

Exchange at Academy for Leisure (ALE)

Sports and Esports

Year 2 – semester 4 (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 Esports	x (year 2)	x (year 2)	
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 Sports and Esports!

Year 2 – semester 4 (Spring semester) – 2025-2026

1.1 Key dates

To be decided	Introduction International students
2 February 2026	Start Academic Programme
16 – 20 February 2026	Spring Break
27 April - 1 May 2026	May Holidays
26 June 2026	End of semester

1.2 Course codes general

Code	Course title (short version)	EC
DSES3.CDD-01	Concept Development and Design	5
DSES3.MAS-01	Project Management and Strategy	10
DSES3.PROD-01	Project Production	5
DSES3.EXE-01	Project Execution	5
DSES3.SESP-01	Sports & Esports Professional	5
AAVT.BDC-01	Basic Dutch (optional and provisional)	2
		30 (32)

1.3 Contact persons specialisation

Anything you'd like to check or ask? Please contact one of the specialisation's captains:

- Liedewei Ratgers (Ratgers.L@buas.nl or +31 (0) 654267104)
 - o Center on the basketball court and Princess Peach in Mariokart
- Linn Luijterink (Luijterink.L@buas.nl)
 - o Fanatic field hockey player and watching others play Call of Duty

1.4 Contact person exchange

Please contact Annet Ghering if you would like more information.

Annet Ghering LEMexchange@buas.nl

1.5 Course information in general



Sports & Esports

"Mixing one's wine may be a mistake, but old and new wisdom mix admirably" (Berthold Brecht)

Two worlds?

Football, basketball, ice skating, chess, cycling, table tennis, F1, athletics and rugby, or Mariokart, LEGOs, Cluedo, Goldeneye 64, PUBG, CounterStrike, Fifa, Fortnite or League of Legends? They seem two opposite worlds, but both build upon the same feelings of freedom, joy, fun, bonding, and pride; they instinctively match through one distinct characteristic: play. Whether we make up our own set of rules, participate in organized contests, are physically involved or staring at a screen: the shared experience is that of playing games.

Physical and digital worlds

A generation of young people have grown up playing games in two worlds: the physical world and the virtual or digital world. Play takes place in worlds that are local and physical as well as global and digital (playing on grass pitches with next-door friends as well as online with strangers from all over the world). These worlds blend into our personal lives, yet industry wise they seem two worlds apart.

Gaming (as in computer-generated play) has been the biggest entertainment industry since the 1980s and its role as a major form of leisure has slowly but surely changed this generation's understanding of play, games and sports as forms of leisure. As a result, esports as competitive video-gaming, emerged in the early 2000s and have since steadily been on the rise. And although other generations still participate mostly in traditional sports, for generation Y and Z there has been a decline in favour of gaming and esports.

So out with the old, in with the new then?

Not quite. Although the place of play and spectatorship may have shifted, games and sports have not changed at its core: they are competitive moments of play. Be it an onsite football match or an online League of Legends tournament, we seek the thrill and joy of celebrating a game and expressing identity. We immerse ourselves in an experience that even defines the very person we are. So, if indeed play, games and sports are fundamentally the same, why not learn from traditional sports' rich past, as well as from esports' glimpses of the future? Why not *mix* and acknowledge the strength of both?

The cross-roads between traditional sports and esports

We see great opportunities in celebrating sports and games, experience creation and identity expression. By using insights from both worlds, we see chances for innovation and creativity through blending. Opportunities in creating and maintaining the next generation of fan loyalty, in the strategic employing of sports and esports, in creating experiences for like-minded people, in making and improving experiences that are diverse and inclusive. In a word, we see opportunities through crossovers between both industries.

Therefore, we want to seize on this opportunity and educate a generation of leisure and event managers that can look beyond the traditional borders of industries. A generation that excels in fusing knowledge and possibilities, capable of thinking in new ways, passionate about sports and esports and able to transfer, combine and employ these insights in designing and producing a new breed of sports and esports experiences.

Mixing, fusing, blending, combining, and transfer is therefore key. We want to realize the transfer of insights for new applications and other industries. The right student for SES (Sports & Esports specialisation) is therefore a sports *and* esports enthusiast, curious about creating these new blended (e)sports experiences. A playmaker who is willing to look beyond his/ her own sports or esports framework and interests so he/ she can create a new brand of meaningful and strategic experiences to the leisure industry.

The student we're looking for

We're looking for students who want to become scouts and playmakers of sports and esports experiences. Specifically, you ...

- Are pro-active and a team player (you are responsible, reliable, and you think in solutions)
- Although perhaps firstly attracted by an interest in sports or esports, you are curious and open to learn about **BOTH**
- See the value of comparing and contrasting sports with esports and vice versa
- Flourish in an environment more characterized by opportunities/insecurities than a set context/ industry
- Are internationally oriented and focused
- Enthusiastic about creating meaningful experiences
- Are active in networking for your own development
- Enjoy play and the fun of sports and games in both product as well as the process.

Please note that we are looking for students who recognize themselves in these characteristics mostly: it's just as important that you are willing to develop yourself in these areas (which you'll get the opportunity to do during the specialisation).

The Sport and Esports curriculum welcomes incoming exchange students to the second semester of our specialisation, named "The Finals". In a nutshell, students learn how to create, organise, produce and evaluate their own sports/esports event for a real life client. Next to that they learn how to cooperate in a project group or team and they will develop themselves. All of this will be taught by very passionate and driven lecturers with a broad network. This specialisation is newly developed and the industry is very interested in what the students have to offer, the sports and esports industry is really in need of students educated about this new way of reaching younger people and creating suitable experiences for all target groups.

Planning courses semester 4				
Week 1-4	Week 5-8	Week 9	Week 10-14	Week 15-19
Concept Development & Design	Project Management & Strategy	Study Trip Berlin	Project Production	Project Execution
Project Management & Strategy			SES Professional	

1.6 Course information specific modules of the programme

The semester is one big project consisting of various milestones which are assessed separately.

Course title	Concept development and Design
Number of EC	5 EC
Language	English
Content	At the start of this project you start to transform the demands of a client into a concept and design of the experience. You use imagineering, concepting and experience design to do this.
Assessment	A group concept plan with an individual inspiration report.

Course title	Project Management and Strategy
Number of EC	10 EC
Language	English
Content	In the next phase of the project students will make a project plan for the entire project where each student takes on different roles. In this project plan a strategic approach on the assignment and how to manage the stakeholders is taken. You will learn about project management, communication, finance, strategy and stakeholder management. Also English is integrated in this course.
Assessment	A group project plan with individual components is the final deliverable.

Course title	Project Production
Number of EC	5 EC
Language	English
Content	In this part of the project you will further develop your project plan into more specific milestones, such as community building, customer journey and a script. The phases of a production plan will be used.
Assessment	A group production plan including detailed script will be assessed.

Course title	Project Execution
Number of EC	5 EC

Language	English
Content	Time to execute the project! Coordinate the project towards a successful delivery, and evaluate the whole process and event.
Assessment	The execution of the event compared to the delivered production plan and an evaluation report (group and individual) will be the final products to assess.

Course title	Sports & Esports Professional
Number of EC	5 EC
Language	English
Content	All the things you have done this project, what have you learned before and how does that lead to you being a professional? Zoom out and reflect on your own learnings by making use of different self-evaluation tools. English is integrated in this course of the project.
Assessment	Oral exam on personal development as a Sports and Esports Professional.

EXTRA COURSE – optional and provisional – there are limited places available and there is not guarantee the course will be offered.

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



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

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