



Exchange at Academy for Leisure (ALE)

Live Music and Dance Events

Year 2 – semester 4 (Spring semester)

DISCOVER YOUR WORLD



Breda
University
OF APPLIED SCIENCES

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.

Programme part	Code	Course title (short version)	EC
Marketing and Branding			30
Career Development			
Production and Logistics			
English		integrated in the three business units above	
Basic Dutch (Optional and subject to change)		Basic Dutch	2
Dutch Culture and Society (Optional and subject to change)		Dutch Culture and Society	2
Total			30 (34)

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 course details such as names and codes 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.

Course - compulsory	
Course title	Live Music and Dance Events
Course coordinator	Mr Valentijn van der Wal
Number of EC	30 EC
Language	English
Content	<p>The programme offers different <i>Business Units</i> in this semester:</p> <p><u>Marketing & Branding</u> Marketing and branding concepts Topics: Marketing analyses, marketing plan, social media plan, research</p> <p><u>Production & Logistics</u> The planning, safety and implementation of the concept Topics: Human capital, sustainability, logistics, crowd 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>English</u> will be integrated in 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>
Mode of delivery	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.
Literature	Detailed information not yet available
Assessment	Oral exams, reflection reports, group assignments and individual 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.
Literature	
Additional information	For enrolment, students are asked to pay 100 Euro which will be refunded upon successfully completing the course.
Assessment	Exam

Course - optional	
Course title	Dutch Culture and Society
Course coordinator	Ms Frederike van Ouwerkerk
Number of EC	2 EC
Language	English
Content	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.
Mode of delivery	5 lectures Presentation session Excursion (provisional)
Literature	N.A.
Assessment	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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