

# Exchange at Academy for Leisure (ALE)

## Urban Life and Placemaking

Year 3 – semester 6 – (Spring semester)



CREATING MEANINGFUL EXPERIENCES

# 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. The number of places for each specialisation is not unlimited, so depending on the number of enrolments, you may be advised to consider another specialisation. 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](mailto: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 2)	There may be a matching procedure when you apply for the spring semester
Urban Life and Placemaking	x (year 2)	x (year 3)	
Music and Dance Events	x (year 2)		A matching portfolio may be required.
Events for Business	x (year 2)	x (year 2)	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](mailto: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 3 – semester 6 (Spring semester) 2025-2026

### 1.1 Key dates

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

### 1.2 Course codes

Please note that the codes might change.

<b>Course title (short version)</b>	<b>EC</b>	<b>Course code</b>
Course Strategic Event Management	15	DULP3.STEVMA-01
Course Urban Future	10	DULP3.URBFU2-01
Urban Scope	5	DULP3.URBANSC-02
<b>Total EC</b>	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 Spring semester for Urban life & placemaking you can take part as an exchange student.

COURSE – Compulsory	
Course title	Urban Future
Course organiser	Mr Marco Bevolo & Mr Jörn Fricke
Mode of delivery	Lab sessions, workshops, external visits / guest lectures
Number of EC	10
Language	English
Course content	An independent research project with an end product of a strategic plan for a scenario in a city
Literature	Internal publications, will be provided by course organizer
Assessment and criteria	Graded written assignments and presentations

COURSE - Compulsory

<b>Course title</b>	Strategic Event Management
<b>Course organiser</b>	Mr Andrew Shaw & Ms Emmi Bravo
<b>Mode of delivery</b>	Lab sessions, workshops, external visits / guest lectures
<b>Number of EC</b>	15
<b>Language</b>	English
<b>Course content</b>	<p>In this course you will produce a real event for a client. This event should be</p> <ul style="list-style-type: none"> <li>• Safe</li> <li>• Value-driven</li> <li>• Cultural</li> <li>• Financially feasible</li> </ul> <p>You will be working in groups with a real client and are responsible for the production and marketing.</p>
<b>Literature</b>	Internal publications and knowledge clips, will be provided by course organizer.
<b>Assessment and criteria</b>	Written reports, the event experience itself and your personal contribution
<b>Additional information</b>	

<b>COURSE - Compulsory</b>	
<b>Course title</b>	Urban scope
<b>Course organiser</b>	Mr. Simon de Wijs
<b>Mode of delivery</b>	Theme days, in 2 hour sessions on campus followed or preceded by a one day visit to a city of 8 hours
<b>Number of EC</b>	5
<b>Language</b>	English
<b>Course content</b>	<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</p>

	<p>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>The topic of this urban scope is the playful city.</p>
<b>Literature</b>	Will be announced and provided per theme, no books, but digital sources.
<b>Assessment and criteria</b>	Portfolio & group report
<b>Additional information</b>	<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>

<b>EXTRA COURSE – optional and provisional – there are limited places available and there is not guarantee the course will be offered.</b>	
<b>Course title</b>	<b>Basic Dutch</b>
<b>Course coordinator</b>	Mr Frank van Heijningen
<b>Number of EC</b>	2 EC
<b>Language</b>	English
<b>Content</b>	<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>
<b>Mode of delivery</b>	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.
<b>Literature</b>	
<b>Additional information</b>	For enrolment, students are asked to pay 100 Euro which will be refunded upon successfully completing the course.
<b>Assessment</b>	Exam

## More information

Please contact Annet Ghering if you would like more information – email: [LEMexchange@buas.nl](mailto:LEMexchange@buas.nl)



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

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