

A roller coaster car with a red and black textured body is shown from a high angle, tilted downwards. Several passengers are visible, some with their arms raised. The white track structure is prominent.

Exchange at Academy for Leisure (ALE)

Sports and Esports

Year 2 – semester 3 (Fall semester)



DISCOVER YOUR WORLD



Breda
University
OF APPLIED SCIENCES

Leisure and Events Management

Sports and Esports

Year 2 – semester 3 (Fall semester) - 2021-2022

1.1 Key dates

To be decided	Introduction International students
6 September 2021	Start Academic Programme
25 - 29 October 2021	Autumn Break
27 December 2020 - 1 January 2022	Christmas Break
4 February 2022	End of semester

1.2 Course codes

Please note that the codes might change.

Code	Course title (short version)	EC
	Onboarding	6
	Fundamentals	6
	Scout, Transfer, Play	6
	Produce 1	6
	Produce 2	6
	English is integrated in the parts above and carries 2 EC	
	Basic Dutch (optional and subject to change)	2
		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 course details such as names and codes will be available at the start of the semester.

1.3 Course information



Sports & Esports

The story behind the Sports & Esports specialization

“Mixing one’s wine may be a mistake, but old and new wisdom mix admirably” (Berthold Brecht)

Two worlds?

Football, basketball, ice skating, chess, cycling, table tennis, F1, athletics and rugby, or MarioKart, LEGOs, Cluedo, Goldeneye 64, PUBG, CounterStrike, Fifa, Fortnite or League of Legends? They seem two opposite worlds, but both build upon the same feelings of freedom, joy, fun, bonding, and pride; they instinctively match through one distinct characteristic: play. Whether we make up our own set of rules, participate in organized contests, are physically involved or staring at a screen: the shared experience is that of playing games.

Physical and digital worlds

A generation of young people have grown up playing games in two worlds: the physical world and the virtual or digital world. Play takes place in worlds that are local and physical as well as global and digital (playing on grass pitches with next-door friends as well as online with strangers from all over the world). These worlds blend into our personal lives, yet industry wise they seem two worlds apart.

Gaming (as in computer-generated play) has been the biggest entertainment industry since the 1980s and its role as a major form of leisure has slowly but surely changed this generation’s understanding of play, games and sports as forms of leisure. As a result, esports as competitive video-gaming, emerged in the early 2000s and have since steadily been on the rise. And although other generations still participate mostly in traditional sports, for generation Y and Z there has been a decline in favour of gaming and esports.

So out with the old, in with the new then?

Not quite. Although the place of play and spectatorship may have shifted, games and sports have not changed at its core: they are competitive moments of play. Be it an onsite football match or an online League of Legends tournament, we seek the thrill and joy of celebrating a game and expressing identity. We immerse ourselves in an experience that even defines the very person we are. So, if indeed play, games and sports are fundamentally the same, why not learn from traditional sports’ rich past, as well as from esports’ glimpses of the future? Why not *mix* and acknowledge the strength of both?

The cross-roads between traditional sports and esports

We see great opportunities in celebrating sports and games, experience creation and identity expression. By using insights from both worlds, we see chances for innovation and creativity through blending. Opportunities in creating and maintaining the next generation of fan loyalty, in the strategic employing of sports and esports, in creating experiences for like-minded people, in making and improving experiences that are diverse and inclusive. In a word, we see opportunities through crossovers between both industries.

Therefore, we want to seize on this opportunity and educate a generation of leisure and event managers that can look beyond the traditional borders of industries. A generation that excels in fusing knowledge and possibilities, capable of thinking in new ways, passionate about sports and esports and able to transfer, combine and employ these insights in designing and producing a new breed of sports and esports experiences.

Mixing, fusing, blending, combining, and transfer is therefore key. We want to realize the transfer of insights for new applications and other industries. The right student for S&ES is therefore a sports *and* esports enthusiast, curious about creating these new blended (e)sports experiences. A playmaker who is willing to look beyond his/her own sports or esports framework and interests so he/ she can create a new brand of meaningful and strategic experiences to the leisure industry.

The student we're looking for

We're looking for students who want to become scouts and playmakers of sports and esports experiences. Specifically, you ...

- Are pro-active and a team player (you are responsible, reliable, and you think in solutions)
- Although perhaps firstly attracted by an interest in sports or esports, you are curious and open to learn about **BOTH**
- See the value of comparing and contrasting sports with esports and vice versa
- Flourish in an environment more characterized by opportunities/insecurities than a set context/ industry
- Are internationally oriented and focused
- Enthusiastic about creating meaningful experiences
- Are active in networking for your own development
- Enjoy play and the fun of sports and games in both product as well as the process.

Please note that we are looking for students who recognize themselves in these characteristics mostly: it's just as important that you are willing to develop yourself in these areas (which you'll get the opportunity to do during the specialisation).

The Sport and Esports curriculum welcomes incoming exchange students to the first semester of our specialisation, named "the qualifiers". In a nutshell, students learn about the sports and esports industry, the experiences that can be created and all the aspects that belong to that. Next to that they learn how to cooperate in a project group or team and they learn how to develop themselves. All of this will be taught by very passionate and driven lecturers with a broad network. This specialisation is newly developed and the industry is very interested in what the students have to offer, the sports and esports industry is really in need of students educated about this new way of reaching younger people and creating suitable experiences for all target groups.

COURSE compulsory	
Course title	Onboarding
Course coordinator	see below
Number of EC	6 EC
Language	English
Content	<p>In onboarding students get to know the sports and esports industry at first. They have to understand the industry they will be working for and working in. Basic knowledge about both industries will be taught. Within the industry of sports and esports students learn to:</p> <ul style="list-style-type: none"> - Develop a vision of society and the role of leisure therein: they obtain insights based on different cultural perspectives, social consciousness and a multidisciplinary approach - Direct within networks: Set up communities - Self-direct: Ask for and provide feedback
Mode of delivery	Various: workshops, seminar, individual and group assignment, lectures, podcasts.
Literature	Will be available at start of year
Assessment	Various: assignments, presentations, podcasts etc. Group and Individual grades.

COURSE - compulsory	
Course title	Fundamentals
Course coordinator	see below
Number of EC	6 EC
Language	English
Content	<p>in fundamentals the basic and theoretical knowledge of sports and esports experiences will be taught. This is seen as the important basis for every student to understand to work further on any other projects and assignments within the sports and esports industry. Competencies students learn are:</p> <ul style="list-style-type: none"> - The next steps in developing a vision of society and the role of leisure therein: they obtain insights based on different cultural perspectives, social consciousness and a multidisciplinary approach, next to that investigative capacity will be added to this as well. - Analysing, implementing and managing the financial and legal aspects involved in the creation of leisure products and services: Analyse financial situations, Analyze legal situations, Funding (e.g. sponsoring, subsidies, crowdfunding)

Mode of delivery	Various: workshops, seminar, individual and group assignment, lectures, podcasts.
Literature	Will be available at start of year
Assessment	Various: assignments, presentations, podcasts etc. Group and Individual grades.

COURSE - compulsory	
Course title	Scout, Transfer, Play
Course coordinator	see below
Number of EC	6 EC
Language	English
Content	<p>this is the cluster where students will be actively involved in the sports and esports experiences itself, getting to know the industry by being active in the industry, listening to guest lectures and broaden their network. Students learn to:</p> <ul style="list-style-type: none"> - Develop a vision of society and the role of leisure therein: Systematically collect primary and secondary research data with regard to national and international external environments and Obtain insights based on an analytical attitude, supported by research methods - Develop, implement and evaluate processes of change: Use leisure experiences to support a process of change <p>Self-direct: Observe and listen without prejudice</p>
Mode of delivery	Various: workshops, seminar, individual and group assignment, lectures, podcasts.
Literature	Will be available at start of year
Assessment	Various: assignments, presentations, podcasts etc. Group and Individual grades.

COURSE - compulsory	
Course title	Produce 1 and Produce 2
Course coordinator	see below
Number of EC	6 EC and 6 EC
Language	English
Content	<p>in these clusters student will do their assignment a real life client in the sports & esports industry. Produce 1 is focused on the production of a sports experience, probably a sports event. Produce 2 is focused on an esports experience, probably an esports event. Students learn to:</p> <ul style="list-style-type: none"> - Create and market meaningful leisure experiences: organise and supervise/lead creative sessions/brainstorming sessions with various participants, connect the 'digital

	<p>leisure world' to 'live' forms of leisure, develop and work out a marketing strategy.</p> <ul style="list-style-type: none"> - Organise, manage, analyse and improve business processes and organisations (including project organisations): organise and/or optimise an organisation (or project organisation) in a successful manner, coordinate and organise an event and ensure safety of end users, Collaborate in teams
Mode of delivery	Various: workshops, seminar, individual and group assignment, lectures, podcasts.
Literature	Will be available at start of year
Assessment	Various: assignments, presentations, podcasts etc. Group and Individual grades.

COURSE - optional	
Course title	English
Course coordinator	Mr Andrew Gebhart
Number of EC	(2 EC integrated in the other courses)
Language	English
Content	English will be integrated in / complementing the other courses and is focused on listening skills.
Mode of delivery	Is being developed, more details will be available at start of the academic year
Assessment	to be decided

Anything you'd like to check or ask? Please contact one of the specialization's captains:

- Liedewei Ratgers (Ratgers.L@buas.nl or +31 (0) 654267104)
 - o Center on the basketball court and Princess Peach in Mariokart
- Jur van de Graaf (Graaf.J@buas.nl)
 - o Casual chess player, no so casual Dota 2 player
- Frank Ouwens (Ouwens.F@buas.nl)
 - o Cycling culture addict and F1 sim wannabe

COURSE - optional	
Course title	Basic Dutch
Course coordinator	Mr Frank van Heijningen
Number of EC	2 EC
Language	English
Content	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.
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

More information

Please contact Annet Ghering if you would like more information.

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Games



Media



Hotel



Facility



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Logistics



Tourism



Leisure & Events



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