



Exchange at Academy for Leisure (ALE)

Leisure and Events Management

Year 2 - semester 3 (Fall semester)



DISCOVER YOUR WORLD



Breda
University
OF APPLIED SCIENCES

Leisure and Events Management

Year 2 – semester 3 (Fall semester) - 2021-2022

The curriculum in the third semester of the first year consists of various courses. The overarching competency is 'Design and Marketing' and all courses contribute in different ways to the competencies involved.

1.1 Key dates

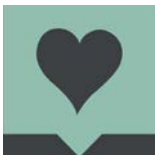
To be decided	Introduction International students
6 September 2021	Start Academic Programme
25 - 29 October 2021	Autumn Break
27 December 2020 - 7 January 2022	Christmas Break
4 February 2022	End of semester

1.2 Course codes

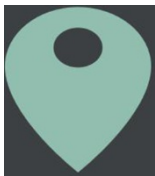
Please note that the codes might change.

Programme part	Code	Course title (short version)	EC
The Quest (Design & Marketing)	DLM2.INSPI-01	DM Insp – Group Inspiration Report with individual components level 1&2	6
The Quest (Design & Marketing)	DLM2.PRES1-01	DM Idea – Group Presentation level 3	2
The Quest (Design & Marketing)	DLM2.INDGR1-01	DM Idea - Individual Grade level 3&4	1
The Quest (Design & Marketing)	DLM2.DESIG-01	DM Idea – Group Design report level 3&4	3
The Quest (Design & Marketing)	DLM2.PRES2-01	DM Impl – Group Presentation level 5&6	3
The Quest (Design & Marketing)	DLM2.INDGR2-01	DM Impl - Individual Grade level 5&6	1
The Quest (Design & Marketing)	DLM2.FIM-01	DM Impl - Financial Management	2
English 3	DILM2.ENG3-01	English 3	4
The Playground (individual development)	DLM2.PORTF-02	DM Portf - Portfolio	8
Basic Dutch (optional and subject to change)		Basic Dutch	2
Total number of EC			30 (32)

1.3 Course information

COURSE - compulsory		
<p>Quest</p> 	What are you learning?	You will learn how to create and market a meaningful experience for an industry client.
	Which assignments?	The Quest is a group project and consists of three phases. Each phase consists of two levels. So, there are six levels in total, plus a financial course linked to the project. A group assignment and individual components are linked to each level. You will have to master one level to progress to the next.
	ECTS?	18 ECTS
	Language	English
	Mode of Delivery	Project assignments, class progress lessons, large group lectures, class workshops
	Content course	<p>The two main competencies you develop in the biggest course of this semester are about Designing and Marketing (Leisure) Experiences.</p> <p>Overall, you will learn how to create meaningful experiences; how to put those on the market using modern tools such as social media, and how to use meaningful experiences to create or sustain a brand.</p> <p>You will go through 3 phases (Inspiration, Ideation and Implementation) which each consist of 2 levels (so 6 in total). Both applying creativity as well as business approach are relevant. We make use of, among others, collaborative learning within 'the learning community' and we work with a project-based approach with real-life organizations as clients.</p> <p>You will work in groups of approximately 3 to 6 students and your work will be assessed on the basis of reports, presentations and due to individual assignments during the course.</p> <p>Theoretical concepts include: personas, situation analysis, strategy, positioning, brooding and targeting, concepting, visions, design, online marketing, social media, marketing</p>

		mix, marketing strategies, financial calculations, break even etc.
	Course organisers	<ul style="list-style-type: none"> • Ms Esther de Jong (Inspiration level) • Mr. Frank Ouwens (Ideation level) • Mr. Frank Kriesels (Implementation level)
	Examples of literature	<ul style="list-style-type: none"> • ‘Economy of Experiences’, A. Boswijk, Peelen & Olthof • ‘Marketing Fundamentals’, Bronis Verhage • ‘Social Media on the Go’, J. Vinkesteyn • ‘E-marketing to Go’, C. Dijkmans & J. Vinkesteyn <p>Knowledge clips and some additional chapters from other books. All books can be ordered. Some copies are available in the library.</p>
	Testing	Various: group reports, group presentations, individual reports/ assignments, online courses

COURSE - compulsory		
Playground 	What are you learning?	You will learn individually about the industry by executing numerous assignments. In addition, several days with industry representatives or field trips will be organized. The Playground is all about individual development towards becoming a leisure and events professional
	Which assignments?	You will carry out various assignments, some of them are mandatory, some assignments are optional and some you can arrange yourself.
	ECTS	8 ECTS
	Language	English
	Mode of Delivery	Class progress lessons, large group lectures, class workshops
	Content Course	You will be doing mostly self-selected and executed assignments which are all related to getting to know the industry you are in. This could be done by doing interviews, backstage tours, doing actual events etc. Components that need to be included are facilitating a creative session and working on your intercultural competence. Whereas The Quest is mostly defined by <u>group work structured by levels</u> , The Playground is

		defined by <i>individual work</i> and <i>self- selected assignments</i> , based on your interest and development. However, we do make use of collaborative learning within 'the learning community' and organise classes to discuss progress.
	Course Organisers	to be announced
	Examples of Literature	Lectures, online knowledge clips etc.
	Testing	You will create a website portfolio that gives an impression, in a creative way, of how you've developed yourself in the industry, what you stand for, and what vision you have due to a number of assignments you did throughout the semester.

COURSE - compulsory

English 3	Course code	DILM2.ENG3-01
	Course title	English
	ECTS	4 EC
	Language	English
	Mode of Delivery	face-to-face
	Content Course	<i>English will be complementing the other courses and comprises a variety of skills (Speaking, Reading, Writing), focusing on professional communication skills. Students will obtain 4 EC for various assignments.</i>
	Course Organiser	Ms Elsbeth Lara
	Examples of Literature	Will be available on LMS (= Electronic Learning Environment)
	Testing	Assignments

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

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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