

A roller coaster car with a red and black patterned 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)

Urban Life and Placemaking

Year 2 - semester 3 (Fall semester)



DISCOVER YOUR WORLD



Breda
University
OF APPLIED SCIENCES

Leisure and Events Management

Urban Life and Placemaking

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 -7 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
	Course Community Development	5
	Course Concepting	5
	Courses with an urban lens (optional)	5
	English	2
	Study Trip	1
	Urban Trail	3
	Personal Expedition	3
	Projects in Urban Life & Placemaking (number of EC depends on participation in Urban Lens course)	6 or 11
	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

This course program focuses on leisure taking place in cities and all the facets playing a role- looking from a social, economic and spatial perspective in many different contexts. This could go from a transformation of an old industrial site into a new vibrant cultural hotspot, via a cultural festival which links to the identity of a city to daily leisure in neighbourhoods in skateboard parks, community centres or small theatres. The city provides a dynamic context for leisure activities in all kind of areas- such as culture, sports, events and hospitality.

In this specialization we pay attention to subjects such as vision, concepting, implementation and community development. Communication, stakeholders, wellbeing of residents and a sense of place are important key words within Urban life & placemaking.

COURSE - Compulsory	
Course title	Course Community development
Course organiser	Mr Jacco van Mierlo
Mode of delivery	Lab sessions, workshops
Number of EC	5
Language	English
Course content	<p>Students will be introduced to all kinds of aspects, related to the topic of Community development, such as network theory, process management, facilitating collaboration and public-private cooperation.</p> <p>This will be done in interactive sessions discussing content, working on assignments. All will partly be co-created with students.</p>
Literature	To be announced
Assessment and criteria	Integral assessment in end portfolio/presentation (counting for 30EC)

COURSE - Compulsory	
Course code	
Course title	Course Concepting
Course organiser	Ms Merel Rietveld
Mode of delivery	Lab sessions, workshops
Number of EC	5
Language	English

Course content	Students will be introduced to the steps you need to take to come to a good and powerful concept. Topics which will be discussed are for example creative thinking, storytelling, co-creation, <i>personas</i> and experience marketing. This will be done in interactive sessions discussing content, working on assignments. All will partly be co-created with students.
Literature	To be announced
Assessment and criteria	Integral assessment in end portfolio/presentation (counting for 30EC)
Additional information	

COURSE - Optional	
Course title	Courses with an urban lens
Course organiser	Mr Olaf Ernst
Mode of delivery	Lab sessions, workshops
Number of EC	5
Language	English
Course content	This course integrates knowledge of the 4 main courses (Community development, Concepting, Implementation and Vision) and looks at them specifically with the perspective of the city. Subjects to be included are grassroots/neighbourhood initiatives, city branding, place testing and long-term city planning.
Literature	To be announced
Assessment and criteria	Integral assessment in end portfolio/presentation (counting for 30EC)
Additional information	Since this is a flexible knowledge part, which can be followed at several occasions in the program, this is an optional component

COURSE - Compulsory	
Course title	Study trip
Course organiser	Mr Olaf Ernst and Mrs Merel Rietveld

Mode of delivery	Visit to a European city
Number of EC	1
Language	English
Course content	<p>Students will visit a European city for a (work) week which will be organised as a work trip, i.e., it will include company visits, doing assignments and exploring the leisure infrastructure of the city.</p> <p>The aim is to both introduce the students to some important themes within our specialization and to build the community between students, teachers and the professional sector.</p>
Literature	To be announced
Assessment and criteria	Integral assessment in end portfolio/presentation (counting for 30EC)
Additional information	Destination of the study trip will be communicated soon.

COURSE - Compulsory	
Course title	Urban trail
Course organiser	To be determined
Mode of delivery	Theme days, often on location in a city
Number of EC	3
Language	English
Course content	<p>The Urban trail entails sector specific knowledge. The sector will be divided into different themes (which are introduced in the urban trail activities). Every two weeks an activity will be organised in which the specialisation meets the industry. Activities will vary and may be a study day, a workshop, a fieldtrip, or a lecture or workshop by a guest lecturer. Lectures and students are both responsible for the Urban Trail activities.</p> <p>Topics which will be part of this urban trail are for example public spaces, gentrification, diversity/inclusivity, creative clusters, nature- of course always in the context of a city.</p>

Literature	To be announced
Assessment and criteria	Integral assessment in end portfolio/presentation (counting for 30EC)
Additional information	One-day fieldtrips to cities in The Netherlands and possibly Belgium/Germany (close to the border) will be part of this course.

COURSE - Compulsory	
Course title	Personal expedition
Course organiser	To be determined
Mode of delivery	Intervision sessions and individual consultancy
Number of EC	3
Language	English
Course content	<p>The personal expedition is closely linked to the Urban Trail. Students will gain insight into the sector of UL&P by the activities in the Urban Trail and throu their own input for the personal expedition. In this course component you search for your passion in the sector by means of collecting information.</p> <p>This information is quite diverse, and you can think about information such as articles, talks, books, documentaries, etc. Students gather all that information in their personal portfolio and at the end they present the result in a vision presentation in the last weeks of the semester.</p> <p>This presentation focuses on the personal choice of the students and looking at the chosen subject from many different sources and angles. It is mainly about orienting yourself and forming an opinion about the chosen field of interest.</p>
Literature	To be announced
Assessment and criteria	Integral assessment in end portfolio/presentation (counting for 30EC)

COURSE - Compulsory	
Course title	Projects in Urban life & placemaking
Course organiser	Various
Mode of delivery	Project meetings (in groups and with whole specialization)
Number of EC	6-11 (depending on whether Courses with an Urban Lens will be followed)
Language	English
Course content	<p>These projects are practical assignments for real life clients, in which all the information of the courses, Urban trail and other input will be applied.</p> <p>These projects could be obtained by students themselves (through their own network, urban trail activities or expedition) or students apply for the projects that have been recruited through the network of the specialisation.</p> <p>Projects can vary in size and intensity; sometimes 20 weeks, but also smaller. A project involves a small group of 2 to 3 students.</p> <p>The projects in this semester will mainly focus on conceiving and community development.</p>
Literature	To be announced
Assessment and criteria	Integral assessment in end portfolio/presentation (counting for 30EC)

COURSE - Compulsory	
Course title	English - Exact name will be available at start of the academic year
Course organiser	Ms. Joy Kearney
EC	2
Language	English
Learning outcomes	
Content	English will be focussed on Business Communication Skills – comprising Speaking, Writing, Reading, Listening
Assessment and criteria	B2/C1 CEFR language levels

COURSE - Optional	Basic Dutch
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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.
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



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Leisure & Events



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