



# Exchange at Academy for Leisure (ALE)

## Live Music and Dance Events

Year 2 – semester 3 - 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](mailto:LEMexchange@buas.nl)**

	Fall semester	Spring semester	Extra information
<b>Leisure and Events Management- regular track</b>	x (year 2)	x (year 3)	
<b>Sports and E-sports</b>	x (year 2)	x (year 3)	There may be a matching procedure when you apply for the spring semester
<b>Urban Life and Placemaking</b>		x (year 2 and 3)	
<b>Music and Dance Events</b>	x (year 2)		A matching portfolio may be required.
<b>Events for Business</b>	x (year 2)  2 incoming exchange students max	x (year 2)  2 incoming exchange students max	A matching portfolio may be required.
<b>Attraction and Theme Park Management</b>	x (year 3)  6 incoming exchange students max		
<b>Social Innovation</b>		x (year 2 or 3)	

If you are interested, please let us know via [incomingexchange@buas.nl](mailto: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 Live Music and Dance Events!

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

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

### 1.1 Key dates

<b>To be decided</b>	Introduction International students
1 September 2025	Start Academic Program
13-17 October 2025	Autumn Break
Dates not yet known	Study trip - possibly
22 Dec 2024 - 5 Jan 2026	Christmas Break
30 Jan 2026	End of semester

### 1.2 Course codes

Code	Course name	EC
	Event Marketing	10
	Career – Professional Development	3
	Communication for audiences	2
	Production	10
	Career - Professional Development	3
	Communication - Pitching	2
AAVT.BDC-01	<i>Basic Dutch (optional and subject to change)</i>	2
Total		30 (32)

### 1.3 Matching procedure

To find out if the specialization is a match for you and if you match the specialization, you may be asked to create a matching file beforehand. You will receive more information after enrolment.

### 1.4 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>	Ms Michelle Hack
<b>Number of EC</b>	30 EC
<b>Language</b>	English
<b>Content</b>	<p>The program offers different <i>Business Units</i> in this semester:</p> <p><u>Event Marketing</u> Come up with a marketing communication plan that fits the intended target audience. Topics: Marketing analyses, marketing plan, social media plan, research</p> <p><u>Production</u> Production and logistics on how to organize a Live Music &amp; Dance Event. Topics: production, logistics, sustainability, impact, safety</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>Communication</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 2 credits for various assignments.</p>
<b>Mode of delivery</b>	<p>Theme days per business unit, every theme day includes workshops, seminars and lectures.</p> <p>During the theme days students will meet the industry and the business unit</p> <p>Career Development will consist of practical experience in the industry.</p>
<b>Literature</b>	<p>Recommended literature.</p> <p><u>Marketing &amp; Branding</u></p> <ul style="list-style-type: none"> <li>• Marketing Fundamentals (Verhage)</li> <li>• eMarketing to Go! (Dijkmans)</li> <li>• Further literature will be made available free by school (knowledge clips etc)</li> </ul> <p><u>Production</u></p> <p>No required literature</p> <p><u>Career development</u></p> <p>No required literature</p>
<b>Assessment</b>	Oral exams, reflection reports, group assignments and individual assignments

Detailed overview of intended learning outcomes, number of EC and course codes per Business Unit can be found below.

## Live Music and Dance Events Intended Learning Outcomes

<b>Event Marketing</b>
Systematically collect primary and secondary research data with regard to national and international external environments
Obtain insights based on an analytical attitude, supported by research methods
Study and analyse the market (e.g. with the help of big data)
Develop and work out a creative experience concept into a product or service. (specialisation)
Develop and work out a marketing strategy
<b>Career</b>
Obtain insights based on different cultural perspectives, social consciousness and a multidisciplinary approach
Take different perspectives
Create value driven innovation
Lifelong learning
Creating career chances
<b>Communication</b>
Speak/present/pitch in a social and business context in a professional way and can support arguments/opinions
Understand and apply the nuances of spoken production in different contexts
Write for different audiences, including intercultural audiences
Write for different purposes, including social and advanced business purposes

<b>COURSE – optional and provisional – LIMITED PLACES AVAILABLE</b>	
<b>Course title</b>	<b>Basic Dutch</b>
<b>Course code</b>	AAVT.BDC-01
<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

## More information

Please contact Annet Ghering if you would like more information – email: [LEMexchange@buas.nl](mailto:LEMexchange@buas.nl)



Games



Media



Hotel



Facility



Built Environment



Logistics



Tourism



Leisure & Events



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