



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

Attractions and Theme Parks 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.

Code	Title	ECT
		Spring
ATPM3.P6MRC-01P	Project Marketing and Communication	10
ATPM3.P6RES-01C	Research project 6	2
ATPM3.P7MAN-01P	Project Managing Change in Attractions	10
ATPM3.P7RES-01C	Research project 7	2
ATPM3.PDL2-01C	Professional Development and Leadership	3
ATPM3.ENG7-01C	English 7	1
ATPM3.ENG8-01C	English 8	2
	Basic Dutch (optional and subject to change)	2
	Dutch Culture and Society (optional and subject to change)	2
Total ECTS		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

COURSE - COMPULSORY	
Code	ATPM3.P6MRC-01P
Course title	Project Marketing and Communication
Course coordinator	Mr. Klaus Hoven Ms Floor Smits
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	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	Kotler, P & John T. Bowen <i>Marketing for Hospitality & Tourism</i> Pearson, 2013 ; ISBN10/ 1292020032 ISBN13 /9781292020037 UNWTO <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 Link to this document is made available in Online Learning System
Assessment	50% individual written exam 50% project report and presentation

COURSE - COMPULSORY	
Code	ATPM3.P6RES-01C
Course title	Research project 6
Course coordinator	Ms Monique Schulte
Number of EC	2 EC
Language	English
Course content	Research will focus on quantitative research design and methodologies. 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.
Learning outcomes	To get a good insight into research within the Attraction and Theme Park industry; Furthermore, students will work on insights and skills related to (Marketing) Research: <input type="checkbox"/> to gain insights in quantitative research; <input type="checkbox"/> to develop a research plan (problem analysis, theoretical framework, research methodology); <input type="checkbox"/> to design an online survey using Qualtrics; <input type="checkbox"/> to gain knowledge and skills in processing data in SPSS; <input type="checkbox"/> to write research factsheets based on the data results of the online survey (using SPSS); <input type="checkbox"/> to present and share research factsheets to the group; <input type="checkbox"/> to process research results in the marketing plan.
Mode of delivery	Lectures, workshops, group work, consultancies
Literature	SPSS and Qualtrics
Assessment	Individual assessment (1): individual SPSS test (50%) and critical research reflection (50%) (min. Grade 4.5, Value 50%) Group assessment (2): research factsheet + appendix (min. Grade 4.5, Value 50%)

COURSE - COMPULSORY	
Code	ATPM3.P7MAN-01P
Course title	Project Managing Change in Attractions
Course coordinator	Mr Bart Stadhouders Ms Margo Askes
Number of EC	10 EC
Language	English
Course content	You will dive deeper into the change process and learn how to manage change. Change has an effect on the stakeholders of the organization. The theories that are provided during the lectures are in close connection with your practical assignment. You are going to work on for a client.
Learning outcomes	During this course you will learn what the various steps of a change process are, how to use various business models to make a thorough analysis of the current and desired situation. You will learn how to define change goals, how to write a change management plan of approach. You will gain insight into change transition, the role of leadership You will learn how to write an advisory report about change management within the Attraction and Theme Park industry.
Mode of delivery	Lectures, workshops, group work, consultancies
Literature	Making Sense of Change Management, A complete guide to the models, tools & techniques of organizational change; E. Cameron & M. Green, 5th edition 2019, Kogan Page Limited - ISBN-10 : 0749496975 ISBN-13 : 978-0749496975 <ul style="list-style-type: none"> • Exploring Strategic Change, Julia Balogun, Gerry Johnson, ISBN-13: 978-0273708025 • Learning to change; A Guide for Organization Change Agents, de Caluwé, L. & Vermaak, H. Kluwer, second edition, June 2006

Assessment	50% individual written exam 50% project report and presentation
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COURSE - COMPULSORY	
Code	ATPM3.P7RES-01C
Course title	Research project 7
Course coordinator	Ms Monique Schulte
Number of EC	2 EC
Language	English
Course content	The lectures and workshops aim to introduce students into mainly Design Research and next to that Qualitative Research. Students will learn what design research is, what advantages and strengths of design research are, and they learn to choose and use the best possible method for the assignment.
Learning outcomes	After the course students will: <ul style="list-style-type: none"> • understand the different concepts and process of design research • be able to design qualitative research and/or design research • be able to identify weak and strong points of the different methods • be able to execute the desired research • be able to analyse the outcomes of the research • present ideas/outcomes in a creative way (ACTIVE)
Mode of delivery	Lectures, workshops, group work, consultancies
Literature	Rooijackers, Marée, Camago-Borges, Weber (2016) Toolkit for Design Research & Interventions . Breda, Raalte: Veldhuis Media. 2. Website: http://nhtv.libguides.com/designresearch 3. Lecture slides
Assessment	Individual assignment: 100% No structure, apply what you've learnt! Present the research (why, how, what) in a creative way. You can think of a knowledge clip, website, vlog, blog, pictures, movie.... • It should take 5 minutes max (in case of a vlog, movie, clip).• <i>You need to show or tell about:</i> A. Why (e.g.: relevance, understanding of the challenge, background, management problem) B. How (show how you did the (design) research: give proof of the TWO methods) (most important!) C. What (show the results and/or analysis and/or conclusions and/or your advice

COURSE - COMPULSORY	
Code	ATPM3.PDL2-01C
Course title	Professional Development and Leadership
Course coordinator	Ms Margo Askes Mr Bart Stadhouders
Number of EC	3 EC
Language	English

Course content	<p>During the year, you will work on your personal portfolio which was already started in year 2.</p> <p>The Portfolio consists of a number of parts and is a helpful tool to track your personal development during the track.</p> <p>In PDL, an interview must be conducted with a manager in the industry on how to act as a leader, what skills are needed and what does the daily work consist of.</p> <p>As a future manager you need to be on top of trends & developments. Furthermore, a reflection on your own future is part of PDL.</p>
Learning outcomes	<p><i>In PDL year 3 you will gain insight on:</i></p> <ul style="list-style-type: none"> □ Trends and developments and knowledge of the industry □ The importance of group dynamics □ Professional job roles in the industry □ The importance of intercultural communication in the industry □ Networking in the European industry □ Define a personal vision on a future role in the industry □ Learning goals for year 4
Mode of delivery	Lectures, Expert lectures, Workshops, Coach meetings, Study trip (during Project 6)
Literature	Given during the workshops
Assessment	<p>The portfolio .</p> <p>The competency exam (30 min) sees to it that you will not only master the separate competences within the ATPM curriculum, but that you can also understand their use in the profession of an Attractions or Theme Parks manager.</p> <p>Each exam is divided into three elements on the basis of:</p> <ul style="list-style-type: none"> - Your knowledge of the field of ATPM - Your view on ATPM and your own performance in the field relating to the competences - Developing your long-term vision in the field of ATPM

COURSE - COMPULSORY	
Course title	English 7 and 8
Course coordinator	Ms Elsbeth Lara
Number of EC	3 EC in total
Language	English
Content	<i>English will complement the other courses and comprises a variety of skills (Speaking, Reading, Writing), focusing on professional communication skills. Students will obtain 4 credits for various assignments.</i>
Mode of delivery	face-to-face
Literature	Available on Electronic Learning System
Assessment	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.
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	<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. 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.

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