

TER HBO Bachelor Creative Business

Framework for the Teaching and Examination Regulations of the HBO (professional) bachelor's programme of Creative Business
Academic Year 2025-2026 (1 September 2025 – 31 August 2026)

CREATING MEANINGFUL EXPERIENCES

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Chapter 1 General

Article 1.1 Definitions

In these regulations, the following is understood to mean:

Academic year	The period that starts on 1 September and ends on 31 August of the subsequent year, as referred to in WHW article 1.1 under k. An academic year comprises 60 ECTS credits (1,680 hours).
(Academic) results	A collection of results as registered by the examiner or examiners. This collection is recorded in student progress monitoring system Osiris.
Academy	Organisational unit as referred to in WHW article 10.3a WHW, within which one or more study programmes are offered.
Academy director	Leading officer of an academy. The academy director is ultimately responsible for the day-to-day running of an academy by virtue of the duties and powers mandated by the Executive Board.
Area of specialisation	A coherent set of education related to a specific subject-related discipline in the main phase of a degree programme.
Assessment	A specific examination in which the student receives a realistic professional assignment and/or performs professional activities, enabling the assessor to determine the extent to which the student has mastered the competencies and/or sub-competencies.
Associate degree programme	A programme as referred to in WHW articles 7.3 and 7.3a paragraph 2. Upon completion of this programme, students are awarded an associate degree (AD).
Binding recommendation (or study recommendation)	Recommendation, as referred to in article 7.8b paragraphs 1 and 2 of the WHW, issued to the student no later than at the end of the first year of enrolment in the propaedeutic phase (or first period of 60 ECTS credits in an associate degree programme or bachelor's degree programme in academic education) regarding the continuation of their studies within the study programme.
Board of examiners	The body, as referred to in article 7.12 paragraphs 1 and 2 of the WHW, which determines objectively and expertly whether a student meets the conditions set out in the TER with regard to the knowledge, understanding and skills required to obtain a degree. Every study programme or group of study programmes of the institute has its own board of examiners. Also see the Regulations pertaining to Boards of Examiners.
Competency	Knowledge, skills and attitude according to the exit qualifications of a study programme.

Competency-based education	A type of education in which the exit qualifications are expressed in terms of competencies.
Course	A part of a study programme that is concluded with an examination. The study load of a course is expressed in whole ECTS credits. Within these TER, course is also understood to mean project.
Curriculum	A group of related courses, including assessment/marketing standards.
Declaration of invalidity	Qualification of an examination that is not assessed or that cannot be assessed.
Degree certificate	A certificate issued by the board of examiners, as referred to in article 7.11 paragraph 2 of the WHW, stating that the final exam of a programme has been successfully completed.
Degree programme committee	A participation body established for each programme or group of programmes as referred to in WHW article 10.3c, which has the right of consent and the right to prior consultation with regard to parts of the TER. For more information, see the BUas Participation Council Regulations .
Diploma supplement	A supplement to the degree certificate, as referred to in WHW article 7.11 paragraph 4, with the aim of providing insight into the nature and content of the completed study programme, partly in connection with the international recognisability of the study programme(s). The supplement is drawn up in the English language and complies with the standard European format.
Double degree	A graduation programme which, upon successful completion, entitles the student to a certificate from both degree programmes. This other programme can be either within BUas or at another institution.
ECTS credit	A unit which expresses the study load for a student. One ECTS credit is equivalent to a study load of 28 hours of study.
Examinations Appeals Board (Dutch abbreviation: CBE)	A judicial body established under WHW article 7.60 to which the student may appeal against decisions as listed in WHW article 7.61.
Examination	An examination, as referred to in article 7.10 paragraph 1 of the WHW, of the student's knowledge, understanding and skills, as well as an assessment of the results of this examination.
Examiner	A member of staff, as well as experts from outside the institute, appointed by the board of examiners to administer examinations and determine their results, as referred to in article 7.12c paragraph 1 of the WHW.
Exchange	An exchange programme of 30 ECTS credits that the student can take at another educational institution as part of the curriculum.

Executive Board	The governing body of <i>Stichting</i> Breda University of Applied Sciences, as referred to in article 10.2 of the WHW in conjunction with articles 3 to 5 inclusive and article 7 of the articles of association of <i>Stichting</i> Breda University of Applied Sciences.
Extraneus student	A person, as referred to in WHW article 7.36 who is enrolled at BUas with only the right to take examinations and final exams. An <i>extraneus</i> student does not have the right to attend education.
Final exam	The collection of successfully completed examinations in the courses belonging to the programme, possibly supplemented by an assessment of the student's knowledge, understanding and skills, conducted by one or more examiners appointed by the board of examiners.
Further previous education requirements	Further requirements, as referred to in WHW article 7.25, in addition to the previous education requirements that the applicant must meet for admission to a study programme in higher education.
HBO bachelor's programme	A degree programme as referred to in WHW articles 7.3 and 7.3a paragraph 2. Upon completion of an HBO bachelor's programme, students are awarded the title of 'Bachelor'. Also see: Study programme.
ILO (Intended Learning Outcome)	Knowledge and/or skill pillar that must be demonstrably achieved upon graduation from CB.
Institute	Breda University of Applied Sciences.
Main phase	The second part of the bachelor's programme that follows the propaedeutic phase, as referred to in WHW article 7.30.
Management team	Staff members of an academy who are responsible for academy policy and have been appointed by the Executive Board for this purpose.
Minor	A set study component of 30 ECTS credits taken in the final or penultimate year of study. The minor is either an institute-wide minor (a broadening minor) or a programme-specific minor (an in-depth minor). A minor may also be taken at another higher educational institution.
Learning Community	A group of students who are working on their graduation projects in parallel but individually, inspiring and supporting each other in the process.
LMS	Learning Management System. Umbrella term for all digital education and communication platforms used within the programme.
Osiris	The Student Information System.
Participation council	An independent body, as referred to in WHW article 10.17. Half of this body consists of elected staff members and the other half of elected students. For more information, see BUas Participation Council Regulations .

Previous education requirements	Requirements, as referred to in WHW article 7.24, which the applicant's previous education must meet for admission to a study programme in higher education.
Programme code	Code by which the programme is officially registered in the Dutch Institutions and Programmes Register (Dutch abbreviation: RIO).
Propaedeutic and main phase exam	See Final exam.
Propaedeutic phase	The first part of a bachelor's programme (60 ECTS credits) that is followed by the main phase, as referred to in article 7.8 paragraphs 2 and 4 of the WHW.
Standard duration of studies	Number of study load hours of the study programme divided by 60 ECTS credits expressed in years.
Study programme	A cohesive set of courses, as referred to in WHW article 7.3.
RIO	<i>Registratie Instellingen en Opleidingen</i> : Dutch Institutions and Programmes Register.
Retention schedule	The schedule that specifies how long the institute is required to retain archival documents.
Semester	A continuous period of 30 ECTS credits.
Student	A person enrolled at BUas, as referred to in WHW article 7.32.
Student counsellor	An officer whose core task is to guide, inform and advise current and prospective students in the area of education and studying.
Study load	The study load expressed in ECTS credits, as referred to in WHW article 7.4 paragraph 1.
(Study) coach / mentor	A staff member within the programme who has the task of providing coaching and guidance to students.
WO bachelor's programme	An academic bachelor's programme as referred to in WHW articles 7.3 and 7.3a paragraph 1. Upon completion of this programme, students are awarded the title of Bachelor. Also see: Study programme.
WHW	The Dutch Higher Education and Research Act, including amendments.

Article 1.2 General Provisions

- 1 Breda University of Applied Sciences (hereinafter BUas) has a Students' Charter, in accordance with article 7.59 of the WHW, which has been adopted by the institute's Executive Board with the approval of the participation council. The Students' Charter consists of an institute-specific part and a programme-specific part. The institute-specific part is included in a separate document. The Teaching and Examination Regulations (TER) are part of the study programme-specific part of the Students' Charter.

- 2 The Teaching and Examination Regulations will comply with the rules and regulations of the 'TER Framework for HBO Bachelor's Programmes'. The date of adoption of the TER Framework by the Executive Board and the date of consent by the participation council are listed in the status table on the cover page of the TER.
- 3 The Teaching and Examination Regulations will be approved by the academy director in accordance with article 9.1 of these regulations.
- 4 The academy director will ensure an annual evaluation of the Teaching and Examination Regulations and, for the purpose of monitoring and, if necessary, adjusting the study load, will consider the resulting time commitment for the student (article 7.14 of the WHW).
- 5 The manner of implementation of the Teaching and Examination Regulations will be evaluated by the degree programme committee. The degree programme committee will present the results of its evaluation to the academy director.
- 6 The original Dutch version of the Teaching and Examination Regulations will prevail over the English translation.
- 7 The provisions of these regulations will be legally valid only if and insofar as they do not conflict with the provisions of or under the WHW.

Article 1.3 Applicability

- 1 These Teaching and Examination Regulations apply to the academic year of 2025-2026, which runs from 1 September 2025 up to and including 31 August 2026.
- 2 The TER, as referred to in section 1 of this article, will apply to all students who are enrolled on a study programme as mentioned in section 5.
- 3 The term 'study programme', as mentioned in section 2, refers to all forms of this programme as registered in RIO.
- 4 If, on 1 September of the academic year, the decision-making process regarding the Teaching and Examination Regulations of that academic year has not yet been finalised, the Teaching and Examination Regulations of the previous academic year will remain in force until the decision-making process has been finalised.
- 5 These Teaching and Examination Regulations lay down the rights and obligations of students of the programme(s):

Programme name	B Creative Business
English programme name	B Creative Business
Programme code	35516
Degree (in full)	Bachelor of Arts
Degree (abbreviation)	BA

as well as the resulting obligations of the Executive Board, the academy director, the board of examiners, the degree programme committee, and the staff of the programme(s).

- 6 Where these Teaching and Examination Regulations refer to students, it also applies to extraneous students, unless otherwise specified.

- 7 Where these Teaching and Examination Regulations refer to the student counsellor, this means one of the student counsellors within the relevant academy.
- 8 Where these Teaching and Examination Regulations refer to course, this should be read as, among other things, course, project, training session, module, workshop, or learning arrangement.
- 9 Where these Teaching and Examination Regulations refer to examination, this should be read as examination, partial examination, assignment, assessment, or competency examination.
- 10 Where these Teaching and Examination Regulations refer to board of examiners, this means the board of examiners of the student's own bachelor's or associate degree programme.
- 11 Where these Teaching and Examination Regulations mention 'communicated to students' or 'students will be informed', this means communicated by e-mail (to the institute's e-mail address), internet, portal, LMS, Osiris, in writing or orally.
- 12 These Teaching and Examination Regulations contain several references to other regulations. These other regulations can be consulted via the portal/internet, unless otherwise stated.
- 13 Where these Teaching and Examination Regulations refer to CB or Creative Business, this should be read as B Creative Business and vice versa.
- 14 Where these Teaching and Examination Regulations refer to a three-year programme or track, this refers to the three-year accelerated VWO track.

Article 1.4 Rules of Conduct

WHW article 7.57 h

- 1 To maintain proper conduct within BUAs, the Executive Board has established codes of conduct and disciplinary measures for students. These rules are included in the Students' Charter.
- 2 It is forbidden for students to digitally record, copy and/or distribute (parts of) lectures without permission (written, including by chat and e-mail) from the lecturer.

Article 1.5 Evaluation of Education

1.5.1 General

Quality assurance system of Breda University of Applied Sciences

At an institute-wide level, the following surveys/evaluations are conducted regularly to monitor quality and satisfaction.

Research group	Survey/evaluation name	Evaluation frequency	Report	Topics	Particulars
Current students	NSE	Every year	End of May	Student satisfaction with programme, lecturers, facilities, environment, etc.	Benchmark NL, 1x per 2 years, specific BUAs questions

Alumni	HBO-monitor	Every year	April/May	Alumni satisfaction with programme, alignment between education and work, etc.	Benchmark NL, possibility to add our own questions
Drop-outs	Exit survey	Every year	Autumn	Reasons to quit, study choice, expectations, future plans, etc.	
International students	International Student Survey	Every two years	January/February	Satisfaction, social life, intercultural skills	

1.5.2 Academy-specific

- 1 Within an academy, the academy director is responsible for the quality of education. Academies have the freedom to organise their own quality assurance systems, within the institute-wide frameworks, and tailor these to the specific features of education within the academy concerned. Every year, the academies draw up an annual report on educational quality. All degree programmes are covered in the annual report. The annual report provides insight into the quality, quality policy, and improvement actions within the academy and its study programmes.
- 2 In order to optimise the quality of the programme, two student consultation sessions will be organised each semester. Prior to each consultation session, students will receive a survey.
- 3 The minutes and action points following the survey and round table sessions will be published on the LMS.

Chapter 2 Previous Education Requirements and Admission

Article 2.1 Previous Education Requirements and Further Previous Education Requirements

2.1.1 Previous Education Requirements

WHW article 7.24

- 1 For enrolment on a study programme in higher professional education, the following previous education requirements apply:
 - a VWO diploma, or;
 - b HAVO diploma, or;
 - c diploma of a middle-management programme or specialist programme, as referred to in article 7.2.2 first paragraph, under d, respectively e, of the Dutch Adult and Vocational Education Act (*Wet educatie en beroepsonderwijs*), or;
 - d diploma of a middle-management programme or specialist programme, as referred to in article 7.2.2 first paragraph, under d, respectively e, of the Dutch Adult and Vocational Education (BES Islands) Act (*Wet educatie en beroepsonderwijs BES*), or;
 - e diploma of a vocational training course designated by ministerial regulation, as referred to in article 7.2.2, first paragraph, under c, of the Dutch Adult and Vocational Education Act (*Wet educatie en beroepsonderwijs*), or;
 - f diploma of a vocational training course designated by ministerial regulation, as referred to in article 7.2.2, first paragraph, under c, of the Dutch Adult and Vocational Education (BES Islands) Act (*Wet educatie en beroepsonderwijs BES*).
- 2 Individuals who have obtained a bachelor's or master's degree, and holders of a successfully completed propaedeutic exam certificate from a higher education institution, will also be admissible. However, individuals may be required to demonstrate, if applicable, that they meet the further previous education requirements. This is done through supplementary examination.
- 3 Prospective students must meet the previous education requirements by 1 September and demonstrates this by submitting a diploma dated before 1 September. Applicants must have submitted this by 1 October at the latest. Otherwise, it is not possible for an applicant to complete the enrolment.

2.1.2 Further previous education requirements for students from HAVO / VWO

WHW article 7.25

The [overzicht toelatingseisen per opleiding \(overview of admission requirements per study programme, in Dutch\)](#) sets out which further previous education requirements apply to the study programme(s) of BUas.

2.1.3 Examination related to further previous education requirements (remedying deficiencies)

WHW article 7.25 paragraph 6

- 1 The BUas Executive Board may determine that a possessor of a diploma that does not meet the further previous education requirements, as mentioned in article 2.1.2, will still be enrolled, if a supplementary examination shows that the student meets substantively comparable requirements. These requirements must be met before the start of the study programme. Deficiencies can be remedied in

various ways, see the [overzicht Wegwerken deficiënties/Toelatingsonderzoek](#). It is also possible to remedy deficiencies by taking a state examination at HAVO or VWO level or by obtaining a partial certificate from an educational institution

- 2 If a prospective student wishes to remedy a deficiency, this prospective student must register for this in good time with the relevant provider (also see [overzicht Wegwerken deficiënties/Toelatingsonderzoek](#)). In addition, the prospective student is urgently advised to apply for the BUas bachelor's or associate degree programme in a timely manner, no later than 1 May, and indicate how the deficiency will be remedied.
- 3 Participation in the study choice activities / selection procedure will only be possible after the deficiencies have been remedied¹.
- 4 Prospective students with a VWO diploma who want to take part in an accelerated 3-year HBO programme, must meet the further previous education requirements as mentioned in article 2.1.2. If a prospective student has a deficiency, this prospective student will only be admissible to the accelerated track if this deficiency is remedied through an exam at VWO level.
- 5 A prospective student may appeal a decision made based on the supplementary examination, as referred to in section 1, to the Examinations Appeals Board (CBE) of BUas, as referred to in article 10.2. This only applies to supplementary examinations administered by BUas.

2.1.4 Admission Test (21+ arrangement)

WHW article 7.29

- 1 The Executive Board of BUas can determine that a prospective student aged 21 and older^{2,3}, who does not satisfy the previous education requirements is exempted from these requirements. Instead, this prospective student is tested whether they are capable of attending the relevant programme through an admission test (21+ arrangement). For more details, see the [overzicht Wegwerken deficiënties/Toelatingsonderzoek](#).
- 2 If a prospective student wishes to take part in an admission test, they are required to apply for both the bachelor's programme or associate degree programme of BUas and the 21+ test by 1 May at the latest⁴. The result of the admission test will be valid for 2 years and will only be valid at BUas.
- 3 Participation in the study choice activities / selection procedure will only be possible after a positive result has been obtained for the admission test.
- 4 Prospective students who obtained a positive result for the admission test can only be enrolled for the regular variant of a study programme. Enrolment for a short or accelerated track of a programme will not be possible.
- 6 A prospective student may appeal the result of an admission test to the Examinations Appeals Board (CBE) of BUas, as referred to in article 10.2.

¹ In the case of a selection procedure, a study programme may deviate from this if the student shows that they are in the process of remedying their deficiencies.

² Reference date: 30 September of the academic year concerned.

³ The BUas Executive Board may decide to allow a prospective student who holds a certificate issued outside the Netherlands to take part in the admission test, even if they have not yet reached the age of 21. This also applies in special cases if the prospective student is unable to present a diploma.

⁴ Not all programmes offer an admission test after 1 May. For more details, see the [overzicht toelatingstoetsen](#).

2.1.5 Exemption from previous education requirements based on other diplomas

WHW article 7.28

- 1 The BUAs Executive Board will grant exemption from the previous education requirements referred to in articles 2.1.1 and 2.1.2 to a person who:
 - a holds a degree issued in a country that has ratified the Convention on the Recognition of Qualifications Concerning Higher Education and that gives access to higher education in that country.
 - b Holds a degree certificate, whether or not issued in the Netherlands, which in the opinion of the Executive Board is at least equivalent to the degree mentioned in article 2.1.1. FC&S Student Office will make this decision with a mandate from the Executive Board.
- 2 A student who is admitted on the basis of the provisions of section 1 will also be subject to the requirement set out in article 2.2.

Article 2.2 Language Requirements for Students with Previous Education Completed in a Non-Dutch Educational System

2.2.1 Students with previous education completed in a non-Dutch educational system who will be attending English-taught education

- 1 The prospective student does not have to take an English language test to be allowed to attend an English-taught programme at BUAs if one of the following conditions is met:
 - the prospective student, regardless of nationality, has completed a programme in one of the following countries where the language of instruction was English (or according to the educational system of and accredited in): Australia, Canada (excluding Quebec), Ireland, New Zealand, United Kingdom, and the United States.
 - the prospective student, regardless of nationality, has obtained a diploma included in the [Nuffic List of Diplomas](#). This also includes having taken an exam in the subject of English.
 - the prospective student meets the previous education requirements based on an International Baccalaureate (IB) diploma, the Career-Related Certificate of the International Baccalaureate, or the European Baccalaureate certificate (Engels language 1 or 2).
- 2 The prospective student who does not meet one of the conditions mentioned in section 1 must, in order to be allowed to attend an English-taught programme at BUAs, have obtained the corresponding minimum score on one of the following tests:⁵
 - **IELTS academic test**
The minimum score to be obtained is:
 - total score 6.0
 - speaking score 6.0
 - **TOEFL iBT test**
The minimum score to be obtained is:
 - internet-based (iBT) 80
 - speaking skills 20
 - **Cambridge English Qualification results** (B2 First, C1 Advanced, or C2 Proficiency).
 - The minimum score to be obtained is:
 - total score 169
 - speaking score 169

⁵ Only tests administered at a test location.

- **Pearson PTE academic test**
- The minimum score to be obtained is:
 - total score 61
 - speaking score 61
- **LanguageCert academic test**
- The minimum score to be obtained is:
 - total score 65
 - speaking score 65

2.2.2 Students with previous education completed in a non-Dutch educational system who will be attending Dutch-taught education

Not applicable.

Article 2.3 Admission Requirements Related to a Selection Procedure

- 1 If a prospective student wishes to apply for the first time for a programme with a selection procedure, other rules apply in addition to the requirements as mentioned in article 2.1.
- 2 The Creative Business programme has a selection procedure, for more information you are referred to the document called [Selection procedure of bachelor's programmes](#).

Article 2.4 Admission to Variants within the Programme

2.4.1 Admission to the accelerated track

WHW article 7.9a

- 1 Within the bachelor's programme, an accelerated track is offered that is accessible to students with a VWO diploma, or at least an equivalent diploma.
- 2 A student who satisfies the condition in section 1 as well as the other conditions for enrolment, will be enrolled in an accelerated track if this student has requested this before the start of the first year of enrolment.
- 3 Switching during the course of studies will only be permitted once, and under the following conditions:
 - a. In year 1 of the programme, as long as no warning (1 March) has been issued as referred to in article 4.1, sections 3 and 4. If the student has received such an interim study recommendation, they may only switch at the end of the academic year with a passed propaedeutic phase and only to year 2 of the programme.
 - b. In year 2 of the programme during the first semester, and only if the propaedeutic diploma has been obtained and if the option to switch has not been used before.
- 4 If a student wants to switch, and meets the condition as mentioned in section 1, the switching procedure will be as follows: The student sends an email to renc@buas.nl to have their diploma checked. The student is then transferred to the other programme (from accelerated track to regular programme or from regular programme to accelerated track).

2.4.2 Admission to the short track

For the bachelor's programme of Creative Business, a tailored track for students with previous HAVO education is offered in cooperation with De Rooi Pannen. These students can enter a short track after obtaining their MBO diploma.

2.4.3 Admission to the ATPM variant

Not applicable.

2.4.4 Admission to the SBM pre-master's track

- 1 For admission to the SBM pre-master's track, a selection procedure is in place. The student will be required to meet at least the following requirements:
 - 180 ECTS credits have been earned in the HBO bachelor's programme (including any exemptions granted).
 - No unsatisfactory assessment for any SBM-related courses.
 - Sufficient level of English (TOEFL minimum score 80 internet-based and minimum score 20 speaking skills (or comparable level)).
 - Good assessment of motivation letter (in English) with accompanying CV and list of marks.
 - Good assessment of interview on motivation and knowledge. This interview is conducted in English.
- 2 The board of examiners has not specified any additional conditions for attending the SBM pre-master's track in the graduation year.

2.4.5 Transfer to another programme variant within the programme

- 1 If a student is enrolled in a programme at BUas and believes that a different variant of the programme is a better fit (or if this is strongly advised), this student will have the opportunity to switch to another variant until 30 September.
- 2 For the transfer mentioned in section 1, approval from the programme coordinator of the new programme variant will be required. This approval must also be communicated in writing to Registration & Compliance (part of the Student Office, FC&S)

Article 2.5 Senior-Year Admission

- 1 A prospective student who has obtained a propaedeutic certificate or an associate degree within higher education (within or outside the Netherlands) may be admitted to the main phase of a BUas HBO bachelor's programme that falls within the same sector of higher education. The academy director is authorised to impose additional requirements.
- 2 A prospective student who is admitted to the main phase of an HBO bachelor's programme on the basis of the condition mentioned in section 1 will in principle attend the entire main phase curriculum. Individual exemptions will be possible (see article 6.13). In addition, based on agreements with foreign institutions, fixed parts of the programme may be exempted.

Chapter 3 Content and Structure of the Programme(s)

Article 3.1 Aim of the Degree Programme(s) and Competencies

The educational profile of the programme of Creative Business has been derived from the national competency profile 'HBO Bacheloropleiding Creative Business' (see appendix 2).

Article 3.2 Mode of Delivery

WHW articles 7.7, 7.5 and 7.9a

- 1 The degree programme(s) is (are) delivered in a full-time mode.
- 2 The bachelor's programme(s) has (have) the following variants:
 - Regular 4-year programme – English-taught
 - Accelerated 3-year track for students with previous VWO education – English-taught
 - Short 3-year tailored track for students with previous HAVO education – English-taught

Article 3.3 Year Schedule

The academic year is divided into 2 semesters, each semester consists of 2 blocks. Semester 1 consists of block A and block B, semester 2 of block C and block D. The start and end dates of the blocks are as follows:

Block	Start date	End date
A	1 September 2025	9 November 2025
B	10 November 2025	25 January 2026
C	2 February 2026	12 April 2026
D	13 April 2026	28 June 2026

Article 3.4 Language

WHW article 7.2

- 1 Teaching and examinations are in English; the use of the English language is subject to a code of conduct (appendix 1).
- 2 All official communication from the CB programme is sent via the email address linked to the student number (the 'school email'), via Brightspace, via Office 365, via Microsoft Teams, or via the intranet. Formal communication is not sent via private email addresses, unless specific agreements have been made to that effect.

Article 3.5 Regular 4-year programme

WHW article 7.4

3.5.1 General

- 1 The HBO bachelor's programme corresponds to a total of 240 ECTS credits and consists of a propaedeutic phase consisting of 60 ECTS credits and a main phase consisting of 180 ECTS credits. The standard duration of the degree programme is four years. The propaedeutic phase has a threefold purpose: orientation, selection and/or referral.
- 2 The curriculum of the degree programme has been published on the LMS.

3.5.2 Propaedeutic phase

The propaedeutic phase constitutes the first year of the foundation phase. During this year, students take/complete the prescribed courses/projects as described in the Creative Business curriculum. For the propaedeutic phase, students must obtain at least 60 ECTS credits in order to be allowed to continue their programme (see also article 4.1, section 5).

3.5.3 Years 2 and 3

3.5.3.1 Year 2

The second year is the second foundation year of the CB programme. Students take the prescribed courses as described in the Creative Business curriculum (LMS).

3.5.3.2 Year 3

- 1 In the third year, students can choose to participate in a professional orientation placement, exchange programme, minor, or semester@BUas. All options offered are worth 30 ECTS credits. Also see article 2.5.4, sections 1 and 2.
The mandatory professional orientation placement and the mandatory semester@BUas are never exempted unless otherwise determined by the board of examiners.
- 2 At the start of the third year, students must have obtained all credits from the first year and 45 ECTS in the second year. If students do not meet these requirements, a plan of action will be drawn up in a personal meeting with the study coach in order to remedy the deficiencies as quickly as possible. Exceptions to this rule can only be granted by the board of examiners.
- 3 It is possible to participate in an international exchange programme in year 3 (Exchange, see article 3.9.5). Participation in an exchange programme is only permitted if the propaedeutic year has been successfully completed. Also see article 6.3, section 3. The details of the personal graduation programme in years 3 and 4 are determined at the beginning of semester 2 of year 2.

3.5.4 Graduation year

- 1 In year 4 of the programme, all students in blocks A and B undertake preparatory projects for the graduation phase.
- 2 In blocks C and D of year 4 of the programme, each student completes an individual graduation project.

- 3 In order to complete their graduation project as described above, students have the option of choosing:
- a) Graduating with a professional product, commissioned by an (external) client;
 - b) Graduating with their own company (article 3.9.8)
 - c) Graduating with an academic thesis for a client. This client is always the research group within AGM.

For specific conditions for each graduation option, see the graduation project description published on BrightSpace.

- 4 In addition to the above options, it is also possible to replace the entire Creative Business graduation year with a pre-master's programme. See article 2.9.11 for more information.

Article 3.6 Accelerated 3-year Programme for Students with Previous VWO Education

WHW article 7.9a

3.6.1 General

- 1 This accelerated 3-year programme corresponds to a total of 180 ECTS credits and consists of a propaedeutic phase consisting of 60 ECTS credits and a main phase consisting of 120 ECTS credits. The standard duration of studies is three years. The propaedeutic phase has a threefold purpose: orientation, selection and/or referral.
- 2 The curriculum of the degree programme has been published on the LMS.
- 3 The programme of the three-year bachelor's degree in Creative Business, for students with previous VWO education, consists of the regular propaedeutic year, the regular second year and the regular fourth year of the programme.

3.6.2 Propaedeutic phase

The propaedeutic year of the three-year CB programme is identical to that of the regular four-year programme. See also article 3.5.2.

3.6.3 Year 2

The programme for year 2 of the three-year CB programme is identical to that of year 2 of the regular four-year programme. See also section 3.5.3.1.

3.6.4 Graduation year

The third year enables students enrolled in the three-year CB track to gain in-depth knowledge of the specific field of study on which the bachelor's programme focuses. They follow a fixed block structure.

Article 3.7 Programme for Students on the Tailored Track for Students with Previous HAVO Education

WHW article 7.4

Not applicable.

3.7.1 General

- 1 By the tailored track for students with previous HAVO education, the track is meant, the first two years of which consist of an MBO programme delivered by De Rooi Pannen, followed by a short, 3-year programme delivered by Breda University of Applied Sciences.
- 2 The short 3-year programme at BUas consists of a main phase comprising 180 ECTS credits. Based on this tailored track, the student will be exempted from the requirement that a propaedeutic certificate is needed for admission into the main phase.
- 3 The curriculum of this 3-year programme is included in appendix 3.

3.7.2 Year 1

- 1 In the first semester of the 2025-2026 academic year, a small group of students will be offered selected courses from the CB propaedeutic year at De Rooi Pannen.
- 2 In the second semester of the 2025-2026 academic year, the students referred to above will come to BUas one day a week to participate in projects in the Media Lab. Students who successfully complete this will have completed half of the propaedeutic programme.

3.7.3 Year 2

- 1 Upon successful completion, students of De Rooi Pannen, as referred to in article 3.7.2, from the 2025-2026 academic year onwards, can take the remaining part of the propaedeutic courses of the CB programme during their second year, after which they will enter the CB bachelor's programme as regular students from year 3 onwards, with due observance of the provisions of article 3.5.1, section 2.
- 2 If these students enrol in the second year of the programme, the provisions of article 3.5 et seq. shall apply to them.

3.7.4 Graduation year

The third year enables students enrolled in the three-year CB programme to gain in-depth knowledge of the specific field of study on which the bachelor's programme focuses. To this end, they follow a fixed block structure consisting of a group project and preparatory projects for their graduation, followed by a graduation project for a client. Also see article 3.9.7, section 1.

Article 3.8 Short 3-year Programme for Students with Previous MBO Education

WHW article 7.4

Not applicable.

Article 3.9 Building Blocks

3.9.1 Minors in general

- 1 In the final and/or penultimate year of the programme, it is possible to choose a minor⁶. This choice is made in the year prior to taking the minor. Students can choose a minor offered by BUAs or a minor offered by another institution. In all cases, students will only be admitted to a minor once they have successfully completed their propaedeutic programme.
- 2 The student will enter their minor choice in Osiris during the regular registration period (second semester of the previous year of study). See minor catalogue for additional information.
- 3 Academic results obtained during a minor or an exchange abroad will not be converted. These results will be registered in Osiris as 'completed'. The courses completed with the ECTS credits that apply to them will be mentioned on the BUAs list of marks and the academic progress overview. Results obtained abroad do not count towards the average nor the 'Cum Laude' distinction. Academic results obtained during a minor at another Dutch institution will be included in the BUAs list of marks. These results will count towards the average and the 'Cum Laude' distinction in accordance with appendix 5.
- 4 If the minor takes place abroad, either fully or partially, the student will be required to register via the Travel Abroad form prior to departure, within the context of crisis prevention.

3.9.2 Minors offered by BUAs

- 1 All minors will be offered throughout the first semester of the final academic year and have a study load of 30 ECTS credits. The academy offering the minor will be responsible for the content and quality of the minor and also for processing the results obtained. For more details regarding the provision of information and registration, you are referred to the minor catalogue on LMS.
- 2 If a student chooses to participate in a minor at BUAs, a choice must be made from the list of possible minors. The board of examiners responsible for the minor may apply admission requirements to the minor. The minor catalogue (see LMS) contains the list of minors and any accompanying information on, for instance, admission requirements and selection.
- 3 A number of multidisciplinary minors are also offered through *Kies op Maat* for students from other institutions. These are offered in Dutch or English. Admission requirements and/or selection for a minor may apply. The minor catalogue on LMS includes the list of *Kies op Maat* minors and any accompanying information on admission and selection. See the minor catalogue on LMS for the educational programmes of the minors.
- 4 The Creative Business programme does not offer any (deepening) programme-specific minors.
- 5 Results obtained in a minor cannot be used for compensation within the main phase programme.
- 6 If students from other institutions take part – through *Kies op Maat* – in a minor at BUAs, the TER of the degree programme offering this minor will apply to these students. This also holds true for all other relevant rules, regulations and procedures of BUAs.

⁶ In Creative Business, a minor can only be taken in the penultimate year.

3.9.3 External minors offered through Kies op Maat

- 1 A student can take a minor at another institution affiliated to *Kies op Maat*. If the student wants to use this minor towards completing their own bachelor's programme, prior approval (whether or not based on a substantiated request) will be required from the board of examiners of the student's own study programme.
- 2 For minors taken through *Kies op Maat* and for which approval has been obtained from the board of examiners, no additional registration fees will be payable. Costs associated with taking a minor (e.g. teaching materials and excursions) will always be at the expense of the student.
- 3 Minors not approved by the board of examiners cannot be used towards completion of the student's own bachelor's programme. However, students are allowed to take the minor outside their own bachelor's programme (extracurricular). In such cases, the costs involved in taking the minor will be borne by the student.
- 4 A minor, as referred to in section 1, should amount to at least 30 ECTS credits. In the case of more than 30 ECTS credits, the surplus of over 30 ECTS credits will be included on the supplement (WHW article 7.11 paragraph 4) to the degree certificate under 'other'.

3.9.4 External minors (not through Kies op Maat)

- 1 A student can take a minor at another institution which is not affiliated to *Kies op Maat*. If the student wants to use this minor towards completion of their own bachelor's programme, prior approval will be required from the board of examiners of the student's own study programme, based on a substantiated request. Minors not approved by the board of examiners cannot be used towards completion of the student's own bachelor's programme. However, the student is allowed to take the minor outside their own bachelor's programme (extracurricular).
- 2 Any fees charged associated with taking the external minor at a non-affiliated *KoM* institution will always be borne in full by the student.
- 3 A minor, as referred to in section 1, should amount to at least 30 ECTS credits. In the case of more than 30 ECTS credits, the surplus of over 30 ECTS credits will be included on the supplement (WHW article 7.11 paragraph 4) to the degree certificate under 'other'.

3.9.5 Exchange

- 1 Under certain conditions, a student is allowed to participate in an exchange programme at another educational institution. Permission for this must be sought in advance from the board of examiners.
- 2 Participation in the exchange programme referred to in section 1 may be subject to a selection procedure.
- 3 In the context of crisis prevention, the student will be required to register via the Travel Abroad form prior to the exchange.
- 4 Article 3.9.1 section 3 will also be applicable.
- 5 Students in the regular (four-year) Creative Business programme have the opportunity to participate in an exchange in their third year (in blocks A and B as well as C and D). Students can choose from a number of programmes at foreign institutions that have been approved by the Creative Business staff.

- 6 The scope of an exchange programme may be a maximum of 30 ECTS credits. If more credits are obtained, these credits will be included in the academic progress overview in the category 'Other'. Extra credits obtained during an exchange therefore remain extracurricular.

3.9.6 Placement and practical assignment

- 1 Every student enrolled in the regular four-year Creative Business programme is required to complete a mandatory professional orientation placement. This placement can take place in the third year of study. Students enrolled in the three-year Creative Business track are not required to complete a professional orientation placement. To compensate for this lack of practical experience, students enrolled in the three-year track always graduate with a professional product in combination with a company placement. Also see article 3.5.4, section 3a. In such cases, the placement host company acts as the client.
- 2 The professional orientation placement comprises 30 ECTS credits.
- 3 In view of the provisions of article 3.5.4, regular four-year students may choose to complete a second, more in-depth placement after their professional orientation placement. For more information about the placement, see the Placement Manual.
- 4 The professional orientation placement can only take place after explicit approval by the placement coordinator.
- 5 The following applies to regular students: The student's results as recorded in Osiris must show that all ECTS credits from the propaedeutic phase and 45 ECTS credits from year 2 have been obtained. The initial assessment moment for this is at the end of block D of the second year. If the propaedeutic phase and/or 45 ECTS credits from year 2 have not yet been obtained, the placement will be postponed until the above condition has been met.
- 6 In addition to the provisions of sections 4 and 5 above, students may only commence their professional orientation placement if they have successfully completed at least two of the five components of the 'Placement Checklist' in the year prior to their placement. Please refer to the Placement Manual on the LMS for more information. Students must meet this condition at the end of their second year.
- 7 Any financial consequences arising from the cancellation or postponement of a placement abroad on the basis of the provisions of section 3 will be borne entirely by the student.
- 8 For the didactic substantiation of the professional orientation placement, the further details of the content and process of the course, as well as the assessment procedure and criteria, please refer to the Work Placement Manual, which is revised annually and made available to new third-year students (and second-year students (VWO track)) via the LMS at the start of each academic year.
- 9 The professional orientation placement is never exempted.
- 10 If the placement or practical assignment takes place abroad (either fully or partially), the student will be required to register via the 'Travel Abroad' form prior to departure, within the context of crisis prevention.

3.9.7 Graduation internship / project / thesis

- 1 Each student is required to complete an individual graduation project in blocks C and D of the final year, with a study load of 30 ECTS credits, thereby completing their CB programme. Students attending the three-year CB track will complete the graduation project in blocks C and D of their third year. In this project, the student must meet the criteria set out in the project description of the graduation project. This project description is published in BrightSpace.
- 2 There is no minimum or fixed number of weeks for a graduation project. Students are expected to meet the criteria set out in the graduation project in order to graduate. A graduation project is always individual, and students help each other through active participation in a learning community. Students therefore determine at their own discretion when they meet all the conditions for graduation.
- 3 The written part of the final exam may only be retaken once. The oral part of the final exam may be retaken as many times as necessary.
- 4 The graduation project requires the delivery of three elements:
 - a. Professional portfolio
 - b. Media product, service or strategy relevant to an industry OR a product, service or strategy related to the media industry
 - c. Project documentation
 - Product documentation (production bible, design document, etc., including research)
 - Project management plan (roles, tasks, timeline, resources, etc.)
 - Documented changes based on research/feedback received/new knowledge
 - Feedback from stakeholders
- 5 Students following the regular four-year programme are not required to do a placement for the purposes of their graduation. Students may do so, but this is at their own discretion. If a student does a placement for the purposes of their graduation, this will not be included in the assessment and no credits will be awarded for it. Furthermore, the decision to do a placement for the purposes of graduation may lead to a delay in the student's studies.
- 6 In order to start the graduation project, as referred to in section 1 above, the student must meet a number of conditions:
 - a The student's graduation project formally commences after they have received approval from the programme's graduation coordinator to begin the next phase. Each learning community is facilitated by a lecturer from the programme. This lecturer has a facilitative role.
 - b At the start of the graduation project, the graduation candidate's study results for years 2, 3 (and 4), as recorded in the Osiris academic tracking system, may show a study deficit of no more than 10 credits. The measurement moment for this is the end of January, which is when the specialisation courses of the fourth year (or third year, respectively) normally end. If the study deficit exceeds 10 credits, the formal allocation of a place within a learning community will be suspended until the study deficit has been reduced to a maximum of 10 ECTS credits. A second credit check will take place upon submission of the graduation report. The study deficit must then have been completely eliminated.
 - c All students are eligible to do a graduation project for a commissioner. The 'academic research' and 'own business' graduation options are only available to students in the four-year programme. Students in the three-year (fast) track are excluded from this, as they have not yet completed a placement in their curriculum and therefore still need to gain industry experience.

- 7 To facilitate a learning community, as referred to in section 6a above, a lecturer has a limited number of hours per semester available for the facilitation of a graduation project that spans one semester. The intention is that the student organises their graduation project in such a way and that the students in the learning community support each other in such a way that all students within a learning community can complete their project within one semester. After the two blocks allocated, the facilitating lecturer only has very limited time left to support students who have not yet graduated.
- 8 If the term, as stated in section 7 above, is exceeded, the student will retain their place in the existing learning community and the existing facilitator will continue to supervise them.
- 9 After a student has failed their written or oral final exam, the student will retain their place in the existing learning community and the existing facilitator will continue to supervise him, with due observance of the provisions of section 3 above.
- 10 The student must complete their graduation project, regardless of its form, within two calendar years of being placed in a learning community. The date of placement in a learning community serves as the starting point for this. Exceeding this term may mean that the entire graduation project must be redone.
- 11 If the graduation placement / project / thesis takes place abroad (either fully or partially), the student will be required to register via the 'Travel Abroad' form prior to departure, within the context of crisis prevention.

3.9.8 Graduation in one's own business (as an entrepreneur)

- 1 Within Breda University of Applied Sciences, it is possible for students to graduate within their own business (entrepreneurial graduation). To this end, the institute offers professional support. Entrepreneurial graduation is possible within all programmes in all academies.
- 2 The student who is allowed to start the graduation phase will be eligible for admission to the 'entrepreneurial graduation' track.
- 3 For admission into this form of graduation, a selection procedure is applied. The criteria for selection are in any case the student's entrepreneurial competencies and the viability of the student's business idea.
- 4 For further details and specific criteria regarding graduation with one's own company within Creative Business, please refer to the graduation project description as published on the LMS.

3.9.9 Double degree

Not applicable.

3.9.10 ATPM (Attractions and Theme Parks Management)

Not applicable.

3.9.11 Pre-master's track SBM (Strategic Business Management and Marketing)

- 1 The SBM pre-master's track comprises a period of one year of study, has a study load of 75 ECTS credits, and is divided into four blocks.
- 2 The SBM pre-master's track may be chosen as a replacement of the graduation year.

- 3 The Academy for Tourism is responsible for the pre-master's track in terms of content and quality.
- 4 The programme details of the SBM pre-master's track are included in appendix 4.
- 5 CB students can participate in the SBM pre-master's track in their final year. This option is separate from the provisions of article 3.5.4, sections 1 and 2, and is therefore not restricted by them. However, students must ensure that their graduation research within the SBM programme is CB-relevant and that they are supervised in their graduation research by Creative Business lecturers.
- 6 CB students who choose an SBM pre-master's track in their specialisation programme will receive a Bachelor of Arts degree upon completion of the programme. The accompanying diploma supplement will not mention a CB specialisation programme. However, the list of mark does list the courses that a student has taken.

Article 3.10 Associate Degree

WHW article 7.8a

Not applicable.

Article 3.11 Referral in the Main Phase

WHW article 7.9 – applies only to bachelor's programmes with areas of specialisation

Not applicable.

Article 3.12 Transitional Arrangement Related to Curriculum Changes

- 1 If changes occur in the curriculum, the board of examiners will determine a transitional arrangement for this. If necessary, it will also determine how to deal with any changes in the assessment standards of the curriculum. The provisions of article 6.4 section 5 will also be taken into account. See appendix 8 for the transitional arrangement.
- 2 Starting in the 2025-2026 academic year, the entire Creative Business study programme at BUAs will be modified. This applies to all four years of study and to all variants. Appendix 8 contains a transitional arrangement setting out the agreements on the transition to the new programme.

Chapter 4 Recommendation on the Continuation of Studies and Binding Rejection

WHW article 7.8b

Article 4.1 Study Recommendation for the Propaedeutic Phase at the End of the First Year

- 1 Every student is given a study recommendation on the continuation of studies within or outside the programme no later than the end of the first year of enrolment on the propaedeutic phase of a programme.
- 2 The board of examiners has been mandated by the Executive Board to issue this study recommendation.
- 3 In anticipation of the study recommendation referred to in section 1, each student will be provided with an up-to-date overview of the academic results achieved once in the first year of study, no later than⁷ 1 March. If these results give reason to do so, a warning (the interim recommendation) will be attached to this overview, the interim recommendation. This warning will also include the reasonable period of time by which the study results must have improved.
- 4 The warning mentioned in section 3 will be issued if fewer than 30 ECTS credits have been obtained.
- 5 The board of examiners will issue a positive recommendation, if the student has passed the propaedeutic exam at the end of the first year.
- 6 The board of examiners will issue a negative recommendation if the student has not met the standard as referred to in section 5 and if there is no reason to postpone the deadline of the study recommendation due to personal circumstances (see section 12). A negative recommendation is accompanied by an intention to dismiss. The board of examiners has the authority to deviate from this course of action.
- 7 Before converting the aforementioned intention into a final dismissal (negative binding study recommendation), the student will be given the opportunity to be heard by the board of examiners.
- 8 Prior to taking any preliminary decision to issue a negative binding study recommendation (see section 6), the board of examiners will request the student counsellor concerned to give advice. The student counsellor's advice will be considered in the decision on the study recommendation.
- 9 The dismissal referred to in section 7 only concerns the programme (regardless of the variant)⁸ on which the student is enrolled.
- 10 The dismissal referred to in section 7 will be final and indefinite. The board of examiners may withdraw a negative binding recommendation, also see article 4.3.
- 11 A student may appeal against a negative binding study recommendation to the Examinations Appeals Board within six weeks after the negative binding study recommendation is issued, as referred to in article 10.2.

⁷ At the time when the warning is issued, the student must still be in a position to achieve the standard for a positive recommendation.

⁸ If a programme has several variants (such as a regular, accelerated or short track), the study recommendation (and therefore any dismissal, if applicable) at the end of the first year will apply to all variants.

- 12 If the board of examiners deems that personal circumstances (see article 5.3) have prevented the student from achieving the academic results required in section 5, the board of examiners may postpone the deadline for issuing the study recommendation until the end of the second year of enrolment. This is referred to as a deferred recommendation.
- 13 At the end of the second year of enrolment, students whose deadline for the study recommendation has been postponed (see section 12) will still be given a study recommendation. If the student does not meet the standard as set in section 5 at that time, a negative binding study recommendation will be issued.
- 14 If the student is of the opinion that personal circumstances have influenced or are influencing their academic results, the student should report and discuss these circumstances with the student counsellor as soon as possible after they have arisen. Only in this way will it be possible for the board of examiners to consider these circumstances in their final study recommendation.
- 15 If the student terminates their enrolment on a study programme before 1 February of the first year of study, this student will not receive a negative binding study recommendation as referred to in this article. The student may reapply once for the same programme. In the case of a programme to which a selection procedure applies (with or without enrolment restrictions), the student will be required to go through the selection procedure again when applying for the same programme.

Article 4.2 Study Recommendation for the Propaedeutic Phase upon Early Termination after 1 February

If the student's enrolment during the first year of the propaedeutic phase⁹ is terminated prematurely after 1 February (and/or this student's enrolment is terminated by the institute), a negative binding study recommendation will be issued, unless the board of examiners decides otherwise on the advice of the student counsellor.

Article 4.3 Withdrawal of Negative Binding Study Recommendation

- 1 The board of examiners may withdraw a previously issued negative binding study recommendation. The withdrawal of the negative binding study recommendation will be recorded in Osiris. Withdrawal of the negative binding study recommendation is an absolute prerequisite for any subsequent re-enrolment.
- 2 The study recommendation that has been withdrawn is considered not to have been issued. Articles 4.1 and 4.2 will apply to this student (again).
- 3 If a student received a negative binding study recommendation in the 4-year programme and this student re-enters the programme via the tailored track for students with previous HAVO education (of De Rooi Pannen), the board of examiners will withdraw the negative binding study recommendation issued earlier.
- 4 If a student pleads personal circumstances in order to get a negative binding recommendation withdrawn, the board of examiners will ask the student counsellor for advice. In anticipation of this advice, the student counsellor may invite the student for an interview. Also see article 3.1, section 8.

⁹ In the case of an associate degree programme, this should read: study recommendation at the end of the first year of study.

Chapter 5 Student Guidance and Academic Progress

WHW article 7.13 paragraph 2u and article 7.34 paragraph 1e

Article 5.1 Student Guidance

This article does not apply to *extraneus* students.

- 1 The programme has a system of individual student guidance in place. Student guidance is aimed at preventing and identifying study-related problems, and at offering support to solve them.
- 2 If desired or necessary, notes of talks between a student and a supervisor, as part of student guidance, can be recorded in Osiris.
- 3 The registration of data related to student guidance will be in compliance with the provisions of [Privacy Regulations for Students \(https://www.buas.nl/regulations/privacy-regulations-students.pdf\)](https://www.buas.nl/regulations/privacy-regulations-students.pdf); these regulations are part of the Students' Charter.

Article 5.2 Student Guidance within the Academy / Programme

- 1 Within the Creative Business programme, student guidance is fully integrated into the curriculum and is available throughout all years.
- 2 To stress the importance of this study career coaching component, the Creative Business programme has fully integrated this component in the Media Lab. The assessment of this coaching component will be part of the Media Lab assessment. Also see appendix 7.
- 3 The point of departure in student coaching, as referred to in section 2 of this article, is that students seek acquaintance and/or contact with their tutor or study career coach, in an active and well-prepared manner, at the beginning of the academic year, and that they keep their tutor or study career coach updated on the progress of their studies, based on the regularity of the block structure.
- 4 In the above-mentioned study career coaching talks, the student's progress will be dealt with. In other words, what did the student learn, which competencies did they work on, and is there any proof of this, which products did the student produce, and what they would like to discuss in the next block.

Article 5.3 Personal Circumstances

WHW article 7.51 paragraph 2

Personal circumstances¹⁰ are understood to mean:

- board activities
- illness or pregnancy
- disability or chronic illness
- exceptional family circumstances
- other circumstances affecting a student and that are deemed exceptional by the Executive Board (including top-level sports)

¹⁰ See Student Support Fund Regulations for more detailed information.

Article 5.4 Personal Circumstances and the Student Counsellor's Role

- 1 If the student believes that personal circumstances, as mentioned in article 5.3, have (had) an influence on their study results, they should report and discuss these circumstances with the student counsellor as soon as possible after they have arisen. A supporting explanation may be requested, such as a medical or psychological statement. If such a circumstance is likely to influence a decision of the board of examiners, this circumstance should in any case be known before the board of examiners makes its decision.
- 2 The student counsellor of a degree programme or group of programmes may provide solicited and unsolicited advice to the board of examiners.

Article 5.5 Studying with a Functional Impairment¹¹

- 1 In this article, functional impairment refers to a disability or chronic illness that may cause a student to fall behind schedule in their studies.
- 2 A student with a functional impairment may be given the opportunity by the board of examiners or the student counsellor to attend courses and take examinations in a modified manner. The facilities available for this purpose consist of a modified type or duration of courses and/or examinations, or the provision of and/or permission to use practical aids, all tailored to the student's specific individual situation. Also see LMS for more information.
- 3 The student should discuss this with a student counsellor of the programme as soon as possible after enrolment on the programme or after the functional impairment has occurred. Depending on the facilities required, a request may be dealt with immediately by the student counsellor or the request should be forwarded to the board of examiners with a recommendation from the student counsellor:
 - a Practical aids: this is decided by the student counsellor;¹²
 - b Extra time for an examination: this is decided by the student counsellor, assuming an extension of one-third of the examination time up to a maximum of one hour;
 - c Type of examination: this is decided by the board of examiners. To this end, the student will submit a substantiated request, including a recommendation from the student counsellor, to the board of examiners.
- 4 A reasoned decision will be communicated to the student in writing (or via Osiris). If the decision is made by the board of examiners, the decision will also be communicated to the student counsellor.
- 5 In principle, the facilities will apply to the entire enrolment within BUAs, unless the board of examiners determines otherwise.
- 6 The student who falls behind schedule in their studies due to their functional limitation may submit a request for financial support from the Student Support Fund of BUAs.

¹¹ For more information, see the website of BUAs (www.buas.nl)

¹² The student counsellor will coordinate with the Exam Centre whether the use of a practical aid is feasible.

Article 5.6 Registration of Academic Progress

- 1 The academy will ensure that the students' academic results are carefully and accurately recorded by means of the student progress monitoring system Osiris.
- 2 Students themselves will be responsible for regularly checking their academic results in the student progress monitoring system Osiris. Students should report any inaccurate or incomplete information in the system to the lecturer concerned.
- 3 The registration of data related to academic progress will be in compliance with the provisions of the [Privacy Regulations for students \(https://www.buas.nl/regulations/privacy-regulations-students.pdf\)](https://www.buas.nl/regulations/privacy-regulations-students.pdf).

Chapter 6 Examinations

Article 6.1 Competency-Based Education and Obtaining ECTS Credits

The bachelor's programme Creative Business has designed its programme to be fully in line with the current national competency profile for the bachelor's programme Creative Business. To enable students to properly complete the competencies, a systematic subdivision into three levels (beginner, advanced, young professional) has been chosen for each competency, with the knowledge, skills and attitude components always recognisably represented in these levels. Within CB, working in groups in projects is central, and the content of the courses offered in a block serves that project. In addition, students also work on an individual project in each block. Assessment of the group projects is individual and focuses primarily on the student's development. The assessment plan defines for each project which competencies and levels are tested and which knowledge, skills and attitude components students must meet.

For further information, please refer to the Creative Business curriculum overview 2025-2026, as published separately on the LMS.

The national educational profile for the Creative Business bachelor's programme can be found in appendix 2.

Article 6.2 Organisation of Examinations

WHW article 7.10 paragraph 1

- 1 Each course concludes with an examination. The examination may consist of several partial examinations.
- 2 If the structure of the course requires, the (theoretical) testing moment will be in one of the lecture weeks, contrary to section 1 of this article. These 'mid-term examinations' are subject to the regular examination regulations.
- 3 A 'partial examination' should be taken to include all summative testing/assessment moments.
- 4 For the purpose of conducting the examinations and determining their results, the board of examiners will appoint one or more examiners. The examiner will provide the board of examiners with the requested information, for which purpose they may be invited to the meeting. The board of examiners establishes rules with regard to the proper conduct during examinations, see article 6.7. In a competency examination, the examiner is referred to as assessor.
- 5 Each examination comprises an assessment of the student's knowledge, understanding and/or skills, as well as the evaluation of the results of that assessment.
- 6 An examination may take place through an assessment, written or oral questions, a reflection of one's own performance, a study task or assignment, a paper, the performance of practical activities, a thesis, a research report, a placement report, the completion of placement assignments, practicals or field-work, or a combination of these.
- 7 In special cases, the board of examiners is authorised to allow an examination format other than the one determined by the examiner. This authority includes the decision to hold examinations online/digitally.
- 6 At the beginning of each course, the following will be communicated in writing:
 - a the course content (subject matter),
 - b the learning goals,

- c the study load (number of ECTS credits) and the accompanying substantiation,
 - d the form of the examination or partial examinations,
 - e the sequence in which the partial examinations have to be taken (if applicable),
 - f any aids permitted during the examination,
 - g the assessment criteria of examinations or partial examinations,
 - h the manner in which inspection of the assessed work is allowed,
 - i the choice made by the lecturer regarding the use of AI (appendix 5).
- 7 The examination of a course has been passed if:
- a the examination has been assessed with a mark of 5.5 or more, with 'sufficient' or more, or with a 'pass' (also see article 6.8.1),
 - b the weighted average of the results obtained for the partial examinations is at least 5.5, with a minimum mark of 4.5 for these partial examinations. In consultation with the board of examiners, the lecturer may decide to set a higher minimum mark (of no more than 5.5) for a particular examination or partial examination,
 - c the course requirements, specified in advance, have been fulfilled.
- 8 Once the examination or partial examination has been taken, the result for it will be registered in the student progress monitoring system Osiris.

Article 6.3 Sequence of Examinations

- 1 In the propaedeutic phase, there is no mandatory sequence in which examinations should be taken.
- 2 In the main phase, there is no mandatory sequence in which examinations should be taken.
- 3 An exchange in year 3 or 4 of the regular CB programme, or in year 2 or 3 of the accelerated VWO CB track, can only take place if a student has successfully completed the propaedeutic programme. Also see article 3.5.3.2, section 3. This is based on the results as officially recorded in Osiris.
- 4 Students may only begin their graduation if they:
 - a are no more than 10 ECTS credits behind (also see article 3.9.7.6b).
 - b have successfully completed their propaedeutic programme.
 This is based on the results as officially recorded in Osiris.

Article 6.4 Periods of Time and Frequencies of Examinations

WHW article 7.13 paragraphs 2h and 2j

- 1 At least two opportunities are offered annually for taking examinations.
- 2 A student will be allowed to participate in no more than two opportunities per academic year.
- 3 The opportunities mentioned in section 2 are inclusive of 'GKs' (Dutch abbreviation of 'missed opportunities'). See article 6.6 section 1.
- 4 A second or subsequent examination during the same academic year is comparable in test format and subject matter to the first examination. The board of examiners is authorised to offer a student (whether or not on the advice of the examiner/student counsellor/study coach) a different form of examination after a number of opportunities determined by the board of examiners have been used, but assessed as insufficient. The subject matter should be the same as that of the previous opportunities.

- 5 If a course is no longer offered, the student will be offered two more opportunities to take the corresponding examination or partial examination in the subsequent academic year. The provisions of section 4 also apply in this respect. The board of examiners has the authority to extend this period. This is laid down in the transitional arrangement, see article 3.12.
- 6 A student may resit any examination, regardless of the result obtained and taking into account the provisions of section 2. The highest result obtained will count.
- 7 Contrary to section 6, courses that are part of the propaedeutic programme of the bachelor's programme, can no longer be retaken or revised in any other way, if the student is in possession of a valid propaedeutic certificate for the study programme concerned.
- 8 Subject to the provisions of this article and article 6.5, a student will always have the right to take part in a regular examination or resit examination, even if they did not attend the accompanying course.
- 9 Contrary to section 6, this resit option does not apply to the final exam if a 5.5 or higher has been obtained for it.

Article 6.5 Registration for Examinations and Resit Examinations

6.5.1 Regular registration

- 1 Timely registration for examinations, in whatever form, is compulsory for all students and a prerequisite for being awarded an assessment in Osiris. Students are automatically registered for the first opportunity of an examination or partial examination at the time when the course is offered in the curriculum. For every subsequent opportunity, regardless of what year of study the student is in, students themselves will be required to register for a resit examination.
- 2 Registration for a written resit examination will be open until 5 working days before the Monday of the week in which an examination or examination period starts.
- 3 In view of the clustered and project-based education in the new curriculum, all written CB resits, as referred to in section 2 above, require students to register for block A (in order to participate in block B) and block C (in order to participate in block D). Students will be notified of the registration period by the lecturers concerned via the LMS, in accordance with the provisions of section 6.
- 4 Students will be notified of this via the LMS at the beginning and at the end of a registration period for resit examinations.
- 5 If a person is not enrolled as a student (any more), but still takes part in an examination or resit examination, then this person's participation in the examination will be declared invalid and the result will not be registered in any way.
- 6 If it turns out that registration for a resit examination was impossible due to technical problems in Osiris, the registration period will be adjusted by the management team of the academy.

6.5.2 Possibility to cancel registration

The student can cancel their registration for an examination or resit examination for which they have previously registered (or were registered automatically) during the period when registration for this examination is open (see article 6.5.1 section 2).

Article 6.6 Inability to Take an Examination

- 1 If a student has (been) registered for an examination via Osiris but does not actually take it, a 'GK' (missed opportunity) will be registered as a result for this examination.
- 2 If the inability to take an examination, as referred to in section 1, according to the student, was caused by force majeure, the student may submit a request to the board of examiners for an additional opportunity.
- 3 If the board of examiners is of the opinion that force majeure¹³ applies, the student must take part in the next opportunity for this examination. If no further opportunity for this examination is offered in the current academic year, an additional opportunity will be offered by the board of examiners.

Article 6.7 Examination Regulations

- 1 During all examinations, students must furnish proof of identity (passport, driving licence, or identity card). This identity document will be checked before the start of the examination. If this check reveals that the name of a student does not occur on the attendance list (which means that the student did not register for the examination via Osiris), this student will not be admitted to the examination.
- 2 If a student is unable to present an identity document, this student will not be admitted to the examination and a missed opportunity ('GK') will be entered into Osiris.
- 3 Without the express written permission of the lecturer, it is not permitted to copy, distribute and/or record examination materials. This provision applies during the actual examination as well as during the post-examination inspection period. Any breach of this provision will be regarded as fraud/academic dishonesty (see article 6.15).
- 4 Several additional rules apply to written examinations. These are included in the [Examination Regulations](https://www.buas.nl/regulations/examination.pdf) (<https://www.buas.nl/regulations/examination.pdf>).
- 5 Oral examinations are no public events. The board of examiners has the authority to deviate from this rule in special cases.
- 6 An individual oral examination is taken in the presence of at least two examiners, one of whom will act as the first examiner, who is so designated by the board of examiners (or its chair). The examination may also be held in the presence of one examiner, who in this case will record the oral examination.

Article 6.8 Assessment of Examinations

6.8.1 General

- 1 Examinations are assessed by the relevant examiner in accordance with the assessment criteria published in advance.

¹³ Public transport delays, traffic jams, etc. are not regarded as force majeure.

- 2 An external expert, also referred to as external examiner at BUas, may give an assessment if this person has been appointed as examiner by the board of examiners. To appoint an external expert as examiner, the board of examiners uses a profile drawn up by the institute (see Regulations pertaining to Boards of Examiners).
- 3 If the board of examiners has decided that external experts (e.g. supervisors of the placement or thesis host company) are to be involved in the assessment, a description will be made of the way in which this is done.
- 4 One or more of the following assessment criteria applies:
 - a the execution of a study task or assignment (in terms of quantity),
 - b the extent to which the specific criteria for the study task or study assignment have been met (in terms of quality) – for example, the extent to which the questions have been correctly answered, the degree of participation in carrying out the study task or assignment as part of a group,
 - c the degree of participation in practicals or practical exercises; this criterion applies only to the assessment of examinations or partial examinations belonging to courses or parts of courses designated as practicals with mandatory attendance, as announced at the start of the course (see article 6.2).
 - d Following on from the provisions above, it is not permitted to award a (partial) mark or verbal assessment based solely on class attendance.
- 5 The assessment of each examination is expressed in a numerical mark or a verbal qualification. For more information, see appendix 6.
- 6 If an examination consists of several partial examinations, the relevant ECTS credits will only be awarded once all partial examinations have been completed successfully, taking into account any compensation arrangements. All results for the partial examinations will be recorded in Osiris.

6.8.2 Assessment of placements and practical assignments

For the didactic substantiation of the professional orientation placement, further details regarding the content and process of the course, as well as the assessment procedure and criteria, please refer to the Work Placement Manual, which is revised annually and provided to new third-year students via the LMS at the start of each academic year.

6.8.3 Assessment of graduation internships / graduation projects / theses

- 1 For the didactic substantiation of the graduation project, further details regarding the content and process of the course, as well as for the assessment procedures and criteria, please refer to the Graduation Manual, which is revised annually and provided to new students in their graduation year at the start of each academic year, both in physical form and via the LMS.
- 2 Attending examinations or tests for courses of the bachelor's programme during the graduation period is permitted, provided that the placement company agrees.
- 3 The oral final exam that concludes the main phase is not public, in line with the provisions of article 6.7, section 5.
- 4 The oral final exam always takes place at Breda University of Applied Sciences in the physical presence of the candidate. In the event of a feedback interview after failing the written part of the final exam, the student may request an interview via video conferencing.

- 5 Each academic year has four regular graduation periods, as indicated in the annual schedule, always halfway through and at the end of a semester. All four final exam periods in an academic year are concluded with a final determination of the end results and an evaluation of the procedures in a formal graduation meeting. This meeting is chaired by the chair of the board of examiners.
- 6 In order to comply with the provisions of article 6.4, section 1, the Creative Business programme offers a fifth graduation opportunity in the last week of the academic year (August). This special graduation opportunity is only available to students who have already taken the final exam once in the current academic year and who, on the basis of the provisions of article 6.4, sections 1 and 2, are still entitled to one regular opportunity to pass the final exam. Due to the summer holidays, this special resit opportunity has limited supervision/coaching options and an accelerated procedure.

6.9 Announcement of Examination Results

WHW article 7.13 paragraph 2o

- 1 The examiner will determine the result of an examination and will enter this (provisional) result in Osiris within 10 working days after the examination date. This provisional result can then be consulted in Osiris. If necessary, the provisional result can be adjusted upwards or downwards.
- 2 The academy director may, if there is reason to do so, deviate from the period mentioned in section 1. Any such deviation must be communicated to the student in a timely manner.
- 3 The provisional result of an examination must be announced 3 full working days before the second opportunity. If this deadline is not met, the second opportunity will be postponed to a date to be determined by the academy director. In this process, article 6.11 section 1 must be taken into account. Any such deviation must also be communicated to the student in a timely manner.
- 4 If any second assignment is a continuation of a previous assignment, the results of the first assignment must be announced before the deadline for handing in the second assignment.
- 5 The programme staff will ensure that the result of an examination is finalised (confirmed) in Osiris within 5 working days after the inspection of an examination (see article 6.11). This means that the results are confirmed no later than 25 working days after the examination date. Finalised/confirmed examination results can only be adjusted upwards or downwards through the board of examiners.

6.10 Period of Validity

- 1 Examination results do not lose their validity. This does not affect any possible changes to the curriculum or the transitional arrangements applicable thereto.
- 2 A successfully completed propaedeutic phase will remain valid indefinitely.
- 3 The period of validity of a partial examination is limited to the academic year in which the result for the partial examination is obtained and the subsequent academic year.

6.11 Right of Inspection

- 1 Students will have the right to inspect their written examinations, assessments and the standards on which assessment was based within 10 working days of the announcement of the provisional examination results. The right to inspect must be granted no later than 3 working days before the second examination opportunity is scheduled. The inspection moment is determined by the lecturer or scheduled by the programme staff.
- 2 If a student can demonstrate that they were in a situation of force majeure which rendered them unable to attend the regular inspection opportunity within the set period of time, this student may be offered an alternative opportunity within the scope of the provisions of section 1 of this article.
- 3 If there is any reason to do so, the board of examiners may decide to deviate from the provisions in section 1. Any arrangements to the contrary must be communicated to the students in a timely manner.
- 4 Without the express written permission of the lecturer, it is not permitted to copy, distribute and/or record examination materials. This provision applies during the actual examination as well as during the post-examination inspection period. Any breach of this provision will be regarded as fraud/academic dishonesty (see article 6.15).
- 5 During the inspection moment, the student will not have access to their personal belongings and/or any tools or means of communication. The rules that apply to written examinations are also applicable here, see the Examination Regulations of Breda University of Applied Sciences.

6.12 Right of Appeal

WHW article 7.61

If a student disagrees with a decision of an examiner and/or the board of examiners as referred to in WHW article 7.61, this student may appeal against that decision to the Examinations Appeals Board (CBE) of BUAs, as referred to in article 10.2.

6.13 Individual Exemptions

6.13.1 Exemptions from examinations

WHW article 7.13.2r

Retention Schedule of Breda University of Applied Sciences

- 1 Upon the student's written request, the board of examiners may grant exemption from the propaedeutic exam or from one or more examinations.
- 2 A request for exemption from an examination must be submitted in writing no later than in the first week after the start of the relevant course or project. To this end, students may use a form which is available through the LMS.
- 3 To obtain an exemption, the student must submit a written, substantiated request to the chair of the board of examiners. The request must be supported in writing by one or more of the following documents:
 - a copy of the relevant certificate, deed, diploma, or statement,
 - a copy of the related list of qualifications,
 - a list of the literature, lecture notes, readers, etc. studied,

- an officially completed procedure for recognising prior qualifications at Breda University of Applied Sciences or elsewhere,
 - proof of a successfully completed assessment.
- 4 The board of examiners will decide as soon as possible, but no later than 20 working days after the submission of the request, possibly in consultation with the examiners involved. The decision will be confirmed by the board of examiners and communicated (digitally via Osiris) to the student.
 - 5 An exemption granted will be registered as 'VRIJ' in the Osiris student progress monitoring system.
 - 6 An exemption granted for a course from the propaedeutic curriculum will count towards the academic performance standard of the binding recommendation regarding the continuation of studies.
 - 7 The student may lodge an appeal against the decision of the board of examiners as referred to in section 4 with the Examinations Appeals Board. Any such appeal must be made within 6 weeks of the decision being made. Also see article 10.2.

6.13.2 Assessment frameworks applied by the board of examiners in granting exemptions

- 1 As a rule, requests for exemption are honoured by the board of examiners if:
 - The request is submitted in writing and before the start of the block in question;
 - There is a content overlap of at least 70%, such to be determined by the lecturer concerned.
- 2 The criteria as set out in appendix 7 are applicable to submitting requests to the board of examiners and in all communication with the board of examiners in general.

6.14 Emergency Procedure

In the event of an emergency, all those present must follow the instructions of BUas staff. If an examination takes place at that time, it will be declared invalid. Examinations already submitted will not be assessed. A new examination will be offered as soon as possible and students will be informed of the place, date and time of the new examination.

6.15 Academic Dishonesty and Plagiarism

WHW article 7.12b paragraph 2

6.15.1 Definitions

- 1 Academic dishonesty is defined as a (suspected) act or omission thereof by a student that makes it impossible, either completely or partially, to form an accurate assessment of this student's knowledge, understanding and skills. Plagiarism is a form of academic dishonesty.
- 2 Academic dishonesty is understood to mean at least, but not exclusively, the following:
 - a the student uses or has used aids in the room where the examination takes place, which have not been explicitly authorised by the examiner for consultation during the examination;
 - b the student uses information from someone other than the examiner in any way during the examination, which information was obtained in or outside the examination room;
 - c before or during the examination, the student gives or has given information in any way to another student about (the contents, details and/or answers/ solutions) the examination;
 - d the student has impersonated someone else during the examination or has allowed themselves to be represented by someone else during the examination;

- e the student has taken unauthorised notice of the examination questions, assignments and/or model answers prior to or during the examination;
 - f the student makes changes to examination papers already handed in, either after the end of the examination time or during the inspection opportunity afterwards.
- 3 Other forms of academic dishonesty include, but are not limited to:
- a any action or omission by a student that aims to make it completely or partially impossible to form a correct and reliable judgement about the knowledge, understanding, and skills acquired by the student, or about the knowledge, understanding, and skills of fellow students;
 - b falsifying research data.
- 4 Plagiarism is understood to mean at least, but not exclusively, the following:
- a the student copies passages from someone else's work verbatim¹⁴ without proper citation;
 - b the student paraphrases passages from someone else's work¹⁷ without proper citation;
 - c the student presents ideas or findings of others¹⁷ as their own ideas or findings;
 - d the student submits an initial version of a text that has previously been submitted (or a comparable text) by the student or another student for assignments of one or more curriculum components;
 - e the student sells, offers for sale, or holds in stock falsified works as described in points a to d.
- 5 Academic dishonesty also includes an attempt to commit academic dishonesty, complicity, participating in academic dishonesty, and preparing and preventing (or attempting to prevent) the discovery of academic dishonesty.
- 7 By taking part in an examination, the student agrees that the examination submitted by the student for assessment, if applicable, will be checked for academic dishonesty using anti-plagiarism software, and that the examination will be stored in the anti-plagiarism software database. Students are not allowed to implement any software-based measures aimed at circumventing or cheating anti-plagiarism software used for electronic examinations or any other electronic texts that are part of their study programme.
- 6 An irregularity is defined as an occurrence or circumstance that prevents the examiner from being able to reach an objective assessment of a student's knowledge and skills. An irregularity as referred to in this article does not automatically constitute academic dishonesty. In the event of an irregularity as referred to in this article, the board of examiners may decide that the examination in question be declared invalid. The examination will not be assessed and the code 'OV' will be entered into Osiris.

6.15.2 Procedure

- 1 Upon suspicion of academic dishonesty, the examiner will promptly address this with the student concerned and the board of examiners. The examiner will submit to the board of examiners all relevant evidence with regard to the academic dishonesty or suspicion of academic dishonesty.
- 2 Upon suspicion of academic dishonesty arising during an examination, the invigilator will promptly address this with the student. The invigilator will make a note of the incident in the official report of the examination, confiscate any evidence regarding the incident and submit this evidence to the board of examiners. The student concerned will be given the opportunity to finish and hand in the examination.
- 3 No later than within 2 weeks after the board of examiners has been notified of the suspicion of academic dishonesty, the student will be given the opportunity for a hearing before the board of examiners. The board of examiners may – acting either ex officio or at the student's request – obtain information from witnesses and/or experts. Furthermore, the board of examiners must have the possibility to carry out any investigations that it deems necessary.

¹⁴ Including works created with the help of technical tools, such as AI tools.

- 4 The board of examiners will lay down all findings in a written report.
- 5 The board of examiners will check whether the student's behaviour that was observed fulfills the academic dishonesty criteria as specified in these regulations and will inform the student in writing, no later than 2 weeks after the student has been heard, of its decision and – if applicable – of any disciplinary measures to be imposed. This will include information on the option to appeal to the Examinations Appeals Board.
- 6 Within 6 weeks from the announcement of the board of examiner's decision, the student may appeal the decision to the Examinations Appeals Board, as referred to in article 10.2.

6.15.3 Disciplinary measures

- 1 In the event of academic dishonesty, the board of examiners may impose one of the following disciplinary measures upon the student concerned:
 - a withdraw the student's right to sit one or more examinations, to be designated by the board of examiners, during a term of one year at the most, to be determined by the board of examiners, or,
 - b declare the fraudulent examination invalid. In the student progress monitoring system Osiris, this examination will be marked with the code 'FR', or,
 - c a combination of a and b.
 Any previous incidents of academic dishonesty will be considered when determining the severity of the disciplinary measure.
- 2 On the proposal of the board of examiners, the Executive Board may decide to permanently terminate the student's enrolment on the study programme in the case of serious academic dishonesty.
- 3 In the case of confirmed academic dishonesty, the Executive Board of Breda University of Applied Sciences may file a report with police or judicial authorities.
- 4 Cases of academic dishonesty established after degree completion will be reported to police or judicial authorities by Breda University of Applied Sciences. Moreover, the degree certificate will subsequently be declared invalid and/or the degree title will be revoked. The student will promptly return their degree certificate to the institute upon first request. The institute will ensure that the degree awarded will be removed from all formal registers and that the degree certificate will be destroyed.

6.16 Examination Certificates

WHW article 7.11 paragraph 1

Retention Schedule of Breda University of Applied Sciences

- 1 As proof that an examination has been passed, the examiner will issue a certificate relating to it. The registration of the confirmed result in Osiris will be regarded as proof.
- 2 The student who has passed more than one examination, but to whom a certificate as referred to in article 7.4 section 2 cannot yet be awarded, will receive – upon their own request - a written certified statement from the board of examiners listing the examinations completed successfully. Students are required to submit a written request for this statement themselves to the chair of the board of examiners.

Chapter 7 Final Exams

7.1 Exam Concluding the Propaedeutic Phase

WHW articles 7.8 and 7.10

A student will pass the propaedeutic exam, if this student has met the completion requirements of all the examinations related to the courses of the propaedeutic phase of the study programme. This exam is the first exam of the HBO bachelor's programme. Passing this exam will earn the student 60 ECTS credits. The compensation possibilities as mentioned in article 7.3 will also be applicable in this process.

7.2 Exam Concluding the Main Phase (Final Exam)

WHW article 7.10

7.2.1 Final exam as part of the HBO bachelor's programme

- 1 A student will pass the final exam of the main phase, if this student has passed the propaedeutic exam and if this student has met the completion requirements of all the examinations related to the courses of the main phase. Passing this exam will earn the student 180 ECTS credits. The compensation possibilities as mentioned in article 7.3 will also be applicable in this process.
- 2 The main phase exam (final exam) is the second exam of the HBO bachelor's programme. If a student has passed both the propaedeutic exam and the main phase exam, this student will have successfully completed the HBO bachelor's programme and have earned 240 ECTS credits in total.
- 3 Contrary to sections 1 and 2, for the student who attends a HBO bachelor's programme with a standard duration of three years, the main phase programme as referred to in section 1 will correspond to 120 ECTS credits, and the study load of the bachelor's programme as referred to in section 2 will amount to 180 ECTS credits.

7.2.2 Final exam as part of the associate degree

Not applicable.

7.3 Compensation Possibilities

7.3.1 General

- 1 If a compensation arrangement is in effect between courses, the following will apply:
 - the result of a course to be compensated is at least a 5.0,
 - additionally, if a course consists of several partial examinations, a minimum result of 4.5 must have been obtained for these partial examinations.
- 2 For the purpose of any compensation, the student will only be allowed to use courses from the same (part of the) curriculum with the same (or higher) study load.
- 3 As a compensation rule, students are required to have completed their propaedeutic phase by the start of their third year of CB. Also see article 3.5.3.2, section 2. If this criterion is not met, the student must work with their study coach to draw up an action plan to catch up as soon as possible.

7.3.2 Additional provisions in the propaedeutic phase

Not applicable.

7.3.3 Additional provisions in the main phase

- 1 Within a minor, compensation at course level is not possible. Within a course, compensation of a partial examination is possible. In this respect, the minimum mark for the partial examination must be a 4.5.
- 2 Results obtained in an excellence track, minor programme, or exchange programme cannot be used for the purpose of compensation of any other curriculum components (and vice versa).

7.3.4 Additional provisions in the associate degree

Not applicable.

7.4 Announcement of Final Exam Results

WHW article 7.11 paragraphs 2 and 4

- 1 The board of examiners will determine the results of the final exams (of the propaedeutic phase, the main phase, or the associate degree programme) in its exam meeting. The names of the students who meet the requirements of the final exam (of the propaedeutic phase, the main phase, or the associate degree programme) will be registered in an official report (*'proces verbaal'*) drawn up following the exam meeting. The term 'official report' also includes a meeting list or a document provided digitally.
- 2 As proof of the final exam having been passed, the board of examiners will issue a degree certificate with accompanying list of marks. The board of examiners has been mandated to do so by the Executive Board. Furthermore, students who have passed the final exam of the main phase or the associate degree programme, will receive a 'diploma supplement'. Certificates, lists of marks, and diploma supplements are in compliance with the regulations and procedures of Breda University of Applied Sciences.
- 3 If the student has completed one or more courses that are not part of the curriculum, the results will be added to the supplement to the degree certificate under 'other'.
- 4 The marks on the list of marks issued with the certificate of the propaedeutic phase, main phase, or associate degree phase are presented with one decimal place (ranging from n.0 to n.9).
- 5 The student's Grade Point Average (GPA) will be included in the list of marks to represent the student's performance in relation to international standards.
- 6 The GPA is derived from the weighted average of the results obtained within the curriculum. The GPA is expressed on a scale of 1 to 4 to two decimal places. For the calculation of the weighted average, see appendix 6. An explanation of the GPA value is included in the diploma supplement. In addition, the complete conversion table (from weighted average to GPA) is available via the portal and internet.
- 7 The annual ceremony that AGM organises to award the propaedeutic certificates, is exclusively open to CB students who passed their propaedeutic phase within one academic year. Students who pass their propaedeutic phase at a later time, will be notified of how their propaedeutic certificates will be awarded to them.

7.5 Degrees Awarded

WHW article 7.10a

7.5.1 HBO bachelor's degree

The Executive Board will award the bachelor's degree to students who have passed the final exams of the propaedeutic phase and of the main phase of the bachelor's programme (see article 1.3, section 5).

7.5.2 Associate degree

Not applicable.

7.6 'Cum laude' Distinction

- 1 If a student meets all the criteria set out in section 2, and has completed the entire degree programme (propaedeutic and main phase) within the standard duration of the degree programme + 1 year, this student may receive the 'cum laude' distinction for the final exam of the main phase.
- 2 The criteria referred to in section 1 are:
 - a The weighted average of the results of all courses of the main phase is at least an 8.0 (unrounded).
 - b The final graduation mark is at least an 8.0 (unrounded).
 - c The student graduated on the first attempt.
 - d The total of exemptions from courses in the main phase granted to the student must not exceed 60 ECTS credits.
 - e The student has never been involved in an incident of fraud/academic dishonesty.
- 3 If the student has passed more than the required number of courses, only those examination results which are part of the curriculum as specified in the Teaching and Examination Regulations of the study programme in question will be considered.
- 4 If the student has attended courses of the main phase of another degree programme, and/or completed a graduation internship, the board of examiners will establish the value and weighting of these courses.
- 5 The 'cum laude' distinction will be mentioned on the degree certificate.

Chapter 8 Committees

Article 8.1 Board of Examiners

WHW article 7.12 and article 7.12b

- 1 For each degree programme or group of degree programmes, the Executive Board has established a board of examiners. The guiding principle at Breda University of Applied Sciences is to have a board of examiners for each academy, except for the academic WO degree programmes and master's programmes. These study programmes will have separate boards of examiners. The task of a board of examiners is to establish, in an objective and competent manner, whether a student meets the conditions as outlined in the TER with regard to the knowledge, understanding and skills required to obtain a degree (also see Regulations pertaining to Boards of Examiners).
- 2 For communication with the AGM board of examiners and the procedures it applies in the handling of requests, you are referred to appendix 7.
- 3 The AGM board of examiners applies a maximum time limit of six weeks for the receipt of complaints, taking into account the provisions of appendix 7, section 2, subsections 5 and 6. Complaints that the board of examiners receives after six weeks have passed will be regarded as inadmissible.
- 4 Meetings and minutes of the board of examiners are not public.

Article 8.2 Participation Council

- 1 BUas has a participation council whose task is to exercise student and staff participation within the institute as laid down in the [Participation Council Regulations](#) of BUas. These regulations specify, among other things, the matters on which the participation council has the right of consent and/or the right to prior consultation.
- 2 Depending on the subject, the participation council has the right of consent and/or the right to prior consultation over the generic part of the Teaching and Examination Regulations (TER Framework).

Article 8.3 Degree Programme Committee

- 1 For each degree programme or group of degree programmes, a degree programme committee has been established. The task of this committee is to provide advice on ensuring and improving the quality of the degree programme.
- 2 Depending on the subject, the degree programme committee has the right of consent and/or the right to prior consultation over the programme-specific part of the Teaching and Examination Regulations.

Article 8.4 Other Committees

8.4.1 Assessment committee

8.4.1.1 Procedure

- 1 The board of examiners will establish a permanent assessment committee. The assessment committee will report directly to the board of examiners.
- 2 The assessment committee consists of a proportional representation from all programmes represented within the academy. This representation is based on the number of students enrolled in the programmes.
- 3 The board of examiners will nominate members of the assessment committee, who will then be appointed and facilitated by the academy director.
- 4 The board of examiners will appoint one of its members as chair of the assessment committee. A maximum of two members of the assessment committee will also be members of the board of examiners.
- 5 The term of office of the members of the assessment committee is two academic years. After the term of office has expired, reappointment may take place.
- 6 The academy's education policy advisor (educationalist) may assist the assessment committee in an advisory capacity in order to contribute to the implementation of quality control and the execution of the assessment policy. The educationalist is not a member of the assessment committee.
- 7 In order to optimise the quality of the programme, the Course and Assessment Support team (CAST) assists the assessment committee and board of examiners in numerous ways.

8.4.1.2 Tasks

- 1 The assessment committee is responsible for providing solicited and unsolicited advice to the board of examiners on quality assurance and quality policy relating to tests, examinations and final exams.
- 2 When issuing advice as referred to in section 1 above, lecturer members of the assessment committee are exempt from their duty of confidentiality with regard to educational units or parts thereof in which they themselves are involved as (responsible) lecturers.
- 3 The assessment committee bases its recommendations and opinions on a cyclical review of all examinations offered to students within the academy.
- 4 The review referred to in section 3 is based on a cycle of three academic years, whereby the cycle expires if the course, content and/or assessment method change.
- 5 The assessment committee carries out its work on behalf of, for the benefit of, and under the responsibility of the board of examiners.
- 6 The assessment committee regularly reports its findings and results to the board of examiners and consults with the board of examiners on the details of its duties arising from that consultation.

- 7 Every year, the assessment committee consults with the board of examiners about possible updates to the assessment policy used within the academy. Any changes to the assessment policy will always take effect from 1 September of any calendar year.

Chapter 9 Adoption and Amendment of the Teaching and Examination Regulations

Article 9.1 Adoption and Entry into Force

- 1 The academy director, together with the degree programme committee, will evaluate the current TER at least once a year.
- 2 Partially based on the advice of the degree programme committee, the academy director will draw up the draft version of the TER for the new academic year.
- 3 The academy director will submit the TER text, the academy-specific part in particular, to the degree programme committee for consent.
- 4 Once the degree programme committee has given its consent, the TER will be returned to the academy director for approval.
- 5 After this, the TER will be submitted for adoption to the Executive Board.
- 6 The academy director will ensure that students and staff are informed of the TER in a timely manner, though no later than 1 September of the academic year to which the TER relate. In any case, the TER must be published no later than 1 September of the academic year to which the TER relate.

Article 9.2 Amendments

- 1 Any amendments that apply to the academic year to which the TER relate may only be made if they cannot reasonably be expected to adversely affect students' interests. An exception to this are amendments that are the direct result of a change to the law.
- 2 Amendments may not affect:
 - successfully completed examinations,
 - exemptions granted,
 - any other decision already made with regard to a student by the board of examiners pursuant to these regulations.
- 3 If an amendment relates to the academy-specific part of the TER, sections 4, 5 and 7 will apply. If an amendment relates to the general TER framework, sections 6 and 7 will apply.
- 4 An academy-specific amendment must not conflict with the TER framework. The decision will require approval from the academy director. Additionally, consent from the degree programme committee will be required.
- 5 The proposed amendment will be submitted for adoption to the Executive Board. If the Executive Board rejects the amendment, the original TER will remain in force.
- 6 Any amendments to the TER framework will be submitted to the Executive Board for adoption. The Participation Council will have the right of consent.
- 7 As soon as any amendments to the TER have been adopted, they will be published through the usual channels at the academy in the form of a cumulative amendment overview.

Article 9.3 Unforeseen Circumstances

- 1 Situations or circumstances that should be covered by the TER but are not, will be decided by the chair of the board of examiners in consultation with the academy director. The written justification to the student or students concerned will explain the situations and/or circumstances, considerations, and decisions, and will also refer to the option to appeal, in accordance with in article 10.2.
- 2 Should any differences of opinion arise within the board of examiners with regard to the interpretation of the provisions in the TER, the academy director will be asked to provide an explanation. Afterwards, the board of examiners will make its decision.

Chapter 10 Additional Provisions

Article 10.1 Hardship Clause

- 1 The board of examiners is authorised to deviate from these regulations in favour of a student if their application were to have a seriously unfair effect on the student, and to make decisions on matters not provided for in these regulations.
- 2 If a student is of the opinion that a seriously unfair situation exists, this student should submit a well-founded written request to that effect to the board of examiners. To determine whether there is a seriously unfair situation, the examination board will weigh the interests of the student against those of the programme/academy. The board of examiners will decide on the request and inform the student concerned of its decision in writing, stating the reasons for the decision and the option to appeal as referred to in article 10.2.
- 3 If an immediate decision is necessary, the chair of the board of examiners or their deputy will decide. In the latter case (deputy), they will notify the members of the board of examiners as soon as possible.

Article 10.2 Appeal Clause

WHW article 7.61

1. If a student disagrees with a decision as referred to in WHW article 7.61, this student may appeal the decision to the Examinations Appeals Board (CBE) of BUas. This appeal must be submitted in writing within six weeks of the date on which the decision was taken.
2. This appeal can be submitted through the BUas Legal Protection Service. This service is available via the student portal or the BUas website. The appeal will be dealt with in accordance with the provisions of the [Rules of Procedure of the Examinations Appeals Board \(https://www.buas.nl/Regulations/Rules-Procedure-EAB.pdf\)](https://www.buas.nl/Regulations/Rules-Procedure-EAB.pdf) of BUas.

Appendix 1 Code of Conduct (English-taught study programmes)

WHW article 7.2

1 General

- 1 Article 3.4 specifies whether the study programme is offered entirely or partially in English.
- 2 The academy director will be required to attach conditions to the use of English that guarantee the quality of the course(s) in question, explicitly including the language skills of the lecturers involved.

2 Additional Provisions

- 1 If the study programme is taught in English entirely, the use of the English language by academy staff and students is mandatory in the following situations:
 - a In official education-related documents (e.g. the Teaching and Examination Regulations and study guides)
 - b In the course materials made available by the academy (e.g. lecture notes and readers)
 - c During all teaching / study activities
 - d During all contacts with staff members of the academy organisation, except for contacts with a student counsellor or confidential counsellor
 - e An exception to the above-mentioned points can be made if the student is doing a placement or graduation assignment at an external client in the Netherlands. In this case, the final product may also be submitted in Dutch.
- 2 If only one or a few courses (such as a minor) is / are delivered in English, the use of the English language by academy staff and students is mandatory in the following situations:
 - a In official documents that relate to the course in question (e.g. study guides)
 - b In the course materials made available by the academy (e.g. lecture notes and readers)
 - c During all teaching / study activities of this course
- 3 The use of the English language is not compulsory for Dutch-speaking students in the following situations:
 - a Contact with the student counsellor
 - b Contact with staff outside the programme / academy
 - c Contact with the Executive Board
 - d In the following situations, specified by the academy: not applicable

Appendix 2 Core Tasks and Body of Knowledge and Skills

2.1 Core Tasks - Creative Business

1. **Conceptualisation.** The CB professional develops, creates and communicates innovative concepts to facilitate meaningful impact and considers effective communication.
2. **Realisation.** The CB professional realises and converts creative concepts into media products through effectively designing, executing and managing production processes and tools, aligning them with stakeholder requirements and context.
3. **Marketing.** The CB professional creates, executes, and manages effective marketing plans/strategies aligned with the brand's identity and according to professional/industry/entry level standards to achieve organisational objectives.
4. **Research.** The CB professional supports decisions by collecting and critically analysing information using appropriate methodologies and translating evidence into actionable knowledge.
5. **Business.** The CB professional analyses internal and external factors in the creative business industry to assess strategic business choices and creates implementation plans to achieve organisational objectives while considering social responsibility, sustainability and ethical practices.
6. **Management.** The CB professional designs and manages effective operational processes and collaborative strategies.
7. **Media.** The CB professional analyses and implements industry relevant tools and technologies, and understands the implications of media in the context of culture and society.
8. **Communication.** The CB professional communicates effectively and appropriately for the purpose, audience and context while adhering to professional standards.
9. **Professionalisation.** The CB professional takes initiative in their learning and applies newly acquired knowledge and skills in diverse and changing contexts to improve professional products, processes, and behaviour.

2.2 Body of knowledge and skills (BoKS) - Creative Business

C R E A T I V I T Y	Creative Ideation	Techniques that incorporate originality, authenticity, divergent thinking, and adaptability in order to develop innovative concepts iteratively.
	Design Thinking	Frameworks for creativity, problem-solving, innovation, and other human-centered design (HCD) tools and methods.
	Creative Entrepreneurship	Leveraging creativity to identify opportunities.
	Storytelling	Crafting compelling narratives using story structures.
	Creative Problem Solving	Using creative techniques and research insights to overcome obstacles in execution.
	Cultural Sensitivity in Creativity	Adapting ideas for diverse cross-cultural perspectives and global audiences.
	Creative Perspective	Understanding how personal perspectives and contextual factors and limitations.
	Messaging	Communicating and evaluating key ideas, themes, tone, and values.
	Creative Writing	Writing original, well-structured and authentic content.
	Audio & Visual Communication	Conveying information through the use of audiovisual and multimedia elements.
	Media Theory and Psychology	Understanding how media influences perception, behavior, and emotions to inform creative decisions and their bias.
T E C H N O L O G Y	Technical Proficiency	ing tools, resources, and material for media production, data analysis, and project management. (examples: basic IT skills, design software, video production tools, audience analytics, data visualization.)
	Emerging Media Technologies	ration of emerging tools, platforms and channels (example: AR/VR, AI-driven content creation and distribution).
	Production Processes	ledge and understanding of the entire production process and workflows of different media formats and channels.
	Quality Control	ing excellence in creative outputs.
	Adaptation to Trends	rstanding emerging platforms and tools for dynamic and impactful media concepts, products, and services.
	Digital Literacy	rstanding technical constraints and possibilities within media.
	Global Standards	ledge of (international) quality benchmarks and compatibility considerations for technical production.
D E S I G N	Interdisciplinarity	10.2.1 Understanding different perspectives, disciplines and context including societal, cultural, and ethical factors.
	Research Skills	10.2.2 Data collection, research approaches, methods and tools, including practice-oriented research and context analysis.
	Insights	10.2.3 Developing actionable insights from synthesizing research findings.
	Social Responsibility	10.2.4 Designing ethical and sustainable practices that address societal and global challenges.
	Creative Strategy	10.2.5 Ensuring creative goals align with objectives.

	Business Strategy	10.2.6 Evaluating resource allocation, timelines, and business and revenue models to ensure the operational feasibility, financial viability, sustainability and potential for growth.
	Project Management	10.2.7 Monitoring project processes, optimizing workflows, applying theories, and using project management methodologies.
	Market Analysis	10.2.8 Gaining insights into consumer behavior, desirability, identifying market opportunities, competitiveness, and monitoring trends.
	Marketing Strategy	10.2.9 Understanding of marketing principles, strategies, promotion and distribution
	Legal and Ethical	10.2.10 Mitigating project risks, managing intellectual property and contracts, and ensuring ethical standards are integrated across all processes.
	Strategic Thinking	Aligning resources and opportunities to enhance all areas of growth and impact and responding effectively to change.
	Iterative Thinking	Iterative prototyping, testing, and concept refinement, based on stakeholder and audience feedback
C O L L A B O R A T I O N	Team dynamics	Managing interdisciplinary teams and navigating cultural dynamics.
	Diversity and Inclusion	Fostering equitable and inclusive environments.
	Adaptability	Adjusting collaboration and communication style in order to foster a cohesive and productive team environment.
	Conflict Resolution	Negotiating and resolving disagreements.
	Stakeholder Engagement	Actively engaging national and international stakeholders.
	Collaborative Concepting	Using participatory approaches.
P R O F E S S I O N A L S A T	Leadership	ing teams through effective management styles.
	Presentation Skills	Delivering impactful presentations in order to sell ideas and influence stakeholders.
	Communication	Verbal, non-verbal, and visual communication.
	Portfolio Development	Curating work and demonstrating a unique professional identity.
	Networking Skills	Seeking, cultivating, and maintaining professional connections.
	Career Planning	Plotting a path to pursue possible career goals.
	Lifelong Learning	Continuously learning, self-regulation, and adapting professional skills to evolving industry demands.
	Feedback& Feedforward	Giving and receiving constructive insights.



Appendix 3 Curriculum Overview

The curriculum for CB (all variants) has been published on the LMS.

Appendix 4 Registration for a minor

Multidisciplinary (institute-wide) or programme-specific minors within BUas

- The minor information is published on the LMS in October/November of the preceding academic year;
- Information sessions on the multidisciplinary and programme-specific minors take place in November and February;
- During the registration period in February, the student enters their minor choice in Osiris;
- Students who are not selected (by the drawing of lots or otherwise) are invited to choose a second minor;
- In early April, all students receive confirmation about which minor they will be taking.

Previously approved external *Kies op Maat* minors (see overview on LMS)

- During the registration period in February of the preceding academic year, the student enters their external minor choice in Osiris;
- The student submits a request for signing the learning agreement for the external minor to the board of examiners;
- The student arranges registration via the *Kies op Maat* website;
- Costs for taking an external minor are settled via *Kies op Maat*;
- ECTS credits obtained are included in the student's curriculum.

Other external minors within *Kies op Maat*

- During the registration period in February of the preceding academic year, the student enters their external minor choice in Osiris;
- The student submits a reasoned request for taking an external minor to the board of examiners;
- The board of examiners decides on admission into the external minor:
 - a Positive decision: the ECTS credits obtained are included in the student's curriculum and the costs are settled via *Kies op Maat*.
 - a Negative decision: the ECTS credits obtained are not included in the student's curriculum and the costs of participation in the external minor are payable by the student.

External minors at institutions not affiliated to *Kies op Maat*

- During the registration period in February of the preceding academic year, the student enters their external minor choice in Osiris;
- The student submits a reasoned request for taking an external minor to the board of examiners;
- The board of examiners decides on admission into the external minor:
 - a Positive decision: the ECTS credits obtained are included in the student's curriculum and the costs are settled via *Kies op Maat*.
 - b Negative decision: Negative decision: the ECTS credits obtained are not included in the student's curriculum and the costs of participation in the external minor are payable by the student.

Appendix 5 Assessment and Rounding off

- 1 The assessment of each examination is expressed in one of the following ways:
- a figure from 0 to 10, to one decimal place,
 - in words, with an equivalent mark as shown in the following table.

Assessment in words	Abbreviation	Equivalent mark	Issuing of ECTS credits
Zero	N	0	No
Very poor	ZS	1	No
Poor	S	2	No
Very unsatisfactory	ZO	3	No
Unsatisfactory	O	4	No
Weak	Z	5	No
Satisfactory	V	6	Yes
More than satisfactory	RV	7	Yes
Good	G	8	Yes
Very good	ZG	9	Yes
Outstanding	U	10	Yes

- passed, not passed; no equivalent mark exists for these assessments.

Assessment in words	Abbreviation	Issuing of ECTS credits
Passed	VD	Yes
Not passed	NVD	No

- other assessments, without equivalent marks, as shown in the following table:

Assessment in words	Abbreviation	Issuing of ECTS credits
Fraud	FR	No
Missed opportunity	GK	No
Declaration of invalidity	OV	No
Exemption	VRIJ	Yes

- 2 The rounding off and calculation of averages of examinations is subject to the following:
- Marks are entered into Osiris with a maximum precision of one decimal place. This choice is made at academy level.
 - If whole marks are entered into Osiris:
 - a 6 or higher is sufficient for the issuing of ECTS credits
 - and if marks have to be rounded up or down to whole numbers before they can be entered, this is done as follows: up to n.49, rounded down (the mark is then 'n'), from n.50, rounded up (the mark is then 'n+1').

For example:

Mark	Rounding up or down to a whole number
5.40	5
5.49	5
5.50	6

5.51	6
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- c If marks are entered into Osiris to one decimal place:
 - a 5.5 or higher is sufficient for the issuing of ECTS credits.
 - marks of up to two or more decimal places are rounded down to one decimal place before they can be entered. The rounding down is done after the first decimal. For example:
 - 5.49 becomes 5.4
 - 6.73 becomes 6.7
- d Assessment in words, without an equivalent mark, do not count for the purpose of calculating averages (including GPA) or compensation arrangements.
- e All assessments with an equivalent mark count towards the calculation of the student's average result.
- f Averages are always weighted averages. The weighted average is calculated on the basis of the number of ECTS credits of the subordinate parts.

Appendix 6 Student AI Guidelines

	LEVEL OF AI USE	FULL DESCRIPTION	DISCLOSURE REQUIREMENTS
1	No AI use	<p>Students are required to:</p> <ul style="list-style-type: none"> -Complete the work by themselves without using AI -Make sure everything they do is based on what they know and can do themselves, this ensures that they rely solely on their own knowledge and skills <p>AI must not be used at any point during the assessment.</p>	<p>The students:</p> <ul style="list-style-type: none"> -Do not use AI in their work -Confirm that they did not use AI
2	AI-Assisted Idea Generation and Structuring	<p>Students:</p> <ul style="list-style-type: none"> - Make sure that the final submission does not contain any content created by AI - Use AI to brainstorm, plan their work, improve their work, but ONLY before they finish the final submission <p>No AI is allowed in the final product submitted.</p>	<p>Students are required to:</p> <ul style="list-style-type: none"> -Write a statement explaining how they used AI in the assignment/project, etc. -Include the AI chat log to show how it supported their process
3	AI-Assisted Editing	<p>Students:</p> <ul style="list-style-type: none"> -Use AI to clarify and improve their own work, so as to create the best possible final submission (i.e. only editing of the final work) -Make sure no new ideas and content are included at this stage <p>AI can be used, but the original work with no AI content must be provided in an appendix.</p>	<p>Students are required to:</p> <ul style="list-style-type: none"> -Write a statement explaining how they used AI in the assignment/project, etc. -Include the AI chat log to show how it supported their process - Provide, in an appendix, the original product (written in English or Dutch) alongside the AI-edited version for comparison
4	AI for Specified Task Completion	<p>Students:</p> <ul style="list-style-type: none"> -Use AI to assist with parts of the project/assignment that the lecturer has given permission for -Make sure that they check everything AI has produced is correct <p>AI is used to complete certain elements of the task/ assignment, with students engaging in discussions or providing commentary on the AI-generated content. This level requires critical</p>	<p>Students are required to:</p> <ul style="list-style-type: none"> - Use APA7 for all AI- created content -Include the AI chat log to show how it supported their process

		<p>engagement with AI-generated content and evaluating its output (critical thinking)</p> <p>AI is used to complete specified tasks in your assessment. Any AI- created content must be cited.</p> <p>Referencing of Generative AI - Generative AI Tools and Resources - LibGuides at Breda University of Applied Sciences</p>	
5	Full Use with Human Oversight	<p>Students:</p> <ul style="list-style-type: none"> -Use AI while working on the project/assignment to assist with the work in ways they think are needed, right and fair-use AI as an assistant to make their creative ideas even better -Make sure they check the output generated and carefully consider everything that the AI assists them with in completing the assignment - Use AI as a 'co-pilot' in order to meet the requirements of the assessment, allowing for a collaborative approach with AI and enhancing creativity <p>AI may be used throughout their assignment to support their own work, provided that they specify precisely which content is AI generated.</p>	<p>Students are required to:</p> <ul style="list-style-type: none"> -Include the AI chat log to show how it supported their process

Appendix 7 Procedures of the AGM Board of Examiners

7.1 General

1. The board of examiners is an official body, consisting of lecturers from the four study programmes that come under the umbrella of the Academy for AI, Games & Media, which has been charged by the Executive Board of Breda University of Applied Sciences with the ultimate responsibility for the quality of education and unconditional compliance with the relevant procedures.

The AGM board of examiners applies a maximum time limit of six weeks for the receipt of complaints and objections, with due observance of the provisions of article 7.2 of this appendix, sections 5 and 6. Complaints and objections that reach the board of examiners after six weeks will be considered inadmissible.

2. The board of examiners is the only body within the AGM that has the authority to:
 - Impose or withdraw binding study recommendations;
 - Ratify and award degrees;
 - Conduct investigations in response to complaints and/or differences of opinion;
 - Make adjustments to the programme, procedures or assessments in response to irregularities, miscommunications or procedural improprieties on the part of the educational organisation;
 - Allow participation in external minor programmes;
 - Honour requests for a second opinion on assessment issues;
 - Determine or confirm academic dishonesty/fraud and implement sanctions policy;
 - Adjust pre-imposed test schedules and submission deadlines;
 - Grant exemptions or agree to requests for postponement or other deviations from the standard curriculum of the programme.
3. The board of examiners is not to be approached for:
 - Reporting technical problems regarding registrations for examinations and/or resit examinations, of whatever nature. The student has to send an e-mail to exams@buas.nl.
 - Submitting requests for leniency for forgetting to register in Osiris. The student has to send an e-mail to osiris@buas.nl;
 - Submitting unfounded or unsubstantiated complaints, whatever the form or contents. The student sends a request to the board of examiners for assessment of the online request form.
4. For all matters relating to Osiris and the academic progress system, please refer to osiris@buas.nl. If you have any questions or problems with registration for examinations and/or resits, please refer to exams@buas.nl. Emails that are not sent to these email addresses will not be processed.
5. For questions about regulations, possibilities and impossibilities, procedures, consequences, etc., students should first consult the TER before contacting the board of examiners. Questions for which the answer can easily be found in the TER and its appendices and which do not belong with the board of examiners will **not be** considered by the board of examiners. Questions that are rightly submitted to the board of examiners will be answered where appropriate. See also article 7.2 of this appendix, section 4.
6. For answers to simple procedural questions, as referred to in section 5, see the learning management system (LMS):
 - TER 2025-2026

- Curricula 2025-2026, also see Brightspace
- Graduation Manual and Work Placement Manual
- Annual timetable, examination timetable, class timetable, etc.
- If you are unable to locate a document, please contact agmoperations@buas.nl

7.2 Communicating with the board of examiners

- 1 All initial / general communication with the AGM board of examiners should be sent via agmboardofexaminers@buas.nl. Please note: requests should be submitted by means of the online form that can be found on the student portal.
- 2 E-mail messages or letters are to be addressed to the chair of the board of examiners. All communication with the AGM board of examiners should be in English.
- 3 E-mail messages or letters should always be sent to the entire board of examiners. E-mail messages or letters sent to individual members of the board of examiners in the form of a request, will be dealt with by the board of examiners on the established dates, unless otherwise communicated.
- 4 With regard to questions or requests (via e-mail or otherwise) to which the student should be able to find the answer themselves relatively easily, through the usual communication channels, the board of examiners will retain the right not to answer these questions or request (via e-mail or otherwise). Also see article 7.1 of this appendix, section 6.
- 5 After submitting a request in the correct manner (using the application form), the student will receive an automatically generated confirmation immediately after submitting the request, stating **the date** on which the request will be processed. If the request is insufficiently substantiated and/or insufficiently complete to be properly processed, the secretary will indicate which information or documents are still missing. If it is complete and substantiated, the request will be placed on the agenda and the student will be notified of the outcome via Osiris 14 working days after the request has been discussed by the board of examiners (excluding weekends, school holidays, public holidays and mandatory days off).
- 6 By 'completeness' of the request, complaint or comment is meant that the letter to the board of examiners is substantiated, stating the grounds on which it is based, and supplied with correct and complete basic information. This basic information consists of:
 - The student's name
 - The student's code
 - Full postal and e-mail address outside the institute, as listed in Osiris, ST address
 - The correct and complete course code (including the correct version number) in accordance with the year of study concerned to which the communication relates
 - The correct and complete name of the course
 - The lecturer(s) responsible for the course to which the communication relates
 - All documents and evidence, which are requested in the relevant passages in the TER from an 'onus of proof' viewpoint;
 - All relevant e-mail communication to show that, in the case of a difference of opinion with a lecturer, the student has already taken the necessary action to solve the problem.
- 7 Incomplete requests, as referred to in section 5 of this article, will not be considered by the board of examiners.
- 8 Communication is always **in writing** via Osiris and takes place within the set time limit of 14 working days (excluding weekends, school holidays, public holidays and mandatory days off). After a hearing, the board always informs the student of the outcome in writing within the set period of 14 working days.

Appendix 8 Transitional Arrangement

- 1 Starting in the 2025-2026 academic year, the Creative Business curriculum will be completely replaced for all years of study. The changes apply to the entire programme and all years of study. Starting in the 2025-2026 academic year, students will only be offered the new courses. The old courses will no longer be offered.
- 2 Previously obtained credits will remain valid. Partial marks obtained in the 2024-2025 academic year will remain valid until 31 August 2026, in accordance with article 5.10, section 3. To enable students to redeem these partial marks by passing the course of which they form part, one full examination round will be offered for all courses in the old curriculum.
- 3 A study choice pathway in years 3 and 4 that was started before September 2024 can be continued as normal in the 2025-2026 academic year.
- 4 In order to prevent the resit opportunities for the courses referred to in section 2 from conflicting with a study choice pathway referred to in section 3, four resit examinations will be offered for all (partial) examinations from the old curriculum. Students may only participate in two of these four examination opportunities per (partial) examination. Students decide for themselves which of the four opportunities they will take, as long as they do not exceed the two opportunities.
- 5 The extended resit policy for courses from the old curriculum referred to in section 4 applies exclusively during the academic year 2025-2026.
- 6 If the student commenced their graduation project in or before the 2024-2025 academic year, they may complete it in the form in which they commenced it until the end of the 2025-2026 academic year. If the student is unable to successfully complete the graduation project within the above-mentioned academic years, the student will be expected to participate in the graduation project in the form applicable at that time.
- 7 Outstanding partial marks that have not been converted into full marks by the end of academic year 2025-2026 will lose their validity on 1 September 2026 according to article 6.10, section 1. If a student still has courses from the old curriculum outstanding after 31 August 2026, they must obtain the missing credits by completing modules in the new CB curriculum. The study plan for this purpose must be approved in advance by the board of examiners.
- 8 A conversion table will be created to show where certain components can be obtained in the new curriculum and which units of study within the new CB programme must be completed in order to obtain missing components from the old curriculum. The conversion table will be available from the 2026-2027 academic year.
- 9 If the student still needs to resit a component of the previous curriculum, but there is no suitable resit assignment in the new curriculum, the board of examiners may consider the student's progress on an individual basis and make an appropriate exception.
- 10 The Creative Business programme will communicate in good time via Brightspace about the additional examination opportunities referred to in section 2 above. Students must register for these additional examination opportunities in the normal way, as specified in article 6.5.



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