



Exchange at Academy for Leisure (ALE)

Attractions and Theme Parks Management

Year 3 – semester 5 (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

	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) 3 incoming exchange students max	x (year 2) 3 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!

Attractions and Theme Parks Management

Year 3 – semester 5 (Fall semester) - 2024-2025

1.1 Key dates

To be decided	Introduction International students
1 September 2025	Start Academic Program
13-17 October 2025	Autumn Break
22 Dec 2024 - 5 Jan 2026	Christmas Break
30 Jan 2026	End of semester

1.2 Course codes

3A. Operational Management & Finance - in total 15 EC

Name	ECs
DXE3.OMFB-1ATPB Project Operational Management & Finance Business plan <ul style="list-style-type: none">- Oral Exam 2 EC- Written Business Plan 3 EC	5
DXE3.OMFT-1ATPB Project Operational Management & Finance Written knowledge	5
DXE3.PRLC-1ATPB Professional Leadership & Communication <ul style="list-style-type: none">- Personal Branding Video (Communication) 1 EC- Personal Branding Plan 4 EC	5
Total	15

3B. Digital Marketing & Communication - in total 15 EC

Name	ECs
DXE3.DMCO-1ATPB Digital Marketing & Communication <ul style="list-style-type: none">- Knowledge Exam 5 EC- Marketing Report 5 EC	10
DXE3.MARE-1ATPB Marketing Research <ul style="list-style-type: none">- Quantitative Research report 3 EC- Exam SPSS 2 EC	5
AAVT.BDC-01 Basic Dutch (optional and provisional)	2
Total	15 (17)

Please note that the codes will be available in May 2025¹⁰. The specialisation is currently being developed. 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

COURSE - Compulsory	
Course codes	
Course title	3A. Operational Management & Finance
Course organiser	Mr Roel van Dijk
Mode of delivery	Face-to-face
Number of EC	10 EC
Language	English
Course content (incl. planned learning activities and teaching methods)	<p>This course is part of the Attractions and Theme Park management program (ATPM). In every future management position in the Attractions and Theme Park industry you will need to understand the basics of Financial Accounting and Management Accounting. Operational Management influences the Financial Accounting and Management Accounting can be applied.</p> <p>At the start of OPE.FIN we will reflect on operational experiences in real life business and refresh/update what is learned in terms of Operational Management. You will bring with you your own operational experiences and critically apply this knowledge.</p> <p>During this course you will learn from lectures, workshops, boot camps and lab meetings about the complex role of a manager responsible for Finance and Operations in an attractions and theme park context.</p> <p>As a manager you will need to know which financial elements are relevant to take into consideration when you are planning a (small or large) project or new investments. Therefore, being able to do an in-depth financial analysis of a business or project is key.</p> <p>In this project you will come to an understanding on how to create a financial feasibility plan for a project, while integrating the operational management aspects.</p> <p>The project will be executed in relation with a real-life client in the Attractions and Theme Park industry. Integrated in the project will be elements of Communications (English). (see below)</p> <p>End product:</p> <p>the project delivery is a financial feasibility study for a new project in relation with the real-life client.</p>
Learning Outcomes	<p><i>after completing this project, you will be able to:</i></p> <ul style="list-style-type: none"> • Understand and create the financial statements (statement of financial position, statement of cash flows, income statement) • Analyze and interpret the financial statements, financial ratio analysis. • Make decisions about what represents a worthwhile investment; making capital investment decisions.

	<ul style="list-style-type: none"> • Being able to make a cost-volume-profit analysis (e.g. break even analysis) • Understand and apply revenue management in a project • Draw conclusions and give recommendations on the financial feasibility of a project • Explain how operations Management influences effectiveness and customer satisfaction in several types of industry and identify the concepts appear in attraction and theme parks. • Define and locate basic principles of material management and the relation between capacity and demand. • Apply and interpret different tools of quality management to organize and control operational processes. • Use tools for process improvement from Lean management & TQM • Classify and choose quality models and instruments in analysing and redesign operational processes. • Identify and reduce risks involved in operational processes by using models. • Reproduce and illustrate different aspects of safety and security for people and buildings. • Know the function and use of safety systems and main regulations related to Safety Systems within Theme Parks • Argue, choose and interpret a lot of data on e.g. operating rides, catering and retail, assembled during observation, by internet search to develop new solutions and/or improvements in operational activities • Organize project activities in a group in an effective way. • Be able to recognize and describe one's role in a team • Distinguish and interpret different styles of management and leadership within the own group.
Literature	<p>Accounting and Finance for Non-Specialists + MyLab Accounting; Atrill, P., McLaney, E., Edition: 11th ed/. ; 2019, Pearson Education Limited; ISBN /EAN 9781292244099</p> <p>Operations Management, Slack, Nigel Brandon-Jones, Alistair, Pearson, 2019; Edition: 9ed.; ISBN/EAN: 9781292253961</p> <p><u>Please note:</u></p> <p>for this course mastering a basic level of the MS office excel program is very helpful. Students are expected to be able to work with excel during the course. Students can self-learn the basics of excel via free online materials from MS office during the course.</p> <ul style="list-style-type: none"> ✓ Articles and forms handed out during lectures. ✓ Presentations in PowerPoint, Prezi or similar as far as published in Electronic Learning System (Brightspace) ✓ Articles and reports published in or referred to by e-link or pdf in Electronic Learning System (Brightspace)
Assessment and criteria	Information will be available in May
Additional information	In week 1, there will be an introduction day outside Breda. Pls. arrange your own transport.

COURSE – COMPULSORY – Integrated elements of OPE.FIN /DIG.MAR	
Code	
Course title	Professional Leadership & Communication (PDC)
Course coordinator	Mr Goof Lukken
Number of EC	5 EC
Language	English
Course content	<p>As a part of the Professional Leadership and Communication (PLC) portfolio, students create a personal branding plan that encompasses a reflection of the Year 2 internship, future goals, and insights from networking. This is essential for effectively communicating students' unique value and positioning themselves in a competitive market. It helps build a coherent and impactful personal brand that resonates with intended audiences (potential employers, clients, or collaborators, etc.).</p> <p>The personal branding plan consists of two parts. An oral part, which is a 3–5-minute TED Talk. This part is graded by a Communication lecturer. It should include:</p> <ul style="list-style-type: none"> • Personal statement • Target audience • UVP (unique selling value) • Personal SWOT Analysis • Online presence strategy • Personal development plan • Maintenance of personal brand <p>The second part, which is written, includes the following elements:</p> <ol style="list-style-type: none"> 1. Define Your Purpose: students explore their mission, passion, and strengths. They are further challenged to think about what they want to make a difference to and how they can contribute. 2. Audit Your Brand Equity: students catalogue their credentials, assess their strengths, and research how others perceive them. 3. Craft Your Personal Narrative: identify memorable stories that convey their brand effectively. What is viewable online or in other networks? 4. Embody Your Brand: pay attention to the message sent in every interaction. 5. Communicate Your Brand: students identify their value proposition and use speeches, social media, press, and other channels to share this. 6. Socialize Your Brand: get influential people to share these stories. 7. Strategize: students plan for the 3rd year, 4th year and after Buas. 8. Reevaluate and Adjust: conduct a personalized analysis to identify areas for improvement and strengths to build upon
Learning outcomes	<ul style="list-style-type: none"> • Understand spoken production • Know how to brand yourself in the current industry • Awareness of your own leadership skills and development
Mode of delivery	Lectures, Expert lectures, Workshops, Coach meetings
Literature	Given during the workshops
Assessment	Personal branding Plan and Ted talk

COURSE – COMPULSORY –	
Codes	
Course title	Digital Marketing and Communication
Course coordinator	Mr Klaus Hoven
Number of EC	10 EC
Language	English
Course content	Choosing the right strategy and translate it into the internal objectives and external objectives geared to the guest is one of the most important tasks of the Marketing Manager. This course is related to a few professional competences of which marketing will be put central. In understanding the principles of strategic marketing planning and how to apply quantitative research techniques to gain more insight in consumers to the latest insights in digital marketing tools used for sales promotions and brand engagement.
Learning outcomes	<p><i>after completing this project, you will be able to:</i></p> <ul style="list-style-type: none"> • To get a good insight in the marketing processes, • the context and market in which attractions and theme parks operate; • strategic marketing planning, and writing a marketing and communications plan; • the development of theme park resorts as tourist destinations; • international marketing of visitor attractions in Europe); • marketing trends and development in the global industry; • online and digital marketing aspects (websites, search engine marketing, social media marketing); • trends in digital and mobile marketing (apps, mobile sites, virtual reality); • to deal with index numbers, macro-economic figures, industry reports.
Mode of delivery	Lectures, workshops, group work, consultancies
Literature	<p><i>Handbook on E-marketing for Tourism Destinations</i> – Fully revised and extended version 3.0 ISBN printed version UNWTO: 378-92-844-1574-8 ISBN electronic version UNWTO: 978-92-844-1575-5</p> <p>Link to this document is made available in Online Learning System</p> <p><i>Marketing for Hospitality and Tourism, 8th edition.</i> Published by Pearson (July 14, 2021) © 2021. Philip Kotler ... ISBN-13: 9780137499014.</p>
Additional information	There will be a Google digital test.

COURSE – COMPULSORY– Integrated elements of OPE.FIN and DIG.MAR	
Course code	
Course title	Research
Course organiser	Ms Monique Schulte
Mode of delivery	Face-to-face
Number of EC	5 EC
Language	English
Course content <i>(incl. planned learning activities and teaching methods)</i>	<p>During this term Research will focus on quantitative research design and methodologies. The relation with marketing is clear. One element of the external analysis is conducting a target group analysis. Next to desk research (getting consumer data out of statistical reports, existing marketing reports etc.), it is also important to get reliable consumer insights related to the marketing assignment. During this project you will learn how collect those insights using an online survey. To execute this well, it is necessary to focus on your problem analysis to determine the core subjects.</p> <p>So, by focussing on quantitative research you will gain insights and skills in designing quantitative research (problem analysis, research methodology and justification), using online surveys to gather consumer data and insights. You will learn how to create an online survey based on an item list and how to design a survey using the online program Qualtrics. To get as many respondents as possible to your online survey you will also come up with a promotion plan (using target group segmentation if needed). You will also learn how to process and analyse quantitative data using SPSS. We will pay extra attention to using explanatory tools and models, and how to interpret or understand the research output. You will learn techniques to understand the justification and significance of your output to draw conclusions. In the end you will learn how to create a research infographic based on the research results. You will share your findings and infographic in class, so that other can use your research data as well for their marketing plans.</p>
Mode of delivery	Lectures, workshops, group work, consultancies
Learning Outcomes	<p><i>The student is able to:</i></p> <p>1.1 Systematically collect research data</p> <ul style="list-style-type: none"> > Design a research > Collect data from quantitative research > Collect data suitable for statistical analysis > Collect scientific data <p>1.2 Base insights on analysing research data</p> <ul style="list-style-type: none"> > Consider multiple options for approaching the research > Understand and analyse research results of scientific data > Understand and analyse research results by means of advanced statistical analysis (significancy) <p>1.7 Investigative capacity</p>

	<ul style="list-style-type: none"> > Express ideas in a methodical way such that there is coherence between: subject/problem – analyses/sources – arguments – conclusions, in the context of second and third year assignments > Reflect on his/her approach of a problem, and translate this in concrete suggestions for improvements in his/her approach, in the context of second and third year assignments > Translate this into an approach on what information needs to be gathered in order to come to a sound advice
Literature	<p>Book: Advised not mandatory, Social Research Methods by Alan Bryman</p> <p>Knowledge clips: a number of online knowledge clips are available for this course in which the different steps of a research proposal are explained.</p> <p>SPSS & Qualtrics</p>
Assessment and criteria	<p>60% Research report, partly individual, partly group work.</p> <p>40 % SPSS exam, individual</p>

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

Annet Ghering LEMexchange@buas.nl



Games



Media



Hotel



Facility



Built Environment



Logistics



Tourism



Leisure & Events



Breda
University
OF APPLIED SCIENCES

Mgr. Hopmansstraat 2
4817 JS Breda

P.O. Box 3917
4800 DX Breda
The Netherlands

PHONE

+31 76 533 22 03

WEBSITE

www.buas.nl

DISCOVER YOUR WORLD