



Exchange at Academy for Leisure (ALE)

Leisure and Events Management

Year 1 - semester 2 (Spring semester)



DISCOVER YOUR WORLD



Breda
University
OF APPLIED SCIENCES

Leisure and Events Management

Year 1 – semester 2 (Spring semester) - 2021-2022

The curriculum in the second semester of the first year consists of various courses. The overarching competency is 'Running Businesses' and all courses contribute in different ways to the competencies involved. Please note that the course contents goes beyond what might usually be expected in a first-year course.

1.1 Key dates

Exact date will follow	Introduction International students 2 nd semester
4 February 2022	Start Academic Programme spring semester
28 Feb – 4 March 2022	Spring Break
2 May – 6 May 2022	May Holidays
15 July 2022	End of programme

1.2 Course codes

Please note that codes might change.

Code	Title	ECTS	ECTS
		Fall	Spring
DILM1.RBBI-01P	Business Innovation		5
DILM1.RBHC-01P	Human Capital		6
DILM1.RBGE1-01P DILM1.RBGE2-01P	Guest Experience Management		6
DILM1.RBMG-01P	Management Game		3
DILM1.ENG2-01	English 2		4
	Professional Leadership		4
	Progress Test		2
	Basic Dutch (optional and subject to change)		2
	Dutch Culture and Society (optional and subject to change)		2
Total ECTS			30 (34)

1.3 Course information

The curriculum in the second part of the first year comprises all competencies related to Running Businesses that are part of the first two years of the bachelor programme. Please note that although it is offered in the first year, the content goes beyond introductory level.

COURSE - COMPULSORY	
Course title	Running Businesses comprises: <ul style="list-style-type: none"> • Business Innovation • Human Capital • Guest Experience Management • Management Game
Course code	DILM1.RBBI-01P DILM1.RBHC-01P DILM1.RBGE1-01P DILM1.RBGE2-01P
Course coordinator	Mr Jur van de Graaf and Ms Fiona Verspoor Ms Else Krijgsheld Ms Merlette Kriele
Number of EC	20 EC in total
Language	English
Content	<p>The semester will be divided into three parts, each focusing on aspects related to successfully running a business.</p> <ul style="list-style-type: none"> - Human Capital will deal with more insight into the various motives people have to engage in volunteering, different ways to attract volunteers, but also to reward them (financially or non-financially). This insight is gained, among others by doing quantitative research. - Guest Experience Management is about gaining knowledge on how processes within a company have an effect on the experience for guests. You will use the Guest Experience Model as a basis to analyse the situation at the company and to improve its experience. - Business Innovation focusses on the financial aspects of successfully running a business, such as developing a business case. The assignments are done for real life clients as much as possible. <p>Each part has its own set up.</p>
Literature	<p>See the manual of the semester:</p> <ul style="list-style-type: none"> • E-book: Guest Experience Management, Wijngaarden P. <ul style="list-style-type: none"> ◦ Download link: http://www.nritmedia.nl/store/42/ • <u>Accounting and Finance for Non-Specialists 11th edition + MyLab Accounting</u>. Atrill, P. McLaney, E. ISBN:9781292244099 • Creativity in business. Byttebier & Vullings. BIS Publishers. ISBN 9789063693800 <ul style="list-style-type: none"> ◦ p. 19-34 and 49-54 • Operational management in Service Management, Walstra (2017). • Osterwalder & Pigneur (2014) Business Model Generation <p>Link: https://www.studystore.nl/p/9789043037129/operations-management-in-the-service-sector</p>
Assessment	Group Project Reports Individual Accounting Exam Individual Progress Test

COURSE - COMPULSORY	
Course title	English 2
Course coordinator	Sue Cook Catherine Jones
Number of EC	4 EC
Language	English
Content	Student can write a formal, well-structured report and demonstrates appropriate and correct use of English and APA guidelines. Student can give a professional presentation.
Mode of delivery	Nine two-hour lessons
Literature	N.A.
Assessment	Report: 50% Presentation: 50%

COURSE - COMPULSORY	
Course title	Professional Leadership
Course coordinator	Ms Sue Cook
Number of EC	4 EC
Language	English
Content	Collaborative learning Reflection Feedback Effective listening Ethics
Mode of delivery	6 workshops
Literature	Covey, S. (2004). <i>The 7 habits of highly effective people</i> . Simon & Schuster, Ltd. Gordon, T. (2001). <i>Leader effectiveness training</i> . Berkley Publishing Group Lumina software access Log on to https://more.buas.nl/ECP . Here, you will find a tile called 'Lumina', where you will be able to pay for your Lumina software.
Assessment	Individual Portfolio

COURSE - COMPULSORY	
Course title	Progress Test
Course coordinator	Ms Ilse Krose
Number of EC	2 EC
Language	English
Content	The test covers all learning outcomes of the two first years being the basic level of the programme. The test consists of 200 multiple choice questions covering all knowledge of the first two years. The knowledge students are

	expected to have acquired during the semester will be asked in the last 50 questions. All other questions can be skipped. All questions will be based on literature or (digital) handouts.
Literature	<p>See the manual of the semester:</p> <ul style="list-style-type: none"> • E-book: Guest Experience Management, Wijngaarden P. <ul style="list-style-type: none"> ◦ Download link: http://www.nritmedia.nl/store/42/ • <u>Accounting and Finance for Non-Specialists 11th edition + MyLab Accounting . Atrill, P. McLaney, E. ISBN:9781292244099</u> • Creativity in business. Byttebier & Vullings. BIS Publishers. ISBN 9789063693800 <ul style="list-style-type: none"> ◦ p. 19-34 and 49-54 • Operational management in Service Management, Walstra (2017). • Osterwalder & Pigneur (2014) Business Model Generation <p>Link: https://www.studystore.nl/p/9789043037129/operations-management-in-the-service-sector</p>
Assessment	The test consists of 200 questions out of which the student has to answer 40 questions. 65% of the answered questions has to be correct.

COURSE - OPTIONAL	
Course title	Basic Dutch
Course coordinator	Mr Frank van Heijningen
Number of EC	2 EC
Language	English
Content	<p>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)</p> <p>It is not part of the curriculum of the Academy for Leisure and only offered to incoming exchange students.</p>
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

COURSE - OPTIONAL	
Course title	Dutch Culture and Society
Course coordinator	Ms Frederike van Ouwerkerk
Number of EC	2 EC
Language	English
Content	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. Dutch culture and society will be a practical guide for exchange students. We want you to <i>apply</i> the knowledge and understanding of Dutch Culture and society obtained in the DCS-course as well and <i>reflect</i> on your own experience of living in the Netherlands.
Mode of delivery	5 lectures Presentation session Excursion (provisional)
Literature	N.A.
Assessment	Paper and a Vlog

More information

Please contact Annet Ghering if you would like more information.

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Games



Media



Hotel



Facility



Built Environment



Logistics



Tourism



Leisure & Events



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