

# Exchange at the Academy for Leisure & Events

## Leisure & Events Management

Year 2 – Spring semester 2022-2023

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DISCOVER YOUR WORLD

Academy for Leisure & Events

Friday 01 April 2022

## 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.

	Fall semester	Spring semester	Extra information
<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 Leisure & Events Management!

This document provides you with information about the courses you will follow if you decide to go on exchange to the study program **Leisure & Events Management** (LEM) at Breda University of Applied Sciences (BUas) in the **spring semester** of academic year 2022-2023.

Our study program consists of six specializations, specializing in specific sub-domains of the leisure industry, and the regular program, in which you **broaden your horizon** on the overall leisure industry and uphold a **modern vision on society**. This document contains the information about exchange in the **regular program** of our studies.

When you decide to opt for exchange in the spring semester, you will be joining our **second-year program**. The curriculum in the second/spring semester of the second year, or the fourth semester overall, consists various courses on the subject of **stakeholder management**.

## 1.1 Course Overview

Course	Short description	ECTS
<b>Stakeholder Management</b>	Self-recruited project-based assignment in which you design a process of solving a (social) problem for a real-life industry client with the involvement of other parties (stakeholders).	24
<b>Deep Dive</b>	Introduction to the stakeholder management process in the context of the public and NGO sectors.	2
<b>English 4</b>	English language courses.	4
<i>Basic Dutch (optional)</i>	<i>Dutch language courses. Availability subject to change.</i>	<i>(2)</i>
<i>Dutch Culture and Society (optional)</i>	<i>Introduction into Dutch culture. Availability subject to change.</i>	<i>(2)</i>
<b>Total</b>		<b>30</b> <i>(34)</i>

## 1.2 Key Dates

Week	Date	Activity
TBA	TBA	Introduction for incoming exchange students
Week 6	6 February 2022	Start of semester
Week 8	20-24 February 2023	Spring holidays
Week 18	1-5 May 2023	May holidays
Week 5	16 July 2023	End of semester



### 1.3 Detailed Course Information

Please note that our program is undergoing small changes for the upcoming academic year. **Some elements presented below might change.** The overarching competences and semester structure will remain the same.

#### 1.3.1 Stakeholder Management (24 ECTS)

Stakeholder Management (compulsory)	
<b>What are you learning?</b>	You will be learning how to design a process of solving a (social) problem using theories and models connected to stakeholder and change management.
<b>What assignments?</b>	<p>You are self-recruiting and then carrying out an assignment in which you design a process of solving a (social) problem for a real-life industry client with the involvement of other parties (stakeholders).</p> <p>You need to have recruited the assignment, preferably, before the start of the semester. You will be contacted in the months prior to your exchange with more detailed information and tips for how to approach this search.</p>
<b>ECTS</b>	24 ECTS
<b>Language</b>	English
<b>Mode of delivery</b>	Class progress meetings, LAB sessions, guest lectures
<b>Course content</b>	<p>The main project is a self-recruited assignment you will work on both individually as well as with a small “learning community” as well as on class-level. The focus in this project is designing a process of solving a problem of a real-life industry client with the involvement of other parties (stakeholders). These parties need to be mapped out, analyzed, and activated.</p> <p>This semester has been organized according to the principles of Design Thinking. The most important difference with a more traditional approach is that you work with Loops instead of fully finished phases that lead to predefined products, i.e., you will follow a more individual trajectory and need to structure that trajectory for a large part on your own—with the help of others.</p>
<b>Course organisers</b>	Mr. Matic Gajšek Mr. Simon de Wijs
<b>Examples of literature</b>	Literature will be made available online.
<b>Testing</b>	For the project, there are four oral exams throughout the course in which you present and discuss your project progress with your supervising lecturer. You are assessed on your application of theory, overall progress, and your reflection on the project and group process.

### 1.3.2 Deep Dive (4 ECTS)

Deep Dive (compulsory)	
<b>What are you learning?</b>	You are introducing yourself to the stakeholder management process in the context of the public and NGO sectors.
<b>What assignments?</b>	In a small project group, you will be working on a specific case related to stakeholders in the public and NGO sectors during a couple of workshops.
<b>ECTS</b>	4 ECTS
<b>Language</b>	English
<b>Mode of delivery</b>	Workshops
<b>Course content</b>	In the Deep dive we will pay special attention to the important stakeholder groups from the public and NGO sector. By means of workshops you will discover what they entail and how they should be seen in the bigger picture of stakeholder management. You will work on a specific case to obtain these insights.
<b>Course organisers</b>	Mr. Matic Gajšek Mr. Simon de Wijs
<b>Examples of literature</b>	Literature will be made available online.
<b>Testing</b>	The assessment is a multimedia presentation in which you work out/explain the case you worked on with your group; the final grade is a combination of a group and an individual grade.

### 1.3.3 English 4 (4 ECTS)

English 4 (compulsory)	
<b>What are you learning?</b>	You will be working on your professional communication skills in English.
<b>What assignments?</b>	There are three individual assignments: <ul style="list-style-type: none"> <li>• Letter of request (including justification, individual)</li> <li>• Synthesis (in a pair)</li> <li>• Stakeholder meeting (with a group)</li> </ul>
<b>ECTS</b>	4 ECTS
<b>Language</b>	English
<b>Mode of delivery</b>	Classes and consultation sessions
<b>Course content</b>	English will be complementing the other courses and comprises a variety of skills (speaking, reading, writing, listening), focusing on professional communication skills.
<b>Course organiser</b>	Ms. Lorianne Hummel
<b>Examples of literature</b>	Literature will be made available online.
<b>Testing</b>	Individual and group assessments on writing and speaking.

### 1.3.4 Basic Dutch (2 ECTS)

Basic Dutch (optional)	
<b>What are you learning?</b>	You will be working on your basic communication skills in Dutch.
<b>What assignments?</b>	TBA
<b>ECTS</b>	2 ECTS
<b>Language</b>	English
<b>Mode of delivery</b>	14 classes of 1.5 hours, scheduled 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>Course content</b>	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 CEFR. It is not part of the regular curriculum of Leisure & Events Management and is only offered to incoming exchange students and regular international students.
<b>Course organiser</b>	Mr. Frank van Heijningen
<b>Examples of literature</b>	TBA
<b>Testing</b>	Written exam
<b>Additional information</b>	For enrolment, students are asked to pay EUR 100 which will be refunded upon successfully completing the course.

### 1.3.5 Dutch Culture and Society (2 ECTS)

Dutch Culture and Society (optional)	
<b>What are you learning?</b>	You will be introduced into Dutch culture.
<b>What assignments?</b>	TBA
<b>ECTS</b>	2 ECTS
<b>Language</b>	English
<b>Mode of delivery</b>	Lectures, presentation session, and excursion (provisional)
<b>Course content</b>	<p>Acquiring knowledge of the most important aspects of Dutch culture and society to generate awareness, understanding and respect for the different characteristics of Dutch culture.</p> <p>Dutch Culture and Society will be a practical guide for exchange students. We want you to apply the knowledge and understanding of Dutch Culture and society obtained in the DCS-course as well and reflect on your own experience of living in the Netherlands.</p>
<b>Course organiser</b>	Ms. Frederike van Ouwerkerk
<b>Examples of literature</b>	TBA
<b>Testing</b>	Written paper and vlog

## More information

Please contact Ms. Annet Ghering if you would like more information:

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**We are looking forward to welcoming you in Breda!**





Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

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