



# Exchange at Academy for Leisure (ALE)

## Live Music and Dance Events

Year 2 – semester 3 (Fall semester)



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Breda  
University  
OF APPLIED SCIENCES

# Leisure and Events Management

## Live Music and Dance Events

### 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
<i>possibly, dates to be decided</i>	<i>Study trip</i>
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
Concept and Strategy			30
Marketing and Branding			
Career Development			
English		English will be integrated in the business units	
Basic Dutch (Optional and subject to change)		Basic Dutch	2
Total			30 (32)

The specialisation is currently being developed which is why the exact structure is not clear yet. Students will be able to obtain 30 EC, and exact course details will be available at the start of the semester.

#### 1.3 Course information

Live Music and Dance Events is a specialisation that focuses on live music (music festivals, pop venues) and dance events (music festivals, pop venues, clubs) at the heart of the leisure industry. The focus of this specialisation is

creating and organizing **sustainable events** in the live music and dance industry with **social and economic impact**. Apart from offering entertainment through unique events, the function and message of live music, festivals and concerts go many steps further. Concerts and music give people and the environment an identity, an artist's business model is based on live music in times where technology is predominant. Festivals are breeding places for new innovations around sustainability and social innovation, and cities use music and festivals to attract tourists. All act as a driving force for the local economy.

<b>COURSE - compulsory</b>	
<b>Course title</b>	<b>Live Music and Dance Events</b>
<b>Course coordinator</b>	Mr Valentijn van der Wal
<b>Number of EC</b>	30 EC
<b>Language</b>	English
<b>Content</b>	<p>The programme offers different <i>Business Units</i> in this semester:</p> <p><u>Concept &amp; Strategy</u>            Creating concepts together with different stakeholders            Topics: concept creation, trend analysis research, stakeholder matrix</p> <p><u>Marketing &amp; Branding</u>            Marketing and branding concepts            Topics: Marketing analyses, marketing plan, social media plan, research</p> <p><u>Career development</u>            Plan your own career on the basis of building a network and gaining experience.            Topics: talent development, planning, network, gaining experience</p> <p><u>English</u> will be integrated in and/or complementing the business units and comprises a variety of skills (Speaking, Reading, Writing), focusing on professional communication skills. Students will obtain X credits for various assignments.</p>
<b>Mode of delivery</b>	10 theme days per business unit, every theme day includes workshops, seminars and lectures. During the theme days students will meet the industry and the business unit Career Development will consist of practical experience in the industry.
<b>Literature</b>	Detailed information not yet available
<b>Assessment</b>	Oral exams, reflection reports, group assignments and individual 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>	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)

	It is not part of the curriculum of the Academy for Leisure and only offered to incoming exchange students.
<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

## More information

Please contact Annet Ghering if you would like more information.

Annet Ghering

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Games



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Leisure & Events



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