



Exchange at Academy for Leisure & Events Management (ALE)

General Program – Fall Semester 2025 -2026



DISCOVER YOUR WORLD



Breda
University
OF APPLIED SCIENCES

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 E-sports	x (year 2)	x (year 3)	There may be a matching procedure when you apply for the spring semester
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) 3 incoming exchange students max	x (year 2) 3 incoming exchange students max	A matching portfolio may be required.
Attraction and Theme Park Management	x (year 3) 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!

Welcome to Leisure and Event Management!

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

Leisure and Events Management is the General track of the **programme Leisure and Events Management** at the Academy for Leisure, which follows the propaedeutic phase. It is a (inter)national and English taught programme.

1.1 Key dates

To be decided	Introduction International students
1 September 2025	Start Academic Program
13-17 October 2025	Autumn Break
22 Dec 2024 - 5 Jan 2026	Christmas Break
30 Jan 2026	End of semester

1.2 Overview of the semester

The semester is divided into two blocks of nine weeks and comprises 30 EC. Students work in groups and individually and experience a variety of work forms: lectures, workshops, project group as well as individual work, excursions and other activities.

Students will do a project related to **Marketing, Experience Design, Stakeholder Management** and **Policy**. Moreover, students will also do assignments for **Research Design** and **Communication**. Alongside the projects and assignments, a **skills and coaching programme** will run throughout the semester.

The projects will be based on cases for clients – fictional and real-life from the leisure and events industry. Students will be in one and the same class during the semester. The **first block** of 9 weeks will revolve around Marketing and Concept Design, and the **second block** of 9 weeks will revolve around Stakeholder Management and Policy. Research Design, Communication and the skills and coaching programme will run **throughout the semester**.

Please take a careful look at the descriptions below. Besides the LEM courses, there are two optional courses which are offered in collaboration with Academy for Hotel Management.

1.3 Course codes and Exams

You will earn study credits in two blocks of 15 EC. You need to obtain a minimum of 5,5 for all exams within a block in order to obtain the 15 EC. The block division is as follows:

Course Code	DLEME2.EXDEMA-01	
Course Name	Experience Design and Marketing (15 EC)	EC
EXAM01	Oral exam	3
EXAM02	Written exam - multiple choice	3
EXAM03	Report	4
EXAM01	English: CV and cover letter	2
EXAM01	English: International Interview	1
EXAM01	Research Design: Written exam	2

Course code	DLEME2.STAMAN-01	
Course name	Stakeholder Management (15 EC)	EC
EXAM01	Oral exam	3
EXAM02	Written exam - multiple choice	3
EXAM03	Report	4
EXAM01	Communication: Intercultural Instagram Posts and Strategy Pitch	2
EXAM02	Research Design: Report	3

Exams 01, 02 and 03 of both blocks (the oral exam, written exam and report) relate to the two projects that you do during both blocks: Experience Design and Marketing in the first, and Stakeholder Management in the second.

The following two courses are optional and organised by a different Buas academy. Participation cannot be guaranteed, and is optional.

Course name	Basic Dutch (optional and provisional)	EC
AAVT.BDC-01	Exam	2

Course name	Event Management for Incoming Exchange students	EC
EHM2.EM-04	Exam	4

1.4 Intended learning outcomes Leisure and Event Management

Please find below a more detailed list of the intended learning outcomes of the semester, divided per subject of study.

Marketing (block A)	
ILO no.	ILO description
3.6	<u>Develop a marketing strategy</u> <i>You are able to</i> <ul style="list-style-type: none">• Determine a suitable positioning of a company or product for a segment• Conduct a rational assessment of strategic options• Take the organisation's core values into account in this process
3.7	<u>Create support for products</u> <i>You are able to</i> <ul style="list-style-type: none">• Formulate and communicate a proposition that has sufficient value to consumers• That results in the scarce resources of money, time and attention being spent on obtaining or consuming the product or service• Take the wishes and needs of consumers into account in this process
3.8	<u>Evaluate experience concepts</u> <i>You are able to</i> Translate objectives into measurable indicators
3.2	<u>Analyse the market</u> <i>You are able to</i> <ul style="list-style-type: none">• Assess the opportunities to operate successfully in the market (factors that determine the market)• Based on understanding of circumstances and developments• For the purpose of which publicly accessible information is detected and combined• For the purpose of which a small-scale study can be carried out to obtain missing information

Experience Design (block A)

ILO no.	ILO description
3.1	<p><u>Organise creative sessions</u> <i>You are able to</i></p> <ul style="list-style-type: none">• Design and lead creative sessions based on plan and goal and in consultation with (real or fictional) internal and external persons involved• Ensure that the session results in the identification and generation of creative/innovative ideas• Account for the session• Be aware and recognise that one's own mindset is not universally applicable, and based on that awareness, facilitate rather than lead
3.3	<p><u>Develop experience concepts</u> <i>You are able to</i> In a creative team and under the direction of an experienced leisure manager...</p> <ul style="list-style-type: none">• Do value research at a basic level• Develop value-driven concepts and account for these through value research• Apply ACTIVE in the development of concepts and experiences• Translate output of creative sessions into an experience concept that follows logically from the organisation's DNA, vision and value fit
3.4	<p><u>Work out concept into product</u> <i>You are able to</i> In a creative team and under the direction of an experienced leisure manager...</p> <ul style="list-style-type: none">• Consistently incorporate the creative experience concept in all details of a leisure product/service• Apply the ACTIVE working method in this process• Give a visualised presentation on the product/service developed• Present the concept developed in an experience proposition

Stakeholder Management (block B)

ILO no.	ILO description
2.2	<p><u>Create collaboration</u> <i>You are able to</i></p> <ul style="list-style-type: none">• Create awareness of institutional and cultural requirements connected with human-centred interactions (residents, citizens, clients, consumers) <p>Translate this awareness into opportunities within a strategic partnership</p>
4.2	<p><u>Set up communities</u> <i>You are able to</i></p> <ul style="list-style-type: none">• Be part of a community themselves (learning community of the specialisation area) <p>In this process, go through and reflect on the different aspects of a community</p>

Policy (block B)

ILO no.	ILO description
2.3	<p><u>Create support for strategy</u> <i>You are able to</i></p> <ul style="list-style-type: none">• Justify and translate the strategy towards persons concerned, within a concrete case• In this process, use the specific qualities of Leisure/Play <p>In this process, take into account the specific interests and position of internal and external stakeholders_</p>
4.3	<p><u>Direct the cooperation process</u> <i>You are able to</i></p> <p>In a less complex challenge with a limited number of stakeholders...</p> <ul style="list-style-type: none">• Motivate, bring together, communicate with and connect (the most important) stakeholders• Organise stakeholder interactions, creating a setting that is tailored to the issue• Ensure longer-term continuity (form of cooperation) for the project• Create trust and commitment among stakeholders in this process• Use the results of the stakeholder analyses in the design of the (cooperation) process• Establish and account for the desired role and contribution per stakeholder to the issue• Monitor and report on the progress of cooperation <p>Evaluate the process and the outcomes</p>

Research Design (block A & B)	
ILO no.	ILO description
1.1	<p><u>Systematically collect research data</u> <i>You are able to</i></p> <ul style="list-style-type: none"> Design a research; make a plan of (research) approach <p>Collect relevant data through design research</p>
1.2	<p><u>Base insights on analysing research data</u> <i>You are able to</i></p> <p>Consider multiple options for approaching the research</p>
1.3	<p><u>Take different perspectives</u> <i>You are able to</i></p> <ul style="list-style-type: none"> Analyse and approach the subject or case from different disciplines <p>Create insights and act upon the diverse (cultural) perspective</p>
1.7	<p><u>Investigative capacity</u> <i>You are able to</i></p> <ul style="list-style-type: none"> Express ideas in a methodical way such that there is coherence between: subject/problem – analyses/sources – arguments – conclusions, in the context of second- and third-year assignments <p>Reflect on his/her approach of a problem, and translate this in concrete suggestions for improvements in his/her approach, in the context of second and third year assignments</p>
1.3	<p><u>Take different perspectives</u> <i>You are able to</i></p> <p>Be aware of different cultural perspectives abroad</p>

Communication (block A & B)	
ILO no.	ILO description
10.09	<p><u>Read (academic) texts</u> <i>You are able to</i></p> <ul style="list-style-type: none"> find, read, understand, and analyze academic texts.
10.10	<p><u>Read business correspondence</u> <i>You are able to</i></p> <ul style="list-style-type: none"> read and understand business correspondence.
10.15	<p><u>Write for different audiences</u> <i>You can</i></p> <ul style="list-style-type: none"> write for different audiences, including intercultural audiences.
10.16	<p><u>Write for different purposes</u> <i>You can</i></p> <ul style="list-style-type: none"> write for different purposes, including social and advanced business purposes.

The following two courses are offered in collaboration with other Buas academies and are therefore **optional as well as provisional**. There are limited places available. If you are interested, do please add them to your learning agreement as EXTRA courses.

Course Code	EHM2.EM-04
Course Title	EVENT MANAGEMENT (FOR EXCHANGE STUDENTS) - OPTIONAL AND PROVISIONAL
Course Coordinator	Hanny Verdellen verdellen.h@buas.nl
Language of Instruction	English
Semester	September - January
Teaching Hours	PM
Mode Of Delivery	Lectures, Tutor Meetings, organising an event, field trip
ECTS credits	4
Learning Outcomes	<p>After completing this course, students:</p> <ul style="list-style-type: none"> • are able to design a feasible event concept (including: description of the event and the event theme, description of the goals of the event, timing of the event, global F&B concept (if applicable)) • are able to apply event marketing to the approved event concept <ul style="list-style-type: none"> • are able to format a preliminary event budget, including a complete overview of all expected costs and revenues • are able to apply financial management including budget, break even calculation, cash flow and calculation of prices • are able to write a feasible script which will be the basic foundation of the event • are able to execute the event based upon the approved concept plan and approved script • are able to operationalize the script during the event execution <ul style="list-style-type: none"> • are able to evaluate the concept plan, financial plan, marketing strategy, script and event execution • are able to understand the process of generating profit • are able to reflect on cross cultural differences

Brief Description	<p>The importance of the theme event management lies in the opportunity for students to show their entrepreneurial skills by organising and executing an event. The content of the course focuses on applying the basics of event management, with special emphasis on the crucial role of marketing and budgeting. Profit which results from events will be transferred to corporate social responsible charity causes. Within the context of a project team, students focus on understanding theories and models related to Event Management and how to apply them in a practical situation.</p> <p>In addition, students will be asked to compare their home culture to the Dutch culture and reflect on this in a short report. This report will provide input and suggestions for the organisation of the real life event.</p>
	real-life situation.
Literature*	Wagen van der, L (2008). Event management. Sydney: Pearson Education Australia.
Assessment & Criteria	Event (75%) : Group Report + Participation Cross Cultural Dimensions (25%): Individual Report
Prerequisites	none

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	<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

1.5 Contact person Leisure and Event Management

Niki Hendriks Hendriks.n@buas.nl

More information

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



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