



# Exchange at Academy for Leisure (ALE)

## Leisure and Events Management

Year 2 - semester 4 (Spring semester)



DISCOVER YOUR WORLD



Breda  
University  
OF APPLIED SCIENCES

# International Leisure and Events Management

## Year 2 – semester 4 (Spring semester) - 2021-2022

### 1.1 Key dates

To be decided	Introduction International students
4 February 2022	Start Academic Programme
28 February – 4 March 2022	Spring holiday
2 – 6 May 2022	May holiday
15 July 2022	End of semester

### 1.2 Course codes

Please note that the codes might change.

Code	Title	EC
DLM2.SCAN-02	Scanning	5
DLM2.COLL-01	Collecting	6
DLM2.MEAN-01	Giving meaning	6
DLM2.ACT-01	Activating	5
DLM2.CPUBL-01	Deep dive Course Public and Non-Profit sector	2
DILM2.EN4 -01	English 4	4
	Progress test	2
	Basic Dutch (optional and subject to change)	2
	Dutch Culture and Society (optional and subject to change)	2
<b>Total EC</b>		30 (34)



### 1.3 Course information

<b>COURSE Compulsory</b>	
<b>Course code</b>	DLM2.SCAN-02, DLM2.COLL-01, DLM2.MEAN-01, DLM2.ACT-01, DLM2.CPUBL-01
<b>Course title</b>	Project Stakeholder Management
<b>Course organisers</b>	to be announced
<b>Mode of delivery</b>	Project meetings (in groups and classes); Workshops; Lab sessions
<b>Number of EC</b>	24 in total (22 for the project and 2 for the Course Public and non-profit sector)
<b>Language</b>	English
<b>Course content</b>	<p>The main project is a self-recruited assignment you will work on both individually and with your project group. The focus in this project is designing a process of solving a problem of a real client with the involvement of other parties (stakeholders). These parties need to be mapped, 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.</p> <p>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.</p>
<b>Literature</b>	All literature will be provided via a specifically designed website by means of digital 'building blocks'.
<b>Assessment and criteria</b>	For the project (Scanning, Collecting, Giving meaning and Activating) there will be a one-hour oral exam (individual and/or with the rest of your project group) after every loop.

	<p>The assessment will be done via a specific evaluation form on the topics of Transfer, Analysis and Reflection.</p> <p>For the Deep dive, 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.</p>
<b>Additional information</b>	As you are expected to find your own project assignment for this semester, you will be contacted in the months prior to your exchange with more detailed information.

<b>Course - compulsory</b>	
<b>Course title</b>	<b>English</b>
<b>Course coordinator</b>	Ms Elsbeth Lara
<b>Number of EC</b>	4 EC
<b>Language</b>	English
<b>Content</b>	<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>
<b>Mode of delivery</b>	face-to-face
<b>Assessment</b>	Assignments

<b>Course - optional</b>	
<b>Course title</b>	<b>Basic Dutch</b>
<b>Course coordinator</b>	Mr Frank van Heijningen
<b>Number of EC</b>	2 EC
<b>Language</b>	English
<b>Content</b>	<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>
<b>Mode of delivery</b>	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.
<b>Additional information</b>	For enrolment, students are asked to pay 100 Euro which will be refunded upon successfully completing the course.
<b>Assessment</b>	Exam

<b>Course - optional</b>	
<b>Course title</b>	<b>Dutch Culture and Society</b>
<b>Course coordinator</b>	Ms Frederike van Ouwerkerk
<b>Number of EC</b>	2 EC
<b>Language</b>	English
<b>Content</b>	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.
<b>Mode of delivery</b>	5 lectures Presentation session Excursion (provisional)
<b>Assessment</b>	Paper and a Vlog

## More information

Please contact Annet Ghering if you would like more information.

Annet Ghering

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Games



Media



Hotel



Facility



Built Environment



Logistics



Tourism



Leisure & Events



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