixing one's wine may be a mistake, but old and new wisdom mix admirably"* *(Berthold Brecht)*

**Two worlds?**
Football, basketball, ice skating, chess, cycling, table tennis, F1, athletics and rugby, or Mariokart, LEGOs, Cluedo, Goldeneye 64, PUBG, CounterStrike, Fifa, Fortnite or League of Legends? They seem two opposite worlds, but both build upon the same feelings of freedom, joy, fun, bonding, and pride; they instinctively match through one distinct characteristic: play. Whether we make up our own set of rules, participate in organized contests, are physically involved or staring at a screen: the shared experience is that of playing games.

**Physical and digital worlds**
A generation of young people have grown up playing games in two worlds: the physical world and the virtual or digital world. Play takes place in worlds that are local and physical as well as global and digital (playing on grass pitches with next-door friends as well as online with strangers from all over the world). These worlds blend into our personal lives, yet industry wise they seem two worlds apart.

Gaming (as in computer-generated play) has been the biggest entertainment industry since the 1980s and its role as a major form of leisure has slowly but surely changed this generation's understanding of play, games and sports as forms of leisure. As a result, esports as competitive video-gaming, emerged in the early 2000s and have since steadily been on the rise. And although other generations still participate mostly in traditional sports, for generation Y and Z there has been a decline in favour of gaming and esports.

**So out with the old, in with the new then?**
Not quite. Although the place of play and spectatorship may have shifted, games and sports have not changed at its core: they are competitive moments of play. Be it an onsite football match or an online League of Legends tournament, we seek the thrill and joy of celebrating a game and expressing identity. We immerse ourselves in an experience that even defines the very person we are. So, if indeed play, games and sports are fundamentally the same, why not learn from traditional sports' rich past, as well as from esports' glimpses of the future? Why not *mix* and acknowledge the strength of both?

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**The cross-roads between traditional sports and esports**

We see great opportunities in celebrating sports and games, experience creation and identity expression. By using insights from both worlds, we see chances for innovation and creativity through blending. Opportunities in creating and maintaining the next generation of fan loyalty, in the strategic employing of sports and esports, in creating experiences for like-minded people, in making and improving experiences that are diverse and inclusive. In a word, we see opportunities through crossovers between both industries.

Therefore, we want to seize on this opportunity and educate a generation of leisure and event managers that can look beyond the traditional borders of industries. A generation that excels in fusing knowledge and possibilities, capable of thinking in new ways, passionate about sports and esports and able to transfer, combine and employ these insights in designing and producing a new breed of sports and esports experiences.

Mixing, fusing, blending, combining, and transfer is therefore key. We want to realize the transfer of insights for new applications and other industries. The right student for S&ES is therefore a sports *and* esports enthusiast, curious about creating these new blended (e)sports experiences. A playmaker who is willing to look beyond his/ her own sports or esports framework and interests so he/ she can create a new brand of meaningful and strategic experiences to the leisure industry.

## The student we're looking for

We're looking for students who want to become scouts and playmakers of sports and esports experiences. Specifically, you ...
- Are pro-active and a team player (you are responsible, reliable, and you think in solutions)
- Although perhaps firstly attracted by an interest in sports or esports, you are curious and open to learn about **BOTH**
- See the value of comparing and contrasting sports with esports and vice versa
- Flourish in an environment more characterized by opportunities/insecurities then a set context/ industry
- Are internationally oriented and focused
- Enthusiastic about creating meaningful experiences
- Are active in networking for your own development
- Enjoy play and the fun of sports and games in both product as well as the process.

Please note that we are looking for students who recognize themselves in these characteristics mostly: it's just as important that you are willing to develop yourself in these areas (which you'll get the opportunity to do during the specialisation).

The Sport and Esports curriculum welcomes incoming exchange students to the first semester of our specialisation, named "The Qualifiers". In a nutshell, students learn about the sports and esports industry, the experiences that can be created and all the aspects that belong to that. Next to that they learn how to cooperate in a project group or team and they learn how to develop themselves. All of this will be taught by very passionate and driven lecturers with a broad network. This specialisation is newly developed and the industry is very interested in what the students have to offer, the sports and esports industry is really in need of students educated about this new way of reaching younger people and creating suitable experiences for all target groups.

| Planning courses semester 3 | | | |
|---|---|---|---|
| **Week 1-4** | **Week 5-9** | **Week 10-14** | **Week 15-19** |
| Fan culture | Sports experience production | Livestream production | Business in sports and esports |
| Onsite fan experience | | Online fan experience | |

## 1.6 Course information specific modules of the programme

| Course title | Fan culture |
|---|---|
| Number of EC | 5 EC |
| Language | English |
| Content | In fan culture students get to know the sports and esports industry and the culture of fans belonging to different sport and esports clubs, teams and/or athletes. They must understand the industry they will be working for and working in. Basic knowledge about both industries will be taught. Within the industry of sports and esports students learn to:<br>- Take different perspectives<br>- Act ethically responsible<br>- Understand the world of sports and esports<br>- Communicate in English in the form of spoken interaction and listening |

| Course title | Sports experience production |
|---|---|
| Number of EC | 5 EC |
| Language | English |
| Content | In this modules student will do their assignment for a real-life sports related client. The students will organise a sports event for visitors and participants, where they will try to create an experience that fits a certain goal they want to reach. Crowd safety is an important part of this module. Students learn to:<br>- Realise an event in a safe way<br>- Organise creative sessions<br>- Use leisure to support a process of change |

| Course title | Onsite fan experience |
|---|---|
| Number of EC | 5 EC |
| Language | English |
| Content | In this module student will be actively involved in the sports and esports industry themselves. This will be done by visiting sports and esports (event) locations, games, or other activities and being part of the experience that is created for fans. Diving deeper into fan experience by doing research is part of this module. Students will broaden their knowledge and network by being in direct contact with the industry.<br>Students learn to:<br>- Systematically collect research data<br>- Base insights on analysing research data<br>- Consider impact on society<br>- Try new things |

| Course title | Livestream production |
| --- | --- |
| Number of EC | 5 EC |
| Language | English |
| Content | Students will do a real-life assignment in creating a livestream in esports. The concept for the online tournament needs to be created, and all practical parts of the live stream, including participants, shout casters, overlays and of course the stream itself need to be taken care of.<br>Students learn to:<br>- Produce a livestream<br>- Develop experience concepts<br>- Work out a concept into experience products<br>- Connect live and digital leisure |

| Course title | Business in sports and esports |
| --- | --- |
| Number of EC | 5 EC |
| Language | English |
| Content | In business in sports and esports the basic and theoretical knowledge of sports and esports businesses will be taught. Students will consider how sports and esports organisations create value across different types of capital, like social, natural, financial capital etc. Next to that legal responsibilities of the organisation are considered.<br>Students learn to:<br>- Articulate and visualise a vision<br>- Investigative capacity<br>- Handel legal aspects<br>- Communicate in English in the form reading and writing |

| Course title | Online fan experience |
| --- | --- |
| Number of EC | 5 EC |
| Language | English |
| Content | In this module students will again, just like onsite fan experience, be actively involved in the industry. This time focused on the online experience that is created for fans. What do teams, clubs and athletes do online to attract and maintain fans, but also what does the best livestream look like and how can you immerse viewers online and even on the other side of the world, are all parts students have to experience themselves.<br>Students learn to:<br>- Evaluate experience concepts<br>- Analyse storytelling aspects as part of fan experience<br>- Operate without prejudice |

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| COURSE – integrated in the other courses | |
|---|---|
| **Course title** | **English** |
| **Language** | English |
| **Content** | English will be integrated in / complementing the Fan Culture and Business in Sports and Esports courses and is focused on spoken interaction, listening, reading, and writing skills. |
| **Mode of delivery** | Students will deliver an English spoken video about fan culture and do research for that in the form of interviews, LinkedIn contacts etc. Next to that they will deliver a vision article written in formal English. |
| **Assessment** | Video and vision article. |

| 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** | 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)<br><br>It is not part of the curriculum of the Academy for Leisure and only offered to incoming exchange students. |
| **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 |

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