

Exchange at Academy for Leisure & Events Management (ALE)

General Program – Year 3 Spring Semester 2025 -2026



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

	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) 2 incoming exchange students max	A matching portfolio may be required.
Attraction and Theme Park Management	x (year 3)		
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 Leisure and Event Management!

Year 3 – semester 6 (Spring semester) – 2025-2026

Leisure and Events Management is the General track of the **programme Leisure and Events Management** at the Academy for Leisure, which follows the propaedeutic phase. It is a (inter)national and English taught programme.

1.1 Key dates

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

1.2 Overview of the semester

The semester is divided into two blocks of nine weeks and comprises 30 EC. Students work in groups and individually and experience a variety of work forms: lectures, workshops, project group as well as individual work, excursions and other activities.

Students will do two large projects related to **Advanced Experience Design** and **Leisure for Change**. The projects will be based on cases for clients – real-life from the leisure and events industry. During the projects, students will also work on developing concurrent **management skills**. Alongside the projects and assignments, a **skills and coaching programme** will run throughout the semester.

Students will be in one and the same class during the semester. The **first block** of 9 weeks will revolve around Advanced Experience Design, and the **second block** of 10 weeks (due to holidays) will revolve around Leisure for Change.

Please take a careful look at the descriptions below. Besides the LEM courses, there are two optional and provisional courses which are offered in collaboration with other BUas academies.

1.3 Course codes and Exams

You will earn study credits in two blocks of 15 EC. You need to obtain a minimum of 5,5 for all exams within a block in order to obtain the 15 EC. The block division is as follows:

Course Code	DLEME3.EXPDES-01
Course Name	Experience Design (15 EC)
EXAM01	Oral exam
EXAM02	Report
Course code	DLEME3.LEISCH-01
Course name	Leisure for Change (15 EC)
EXAM01	Report
EXAM02	Oral exam

The following two courses are optional and organised by a different Buas academy. Participation cannot be guaranteed and is optional.

Course name	Basic Dutch (optional and provisional)	EC
AAVT.BDC-01	Exam	2
	Event Management for Incoming Exchange students	
EHM2.EM-04	Exam	4

1.4 Intended learning outcomes Leisure and Event Management

Please find below a more detailed list of the intended learning outcomes of the semester, divided per subject of study.

Experience Design (block A)	
ILO no.	ILO description
1.5	<u>Use leisure to look for meaning</u> <i>You are able to</i> <ul style="list-style-type: none"> Understand and use the role of leisure in meaning making and engagement with life
1.6	<u>Articulate and visualise a vision</u> <i>You are able to</i> <ul style="list-style-type: none"> Write a literature review Write a (vision) paper based on trends and developments
3.3	<u>Develop experience concepts</u> <i>You are able to</i> In an autonomous and ACTIVE manner... <ul style="list-style-type: none"> Develop an experience concept, engagement platform, and vision through extensive value research Do value research through design research and apply the outcomes to value-driven concepts and experiences Recognise and interpret concepts / high concepts Assess which type of concept is appropriate for the assignment/challenge Develop meaningful concepts based on an analysis of the organisation's DNA, vision and value fit Develop and formulate an overarching intended experience based on the meaningful concept Design experiences based on experience models and based on value-driven concepts and value fit with the target group Develop a value-driven long-term vision for organisations
3.4	<u>Work out concept into product</u> <i>You are able to</i> In an autonomous and ACTIVE manner...

	<ul style="list-style-type: none"> • Consistently incorporate the creative experience concept in all details of a leisure product/service/ engagement platform • Make conscious and reasoned choices for the use of experience instruments in developing the intended experience • Make the value fit clearly recognisable in this process • Develop a creative experience concept by means of the intended experience and the touchpoint / customer journey model in all details • Design and direct an experience product in an interdisciplinary and overarching manner • (if applicable) Test (prototype) the detailed product and use the feedback for improvements
3.7	<p>Create support for products</p> <p><i>You are able to</i></p> <ul style="list-style-type: none"> • Formulate and communicate a proposition that has sufficient value to consumers • That results in the scarce resources of money, time and attention being spent on obtaining or consuming the product or service • Take the wishes and needs of consumers into account in this process • Ensure that as many as possible consumers will recommend the product or service to others • Appreciate the importance of communication and service in the after-purchase phase
3.8	<p>Evaluate experience concepts</p> <p><i>You are able to</i></p> <ul style="list-style-type: none"> • Collect information by means of the indicators in order to compare these to the objectives • Determine the extent to which the objectives have been achieved • Decide which elements require adjustment
8.4	<p>Use leisure to support a process</p> <p><i>You are able to</i></p>

- Use leisure experiences as intervention in a change process

Leisure for Change (block B)	
ILO no.	ILO description
3.5	<u>Connect live and digital leisure</u> <i>You are able to</i> <ul style="list-style-type: none"> • Supplement and connect live forms of leisure with the 'digital leisure world'
4.3	<u>Direct the cooperation process</u> <i>You are able to</i> In a complex challenge with a large number and variety of stakeholders... <ul style="list-style-type: none"> • Motivate, bring together and connect all stakeholders, including the less obvious ones • Organise stakeholder interactions, creating a setting that is tailored to the issue • Communicate with and also make the link to less obvious stakeholders • Ensure longer-term continuity (form of cooperation) for the project • Create trust and commitment among stakeholders in this process • In this process, act on the basis of ethical principles • Actively use the results of the stakeholder analyses in the design of the (cooperation) process • Create partnerships based on mutual understanding • Establish and account for the desired role and contribution per stakeholder to the issue • Monitor and report on the progress of cooperation • Evaluate the process and the outcomes
6.5	<u>Manage / motivate employees</u> <i>You are able to</i> <ul style="list-style-type: none"> • Develop their own vision on leadership and how to motivate groups of employees

	<ul style="list-style-type: none"> In this process, accept diversity between groups and types of employees
7.1	<u>Analyse financial situations</u> <i>You are able to</i> <ul style="list-style-type: none"> Draw conclusions from relevant financial information for a given situation
7.2	<u>Analyse legal situations</u> <i>You are able to</i> <ul style="list-style-type: none"> Identify the legal framework in which the legal entity operates
7.6	<u>Realise funding</u> <i>You are able to</i> <ul style="list-style-type: none"> Obtain suitable funding for the case/project in question
8.1	<u>Facilitate processes of change</u> <i>You are able to</i> <ul style="list-style-type: none"> Commit an intervention by means of a single conversation/dialogue/session (3 - 4 hours) aimed at reframing the status quo (context: an ongoing process) Activate stakeholders to adopt a new perspective, approach or idea
8.2	<u>Design interventions</u> <i>You are able to</i> <ul style="list-style-type: none"> Design interventions in a co-creative way, with the goal to jointly reach a new perspective, approach or idea Report interventions as a way to collect data Apply prototyping during the intervention, so the stakeholders can draw conclusions about the newly developed perspective / direction
8.3	<u>Create value driven innovation</u> <i>You are able to</i> <ul style="list-style-type: none"> Address a 'micro-level' case of an actor / organisation in the Leisure sector, as a macro-level societal challenge Establish (steps of) a solution on micro level, in relation to a societal challenge in the domain of leisure and/or using leisure
8.5	<u>Evaluate a process of change</u> <i>You are able to</i>

- Approach the change process with a curious and open attitude
- Recognize the emotional and rational aspects of the process
- Regularly reflect upon ones own role in facilitating the change process

The following two courses are offered in collaboration with other Buas academies and are therefore **optional as well as provisional**. There are limited places available and there is not guarantee they will be offered. If you are interested, do please add them to your learning agreement as EXTRA courses.

Course Code	EHM2.EM-04
Course Title	EVENT MANAGEMENT (FOR EXCHANGE STUDENTS) – OPTIONAL AND PROVISIONAL
Course Coordinator	Hanny Verdellen verdellen.h@buas.nl
Language of Instruction	English
Semester	February – July
Teaching Hours	PM
Mode Of Delivery	Lectures, Tutor Meetings, organising an event, field trip
ECTS credits	4
Learning Outcomes	<p>After completing this course, students:</p> <ul style="list-style-type: none"> • are able to design a feasible event concept (including: description of the event and the event theme, description of the goals of the event, timing of the event, global F&B concept (if applicable)) • are able to apply event marketing to the approved event concept • are able to format a preliminary event budget, including a complete overview of all expected costs and revenues • are able to apply financial management including budget, break even calculation, cash flow and calculation of prices • are able to write a feasible script which will be the basic foundation of the event • are able to execute the event based upon the approved concept plan and approved script • are able to operationalize the script during the event execution • are able to evaluate the concept plan, financial plan, marketing strategy, script and event execution • are able to understand the process of generating profit • are able to reflect on cross cultural differences

Brief Description	The importance of the theme event management lies in the opportunity for students to show their entrepreneurial skills by organising and executing an event. The content of the course focuses on applying the basics of event management, with special emphasis on the crucial role of marketing and budgeting. Profit which results from events will be transferred to corporate social responsible charity causes. Within the context of a project team, students focus on understanding theories and models related to Event Management and how to apply them in a practical situation. In addition, students will be asked to compare their home culture to the Dutch culture and reflect on this in a short report. This report will provide input and suggestions for the organisation of the real life event.
	real-life situation.
Literature*	Wagen van der, L (2008). Event management. Sydney: Pearson Education Australia.
Assessment & Criteria	Event (75%) : Group Report + Participation Cross Cultural Dimensions (25%): Individual Report
Prerequisites	none

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	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) It is not part of the curriculum of the Academy for Leisure and only offered to incoming exchange students.
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

1.5 Contact person Leisure and Event Management

Niki Hendriks Hendriks.n@buas.nl

More information

Please contact Annet Ghering if you would like more information – email: LEMexchange@buas.nl



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

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