

Exchange at Academy for Leisure (ALE)

Live Music and Dance Events

Year 3 – semester 4 – Spring semester 2026-2027



CREATING MEANINGFUL EXPERIENCES

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

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
Leisure and Events Management- regular track	x (year 2)	x (year 3)	
Sports and E-sports	x (year 2)	x (year 2)	
Urban Life and Placemaking	x (year 2)	x (year 3)	
Live Music and Dance Events	x (year 2)	x (year 3)	
Events for Business	x (year 2)	x (year 2)	
Attraction and Theme Park Management	x (year 3)		
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 Live Music and Dance Events!

Year 3 – semester 4 (Spring semester) - 2026-2027

The curriculum in the second semester of the third year consists of various courses. The overarching competency is 'Experience Design and Strategy & Impact' and all courses contribute in different ways to the competencies involved.

1.1 Key dates

To be decided	Introduction International students
1 February 2027	Start Academic Programme
8 – 12 February 2027	Spring Break
26 April - 30 April 2027	May Holidays
5 – 6 – 7 May 2027	Holidays

1.2 Course codes

Code	Course name	EC
DLE3.EXDE-1LMDB	Experience Design	10
DLE3.STIM-1LMDB	Strategy & Impact	10
DLE3.CCD1-1LMDB	Career and Communication 1	5
	Professional Development 1 (3 EC)	
	Communication – Academic Review (2 EC)	
DLE3.CCD2-1LMDB	Career and Communication 2	5
	Professional development 2 (3EC)	
	Communication – Building your vision (2EC)	
Total		30

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

1.3 Matching procedure

To find out if the specialization is a match for you and if you match the specialization, you may be asked to create a matching file beforehand. You will receive more information after enrolment.

1.4 Course information

Live Music and Dance Events is a specialisation that focuses on live music (music festivals, pop venues) and dance events (music festivals, pop venues, clubs) at the heart of the leisure industry. The focus of this specialisation is creating and organizing **sustainable events** in the live music and dance industry with **social and economic impact**. Apart from offering entertainment through unique events, the function and message of live music, festivals and concerts go many steps further. Concerts and music give people and the environment an identity, an artist's business model is based on live music in times where technology is predominant. Festivals are breeding places for new innovations around sustainability and social innovation, and cities use music and festivals to attract tourists. All act as a driving force for the local economy.

COURSE - compulsory	
Course title	Live Music and Dance Events
Course coordinator	Ms Michelle Hack
Number of EC	30 EC
Language	English
Content	The program offers different <i>Business Units</i> in this semester: <u>Experience Design</u> Work in a duo for your own self-sourced, real-life client in the live music & dance industry, and design a full experience concept. From first touchpoint to lasting memory so every moment reinforces the intended impact on the visitor. Topics: Design research, experience design, storytelling, design thinking. <u>Strategy & Impact:</u> Develop a future-proof strategy that creates long-term value and positive impact. Topics: Future trends, strategic analysis, business models, impact <u>Career development</u> Plan your own career on the basis of building a network and gaining experience. Topics: talent development, planning, network, gaining experience <u>Communication</u> will be integrated in and/or complementing the business units and comprises a variety of skills (Speaking, Reading, Writing), focusing on professional communication skills. Students will obtain 2 credits for various assignments.
Mode of delivery	Theme days per business unit, every theme day includes workshops, seminars and lectures. During the theme days students will meet the industry and the business unit Career Development will consist of practical experience in the industry.
Literature	Recommended literature. <u>Experience Design</u> <u>Byttebier, I., & Vullings, R. (2015). <i>Creativity in business: The basic guide for generating and selecting ideas</i>. BIS Publishers BV.</u> <u>Knowledge clips: Creative thinking (Vimeo) / Experience types (Vimeo) / Experiencescape (Vimeo) / Micro and macro experiences (Vimeo) / Experience fundamentals (Vimeo)</u>

	Rossman, J. R., & Duerden, M. D. (2019). <i>Designing experiences</i> (1st ed.). Columbia University Press. van Zeeland, E. (2023). <i>Getting started with design thinking</i>. FLOOT <u>Strategy & Impact</u> TBD <u>Career development</u> No required literature
Assessment	Oral exams, reflection reports, group assignments and individual assignments

Detailed overview of intended learning outcomes, number of EC and course codes per Business Unit can be found below.

Live Music and Dance Events Intended Learning Outcomes

Experience Design
Articulate and visualise a vision
Organise and supervise/lead creative sessions/brainstorming sessions with various participants
Translate market and value research into creative experience concepts
Develop and work out a creative experience concept into a product or service
Design interventions (prototyping) to accomplish change
Evaluate experience concepts and/or marketing communication
Strategy & Impact
Building bridges between organizations that operate from different institutional contexts (such as system-world and life-world), for the purpose of the strategy
Creating support for proposed strategic policy and its implementation
Studying the current situation, considering powers/interests, networks, relationships and support base among stakeholders, with regard to a complex challenge
Facilitate processes of change or collaboration
Career
Use leisure to look for meaning
Set up communities
Facilitate processes of change or collaboration
Communication
Find, read, understand, and analyze academic texts
Read and understand business correspondence
Interact with others in a social and business context in a professional way (including listening)
Understand and apply the nuances of interaction in different contexts

More information

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



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

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