



Exchange at Academy for Leisure (ALE)

Urban Life and Placemaking

Year 2 – semester 4 - Spring semester 2024-2025

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

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

If you are interested, please let us know via 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 Urban Life and Placemaking!

Year 2 – semester 4 (Spring semester) 2024-2025

1.1 Key dates

To be decided	Introduction International students
3 Feb 2025	Start Academic Program
3-7 Mar 2025	Carnival Break
28 Apr – 2 May 2025	May Break
11 Jul 2025	End of semester

1.2 Course codes

Please note that the codes might change.

Course title (short version)	EC	Course code
Course Place Branding	5	DULP2.PORTF2-01
Course Vision	5	
Urban Scope C	5	DULP2.USC-01
Projects for the city (Events, Marketing, Placemaking)	10	DULP2.PC-02
Personal Trail	5	DULP2.PORTF2-01
Total EC	30	

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 kinds 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.

Please find a link to a presentation about the programme here: <https://vimeo.com/481626536/f0b8992de2>

You might also want to have a look at the LinkedIn page of the programme:

<https://www.linkedin.com/company/77643098/admin/>

Below you can find an overview of all courses taught in the Fall semester for Urban life & placemaking you can take part as an exchange student.

COURSE – Compulsory	
Course title	Course Place Branding
Course organiser	Mr Andrew Shaw
Mode of delivery	Progress meetings, workshops, external visits
Number of EC	5
Language	English
Course content	<p>Place Branding is about how an area, city or region sees itself strategically and how it positions itself in order to attract incoming residents and visitors, but also understands its citizens and provides for their needs.</p> <p>In this course we analyse local and international case studies and create strategies for cities that consider the social and economic needs of residents.</p>
Literature	Internal publications, will be provided by course organizer
Assessment and criteria	Assessed in presentations and written reports. The overall grade is an average of this course and the Vision course (10ECTs total)

COURSE - Compulsory	
Course title	Course Vision

Course organiser	Ms Olaf Ernst
Mode of delivery	Progress meetings, workshops, external visits / guest lectures
Number of EC	5
Language	English
Course content	<p>Developments going in cities on all kind of levels never happen without a reason. Furthermore, urban environments are often the 'frontrunner' of world-wide phenomena and therefore have strong links to society. Although vision has several meanings the one, we use in this context is the following, from the Oxford dictionary: The ability to imagine how a country, society, industry, etc. could develop in the future and to plan for this.</p> <p>Since this course is given in the context of the academy for Leisure and Events, the emphasis will be on this sector.</p> <p>We will focus on 6 themes to understand and present our own visions of the role of leisure in cities.</p>
Literature	Internal publications, will be provided by course organizer
Assessment and criteria	Assessed in presentations and written reports. The overall grade is an average of this course and the Place Branding course (10ECTs total)
Additional information	

COURSE - Compulsory	
Course title	Urban scope

Course organiser	Mr. Simon de Wijs
Mode of delivery	Theme days, in 2 hour sessions on campus followed or preceded by a one day visit to a city of 8 hours
Number of EC	5
Language	English
Course content	<p>The Urban scope entails sector specific knowledge. The sector will be divided into different themes, which are introduced in the urban scope activities. Every 2-3 weeks an activity will be organised in which the specialisation meets the industry. Activities will vary but always consist of a fieldtrip to a specific city and a workshop before or after to discuss the theme more in-depth. Visits include guest lecturers, presentations, tours, and interactive assignments. Lectures and students are both responsible for the Urban Scope activities.</p> <p>Topics which will be part of this urban scope are for example public spaces, gentrification, diversity/inclusivity, creative clusters, nature- of course always in the context of a city.</p>
Literature	Will be announced and provided per theme, no books, but digital sources.
Assessment and criteria	Magazine (5EC)
Additional information	<p>2-3 one-day fieldtrips to cities in The Netherlands and possibly Belgium/Germany (close to the border) will be part of this course.</p> <p>Please be aware of extra Travel costs of around 150 EUR</p>

COURSE - Compulsory	
Course title	Projects for the city

Course organiser	Ms Merel Rietveld
Mode of delivery	Project meetings (in groups and with whole specialization)
Number of EC	10
Language	English and Dutch (for students who follow the program in that language and have a client who prefers to speak Dutch).
Course content	<p>These projects are practical assignments for real life clients, in which all the information of the courses, Urban scope and other input will be applied.</p> <p>These projects could be obtained by students themselves (through their own network, urban scope activities or personal trail) 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 10 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 concepting and community development.</p>
Literature	Dependent on project chosen
Assessment and criteria	Assessment per project of end deliverable to client and project process (individually and/or per group)

COURSE - Compulsory	
Course title	Personal trail

Course organiser	Mr Mike Fieuw
Mode of delivery	6-7 Workshops and individual consultancy
Number of EC	5
Language	English
Course content	<p>In this course you will dive deeper into your personal and professional self in relation to your (professional) environment. Reflecting is a very important tool for development.</p> <p>The Personal trail offers you a platform, a learning environment, in which you inspire yourself and each other. You act as a professional leader and focus on:</p> <ul style="list-style-type: none"> - your development in relation to a team; - building and maintaining (inter)national networks and relationships; - the development of effective communication by using different communication strategies and leadership styles; - further developing your self-awareness and self-direction as well as regulating your own development. - developing a professional attitude; <p>Ultimately, the goal is to develop yourself further as a leisure manager within the context of our specialization and as a professional leader. And, most importantly, to find out what makes your heart beats faster within Urban life & placemaking and how you can use and develop your skills and qualities for this!</p>
Literature	<p>Stephen R. Covey, 'The 7 Habits of Highly Effective People' (2013), Chapter 7</p> <p>Thomas Gordon, 'Leader Effectiveness Training' (1977), Chapters 7 & 8</p> <p>Furthermore, internal publications will be used and provided by the course organizer.</p>
Assessment and criteria	Written portfolio & presentation

COURSE – optional and provisional – LIMITED PLACES AVAILABLE

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.
Additional information	For enrolment, students are asked to pay 100 Euro which will be refunded upon successfully completing the course.
Assessment	Exam

COURSE – optional and provisional	
Course title	Dutch Culture and Society
Course coordinator	Ms Frederike van Ouwerkerk
Number of EC	2 EC
Language	English
Content	<p>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.</p> <p>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.</p>
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 – email: LEMexchange@buas.nl



Games



Media



Hotel



Facility



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Logistics



Tourism



Leisure & Events



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