



**TER HBO Bachelor
Creative Business /
Media and Entertainment Management**

Breda University of Applied Sciences
Academic Year 2018-2019 (1 September 2018 – 31 August 2019)

The teaching and examination regulations are part of the study programme-specific part of the Students' Charter. The Students' Charter describes the rights and duties of students, ensuing from the Dutch Higher Education and Research Act (WHW) and consists of a general part pertaining to the institution as a whole, and of specific parts pertaining to the various study programmes. The Students' Charter is subject to alterations in laws and regulations.

Academy	A.D.E.
Degree programmes	B Creative Business / B Media and Entertainment Management
Date of consent by / advice from degree programme committee	5 July 2018
Date of approval by academy director	9 July 2018
Date of adoption by CvB	12 July 2018
Based on the General TER Framework for HBO bachelor's programmes 2018-2019	
Date of proposed decision to adopt general framework by CvB	14 November 2017
Date of consent to general framework from MR	19 December 2017
Date of adoption of general framework by CvB	16 January 2018

Table of Contents

CHAPTER 1	GENERAL	5
ARTICLE 1.1	DEFINITIONS	5
ARTICLE 1.2	GENERAL PROVISIONS	8
ARTICLE 1.3	APPLICABILITY	9
ARTICLE 1.4	RULES OF CONDUCT	10
ARTICLE 1.5	EVALUATION OF EDUCATION	11
1.5.1	<i>General</i>	11
1.5.2	<i>Academy-specific</i>	11
CHAPTER 2	CONTENT AND ORGANISATION OF THE STUDY PROGRAMME(S)	12
ARTICLE 2.1	OBJECTIVE OF THE STUDY PROGRAMME(S) AND COMPETENCIES	12
ARTICLE 2.2	MODE OF DELIVERY	12
ARTICLE 2.3	LANGUAGE.....	12
ARTICLE 2.4	REGULAR 4-YEAR PROGRAMME	12
2.4.1	<i>General</i>	12
2.4.2	<i>Propaedeutic phase</i>	13
2.4.3	<i>Years 2 and 3</i>	13
2.4.4	<i>Graduation year</i>	14
ARTICLE 2.5	ACCELERATED 3-YEAR HBO PROGRAMME FOR VWO GRADUATES.....	14
2.5.1	<i>General</i>	14
2.5.2	<i>Propaedeutic phase</i>	15
2.5.3	<i>Year 2</i>	15
2.5.4	<i>Graduation year</i>	16
ARTICLE 2.6	SHORT 3-YEAR HBO PROGRAMME	16
ARTICLE 2.7	BUILDING BLOCKS.....	16
2.7.1	<i>Minors</i>	16
2.7.2	<i>External minor</i>	17
2.7.3	<i>Exchange</i>	18
2.7.4	<i>Placement and practical assignment</i>	18
2.7.5	<i>Graduation internship / project / thesis</i>	19
2.7.6	<i>Graduating in one's own business (as an entrepreneur)</i>	20
2.7.7	<i>Double degree</i>	20
2.7.8	<i>ATPM (Attractions and Theme Parks Management)</i>	20
2.7.9	<i>Pre-Master SBM (Strategic Business Management and Marketing)</i>	21
ARTICLE 2.8	HONOURS PROGRAMME	21
ARTICLE 2.9	ASSOCIATE DEGREE	22
ARTICLE 2.10	REFERRAL IN THE MAIN PHASE	22
ARTICLE 2.11	TRANSITIONAL ARRANGEMENT RELATING TO CURRICULUM CHANGES.....	22
CHAPTER 3	BINDING RECOMMENDATION REGARDING THE CONTINUATION OR DISCONTINUATION OF STUDIES	23
ARTICLE 3.1	BINDING RECOMMENDATION IN THE PROPAEDEUTIC PHASE AT THE END OF THE FIRST YEAR.	23
ARTICLE 3.2	BINDING RECOMMENDATION IN THE PROPAEDEUTIC PHASE UPON EARLY TERMINATION OF ENROLMENT	24
ARTICLE 3.3	WITHDRAWAL OF THE NEGATIVE BINDING RECOMMENDATION	24
CHAPTER 4	STUDENT COUNSELLING AND STUDENT PROGRESS	25
ARTICLE 4.1	STUDENT COUNSELLING	25
ARTICLE 4.2	STUDENT COUNSELLING WITHIN THE ACADEMY / STUDY PROGRAMME	25
ARTICLE 4.3	PERSONAL CIRCUMSTANCES	25
ARTICLE 4.4	PERSONAL CIRCUMSTANCES AND THE STUDENT COUNSELLOR'S ROLE	26
ARTICLE 4.5	STUDYING WITH A DISABILITY.....	26
ARTICLE 4.6	STUDENT PROGRESS MONITORING	26

CHAPTER 5	EXAMINATIONS	27
ARTICLE 5.1	COMPETENCY-BASED EDUCATION AND EARNING ECTS CREDITS	27
ARTICLE 5.2	ORGANISATION OF EXAMINATIONS	27
ARTICLE 5.3	SEQUENCE OF EXAMINATIONS	28
ARTICLE 5.4	PERIODS OF TIME AND FREQUENCIES OF EXAMINATIONS	29
ARTICLE 5.5	REGISTRATION FOR EXAMINATIONS AND RESIT EXAMINATIONS.....	30
5.5.1	<i>Regular procedure</i>	30
5.5.2	<i>Possibility to register after the registration period</i>	30
5.5.3	<i>Possibility to cancel registration</i>	31
ARTICLE 5.6	INABILITY TO ATTEND AN EXAMINATION	31
ARTICLE 5.7	REGULATIONS REGARDING EXAMINATIONS	31
ARTICLE 5.8	ASSESSMENT OF EXAMINATIONS.....	32
5.8.1	<i>General</i>	32
5.8.2	<i>Assessment of placement and practical assignment</i>	32
5.8.3	<i>Assessment of graduation internship / graduation project / thesis</i>	32
ARTICLE 5.9	ANNOUNCEMENT OF EXAMINATION RESULTS	33
ARTICLE 5.10	PERIOD OF VALIDITY	34
ARTICLE 5.11	INSPECTION	34
ARTICLE 5.12	POSSIBILITY TO APPEAL AGAINST ASSESSMENTS	34
ARTICLE 5.13	INDIVIDUAL EXEMPTIONS	35
5.13.1	<i>Exemptions from taking examinations</i>	35
5.13.2	<i>Assessment frameworks applied by the board of examiners in granting exemptions</i> .35	35
ARTICLE 5.14	CONTINGENCY SCHEME	36
ARTICLE 5.15	ACADEMIC DISHONESTY AND PLAGIARISM	36
5.15.1	<i>Definitions</i>	36
5.15.2	<i>Procedure</i>	37
5.15.3	<i>Disciplinary measures</i>	37
ARTICLE 5.16	EXAMINATION CERTIFICATES	38
CHAPTER 6	FINAL EXAMS	39
ARTICLE 6.1	EXAM CONCLUDING THE PROPÆDEUTIC PHASE.....	39
ARTICLE 6.2	EXAM CONCLUDING THE MAIN PHASE (FINAL EXAM).....	39
6.2.1	<i>Final exam as a part of the HBO bachelor's programme</i>	39
ARTICLE 6.3	FINAL EXAM AS A PART OF THE ASSOCIATE DEGREE PROGRAMME	39
ARTICLE 6.4	COMPENSATION POSSIBILITIES	39
6.4.1	<i>General</i>	39
6.4.2	<i>Additional provisions in the propædeutic phase</i>	39
6.4.3	<i>Additional provisions in the main phase</i>	39
ARTICLE 6.5	ANNOUNCEMENT OF FINAL EXAM RESULTS	40
ARTICLE 6.6	DEGREES CONFERRED.....	41
6.6.1	<i>HBO bachelor's degree</i>	41
6.6.2	<i>Associate degree</i>	41
ARTICLE 6.7	'CUM LAUDE' DISTINCTION.....	41
CHAPTER 7	COMMITTEES	42
ARTICLE 7.1	BOARD OF EXAMINERS	42
ARTICLE 7.2	OTHER COMMITTEES.....	42
7.2.1	<i>Assessment committee</i>	42
7.2.1	<i>Degree programme committee</i>	43
CHAPTER 8	ADOPTION AND AMENDMENT OF THE TEACHING AND EXAMINATION REGULATIONS	44
ARTICLE 8.1	ADOPTION AND ENTERING INTO EFFECT	44
ARTICLE 8.2	AMENDMENTS	44
ARTICLE 8.3	UNFORESEEN CIRCUMSTANCES.....	45
CHAPTER 9	ADDITIONAL PROVISIONS	46
ARTICLE 9.1	HARDSHIP CLAUSE.....	46
ARTICLE 9.2	RETENTION PERIODS	46

APPENDIX 1	CODE OF CONDUCT (ENGLISH-TAUGHT STUDY PROGRAMMES)	48
APPENDIX 2	COMPETENCIES	49
APPENDIX 3	CURRICULUM OVERVIEW OF CREATIVE BUSINESS	57
APPENDIX 4	MINORS, HONOURS AND OTHER SPECIALISATION OPTIONS.....	63
APPENDIX 5	REGISTRATION FOR A MINOR PROGRAMME.....	70
APPENDIX 6	ASSESSMENT AND COMPLETION	71
APPENDIX 7	IMEM IN-SCHOOL TRAINING FACILITY 'MADE PRODUCTION HOUSE'	73
APPENDIX 8	PROCEDURES OF THE ADE BOARD OF EXAMINERS.....	75
APPENDIX 9	TRANSITIONAL ARRANGEMENT	77

Chapter 1 General

Article 1.1 Definitions

When applying these regulations, the following is meant by:

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.
Academy	Organisational unit as referred to in article 10.3a WHW, which offers one or more study programmes.
Academy director	Leading officer of an academy. The academy director bears final responsibility for the day-to-day running of an academy on the grounds of the duties and powers authorised to him/her by the Executive Board.
Academy participation council	A body instituted for each academy, as referred to in WHW article 10.25, which exercises the right of consent and the right to prior consultation vested in the Participation Council, insofar as it concerns matters that pertain to the academy.
Accreditation	The quality mark which expresses that the quality of a study programme has been positively assessed, as referred to in article 1.1 under 's' of the WHW.
APA style	An internationally recognised manual of style for bibliographic referencing of text and media sources, drawn up by the American Psychological Association (APA).
Area of specialisation	A coherent whole of educational units relating to a specific discipline in the main phase of a study programme.
Assessment	A specific examination in which the student is given a realistic professional assignment, and/or carries out professional activities, by means of which the student allows the assessor to establish the extent to which the student masters the relevant competencies and/or sub-competencies.
Assessment results	A collection of academic results registered by the examiner(s). This collection is recorded in the Osiris student progress monitoring system.
Associate Degree programme	An Associate degree programme is a programme that lasts two years and has a study load of at least 120 credits as referred to in article 7.8a paragraph 1 and paragraph 2 of the WHW. Upon completion of this programme, students are awarded an Associate Degree (AD).
Binding recommendation (regarding the continuation of studies)	The recommendation, as referred to in WHW article 7.8b paragraphs 1 and 2, which is issued to the student no later than at the end of the first year of enrolment on the propaedeutic phase and which concerns the student's continuation on the study programme concerned.
Board of examiners	The body, as referred to in article 7.12 paragraphs 1 and 2 of the WHW, which establishes – in an objective and competent manner – whether a student complies with the conditions of the TER in terms

of knowledge, understanding and skills which are required in order to earn 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	A competency is, based on knowledge, skills and attitudes, competent acting and meta-acting, in a certain role and professional context, and at a certain level.
Competency-based education	A type of education in which the final objectives are expressed in terms of competencies.
Course	A part of a study programme that is concluded by means of an examination. The study load of a course is, in principle, expressed in whole ECTS credits. If necessary, however, a maximum of two decimal places can be applied.
CROHO	The Central Register of Higher Education Programmes in the Netherlands, as referred to in article 6.13 paragraph 1 of the WHW.
CROHO domain	Classification by education sectors.
Curriculum	An interrelated set of courses for a particular study programme, including assessment/marking standards.
Degree certificate	A certificate awarded by the board of examiners, as referred to in article 7.11 paragraph 2 of the WHW, to prove that the final exam of a study programme has been completed successfully.
Degree programme committee	A participation body, established for a study programme or group of study programmes, as referred to in WHW article 10.3c, which has the right of consent ¹ and the right to prior consultation with regard to parts of the TER. Also see the Regulations pertaining to Degree Programme Committees.
Diploma supplement	A supplement to the degree certificate, as referred to in WHW article 7.11 paragraph 4, with the aim of providing an insight into the nature and content of the study programme completed, partly with a view to the international recognisability of the programme(s). Diploma supplements are drafted in the English language and comply with the standard European format.
Double Degree	Graduation programme which will earn the student – upon successful completion – two degree certificates. The degree certificate of the other (second) programme may be earned within Breda University of Applied Sciences or at another education 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.
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.
Examinations Appeals Board (CBE)	A judicial body established in accordance with WHW article 7.60 to which students can appeal against decisions as listed in WHW article 7.61.

¹ In accordance with legislation effective from September 2017.

Examiner	A member of staff, or an external expert - appointed by the board of examiners - for the purpose of administering and marking examinations, as referred to in article 7.12c paragraph 1 of the WHW.
Executive Board	The governing and policy-making body of <i>Stichting Breda University of Applied Sciences</i> , 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 Stichting Breda University of Applied Sciences.
Extraneous student	A student, as referred to in article 7.36 of the WHW, who is enrolled on a study programme at Breda University of Applied Sciences who has the right to take examinations and final exams. An extraneous student does not have the right to attend classes/lectures.
Final exam	The total of successfully completed examinations of the courses belonging to the study programme, possibly supplemented with an investigation carried out by examiner(s) appointed by the board of examiners into the level of knowledge, understanding and skills of the student.
HBO bachelor's programme	A degree programme as referred to in articles 7.3 and 7.3a paragraph 2 of the WHW. Upon completion of an HBO bachelor's programme, students are awarded the title of Bachelor. Also see 'Study programme'.
Institute	Breda University of Applied Sciences.
ISAT code	The code under which a study programme is officially registered in CROHO.
LMS	Learning Management System (CL Learning, previously known as N@tschool).
Main phase	The second part of the bachelor's programme which follows the propaedeutic phase, as referred to in article 7.30 of the WHW.
Management and administrative regulations	A set of regulations in which the Executive Board has laid down how the management, administration and organisation of the institute is arranged, as referred to in WHW article 10.3b.
Management team	The staff members of an academy who are responsible for academy policy and have been appointed for this purpose by the Executive Board.
Mid-term examination	An examination that is offered in one of the lecture weeks in a term.
Minor	A part of the curriculum of 30 ECTS that is completed in the fourth year of study. The minor is either an institute-wide minor (broadening the student's knowledge) or a programme-specific minor (deepening the student's knowledge). A minor may also be attended at another education institution (university of applied sciences).
Numerus fixus	A restriction, set by the Executive Board, on the number of students to be admitted to the propaedeutic phase of a study programme for the first time, as referred to in WHW article 7.53.
NVAO	Accreditation Organisation of the Netherlands and Flanders charged with providing expert and objective assessments of the quality of higher education in the Netherlands and Flanders.

Osiris	The Student Information System.
Participation Council	An independent body, as referred to in article 10.17 of the WHW. Half of this body consists of members chosen from among employees, and the other half of members chosen from among students.
Propaedeutic exam and final exam	See 'Final exam'.
Propaedeutic phase	The first part of an HBO bachelor's programme (60 ECTS credits) which is followed by the main phase, as referred to in article 7.8 paragraphs 2 and 4 of the WHW.
Selection list	The list which describes how long the institute is obliged to retain archive records.
Semester	A consecutive period of 20 lecture weeks.
Standard duration of studies	Number of study load hours of the study programme divided by 60 ECTS credits, expressed in years.
Student	A person enrolled on Breda University of Applied Sciences, 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 coach / mentor	A staff member of the academy charged with coaching and guiding a group of students.
Study load	The study load expressed in ECs, as referred to in WHW article 7.4 paragraph 1.
Study programme	An interrelated whole of courses, as referred to in WHW article 7.3.
Term	A continuous period consisting of a number of lecture weeks. An academic year consists of several terms.
WHW	The Dutch Higher Education and Research Act (WHW), including any changes.
WO bachelor's programme	A degree programme as referred to in articles 7.3 and 7.3a paragraph 1 of the WHW. Upon completion of a WO bachelor's programme, students are awarded the title of Bachelor. Also see 'Study programme'.
Year representative	A student who represents his cohort and takes part in round table sessions, on behalf of this cohort, to evaluate education.

Article 1.2 General Provisions

- 1 In conformity with article 7.59 of the WHW, Breda University of Applied Sciences has a Students' Charter which has been laid down by the Executive Board ('College van Bestuur' or 'CvB') of the institute, after approval from the Participation Council ('medezeggenschapsraad'). The Students' Charter consists of a part pertaining to the institution as a whole and a part pertaining to the various study programmes. The part relating to the institution as a whole has been laid down 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 be in compliance with the rules and regulations of the 'General TER Framework HBO Bachelor's Programmes'. The date when the General TER Framework was adopted by the Executive Board and the date when consent was received from the Participation Council are listed in the status table on the cover page of this TER.
- 3 The teaching and examination regulations will be approved by the academy director in conformity with article 8.1 of these regulations.
- 4 The academy director will ensure annual evaluation of the teaching and examination regulations, and in this process, will take into consideration – for the purpose of monitoring and (if necessary) adjusting the study load - the students' required time commitments arising from this (WHW article 7.14).
- 5 The degree programme committee will evaluate the way in which the teaching and examination regulations are implemented. The degree programme committee will present the results of its evaluation to the academy director.
- 6 The Dutch version of the teaching and examination regulations will take precedence over the English translation.
- 7 The provisions in these regulations are only legally valid if and insofar as they are not contrary to the provisions in or by virtue of the WHW.

Article 1.3 Applicability

- 1 These teaching and examination regulations apply to the academic year of 2018-2019, which runs from 1 September 2018 up to and including 31 August 2019.
- 2 The TER as referred to in section 1 of this article are applicable to all students who are enrolled on a study programme as specified in section 5.
- 3 The term 'study programme(s)' - as mentioned in section 2 - refers to all modes of delivery of the study programme(s) in conformity with its/their registration in CROHO.
- 4 If the decisions regarding the teaching and examination regulations are not finalised by 1 September of the academic year concerned, the teaching and examination regulations of the previous academic year will remain in force until the teaching and examination regulations of the current academic year are adopted.
- 5 These teaching and examination regulations specify the rights and duties of students of the following study programmes:

Name of study programme	B Media and Entertainment Management
International name	B Media & Entertainment Management
ISAT code	34952
Degree title (in full)	Bachelor of Arts
Degree title (abbr.)	BA

Name of study programme	B Creative Business
International name	B Creative Business
ISAT code	35516
Degree title (in full)	Bachelor of Arts
Degree title (abbr.)	BA

as well as the ensuing rights and duties of the Executive Board, the academy director, the board of examiners, the study programme committee, and the employees of the study programme(s).

- 6 Where 'students' are mentioned in these teaching and examination regulations, this also includes *extraneus* students, unless otherwise determined.
- 7 Where 'he' or 'his' is used in these teaching and examination regulations, it should be taken to represent both 'he' / 'his' and 'she' / 'her'.
- 8 Where 'student counsellor' is used in these teaching and examination regulations, it should be taken to represent one of the student counsellors within the academy concerned.
- 9 Where 'course' is used in these teaching and examination regulations, it should be taken to represent course, project, training programme, module, workshop or learning arrangement.
- 10 Where 'examination' is used in these teaching and examination regulations, it should be taken to represent interim examinations, partial examinations, assignments, assessments or competency examinations.
- 11 Where 'board of examiners' is mentioned in these teaching and examination regulations, it should be taken to represent the board of examiners of the student's own bachelor's or AD programme.
- 12 Where '...communicated / announced / etc. to students...' or '...students will be informed....' is used in these teaching and examination regulations, it should be taken to include all communication channels: e-mail (to the e-mail address of the institute), internet, intranet, portal, LMS, Osiris, verbally or in writing.
- 13 In these teaching and examination regulations, several references are made to other sets of regulations. These regulations can be consulted via intranet/the portal/internet, unless specified otherwise.
- 14 Where IMEM or International Media and Entertainment Management is used in these teaching and examination regulations, it should be taken to represent B Media en Entertainment Management and vice versa.
- 15 Where CB or Creative Business is used in these teaching and examination regulations, it should be taken to represent B Creative Business and vice versa.
- 16 Where 'three-year track' or 'three-year programme' is used in these teaching and examination regulations, it should be taken to represent the accelerated three-year VWO track. It is specified each time which three-year programme is referred to: either IMEM or CB.

Article 1.4 Rules of Conduct

WHW article 7.57h

- 1 To maintain a proper course of business within Breda University of Applied Sciences, the Executive Board has established rules of conduct and disciplinary measures for students. These rules have been incorporated in the Students' Charter.

- 2 It is forbidden to record, copy and/or distribute lectures or parts of lectures without the lecturer's written permission.

Article 1.5 Evaluation of Education

1.5.1 General

The following institute-wide evaluations are carried out on a structural basis to monitor quality and satisfaction.

Respondent group	Name of evaluation / survey	Evaluation frequency	Report	Topics	Particulars
Current students	NSE	Every year	End of May	Student satisfaction with e.g. study programme, lecturers, study facilities, and environment	Benchmark NL, Specific questions of Breda University of Applied Sciences once every two years
Alumni	HBO-monitor	Every year	April/May	Alumni satisfaction with e.g. study programme, alignment between education and work	Benchmark NL, Possibility to add specific questions
Drop-outs	Exit survey	Every year	Autumn	E.g. reasons to quit, study choice, expectations, future plans	
International students	International Student Survey	Every two years	January/February	Satisfaction, social life, intercultural skills	

1.5.2 Academy-specific

- 1 Within the academies, the academy director is responsible for the quality of education. Within the institute-wide frameworks, academies have scope to organise their own quality assurance systems and align these with the specific educational features of their respective academies. Every year, the academies draw up an annual report on educational quality. All degree programmes are covered in these annual reports. The annual reports provide an insight into the quality, quality policy, and improvement actions within the academy and its degree programmes.
- 2 At the beginning of each academic year, terms and courses are selected which will be evaluated by means of a questionnaire. This questionnaire consists of a set of standard questions compiled by school.
- 3 In addition, every cohort will have its own cohort representatives. These students represent their own cohort. At the end of each term, a round table session is held with the cohort representatives and the year coordinator. Members of the degree programme committee, the educationalist or the educational manager may attend these sessions too. Internal rules for round table sessions are drawn up by the degree programme committees and are published every year, at the beginning of the academic year, via the LMS system.
- 4 The minutes and action items resulting from the questionnaire and the round table sessions will be published on the LMS system.

Chapter 2 Content and Organisation of the Study Programme(s)

Article 2.1 Objective of the Study Programme(s) and Competencies

- 1 The educational profile of the bachelor's programme Media and Entertainment Management has been derived from the national training profile 'HBO Bacheloropleiding Media and Entertainment Management' (see appendix 2).
- 2 The educational profile of the bachelor's degree programme Creative Business has been derived from the national training profile 'HBO Bacheloropleiding Creative business' (see appendix 2, section 2).

Article 2.2 Mode of Delivery

WHW article 7.7

- 1 Both degree programmes are delivered in a full-time mode.
- 2 Both programmes have the following variants:
 - Regular 4-year programme – English-taught (240 ECTS credits)
 - Accelerated 3-year VWO programme – English-taught (180 ECTS credits)

Article 2.3 Language

WHW article 7.2

The degree programme is taught in English; the examinations are administered in English too. Where the use of the English language is concerned, a code of conduct is in effect (appendix 1).

Article 2.4 Regular 4-year programme

WHW articles 7.4 and 7.4b

2.4.1 General

- 1 The HBO bachelor's programme consists of a propaedeutic phase consisting of 60 ECTS credits and a main phase consisting of 180 ECTS credits. The propaedeutic phase has a threefold purpose: orientation, selection and/or referral.
- 2 The total HBO bachelor's programme corresponds to a total of 240 ECTS credits. The standard duration of the study programme is four years. One year of study consists of 60 ECTS credits (1680 hours of study).
- 3 The curriculum of both study programmes can be found in appendix 3.
- 4 Notwithstanding the provisions of sections 1 and 2, the programme of the four-year bachelor's programmes International Media and Entertainment Management and Creative Business consists of a general foundation phase and a specialisation phase. The foundation phase of the study programme consists of the propaedeutic year and the second year of study, which first provides the student with general knowledge of the specific professional field for which the bachelor's programmes train their students, followed by more specific, in-depth knowledge

- 5 With effect from the academic year of 2018-2019, the 3-year and the 4-year bachelor's programmes Media and Entertainment Management will be gradually phased out and replaced by the 3-year and the 4-year bachelor's programmes Creative Business. For the academic year of 2018-2019, the following applies: students attending the 3-year and 4-year variants will be offered the programme of Creative Business in the first year of study, and students in years of study 2, 3 and 4 will attend the existing Media and Entertainment programme. Also see the transitional arrangement in article 2.11 and appendix 9.

2.4.2 Propaedeutic phase

The propaedeutic phase is the first year of the foundation phase. In this year, the student will attend the prescribed courses as set out in the curriculum of Creative Business (see appendix 3). The following applies to the propaedeutic phase: students must earn at least 60 ECTS credits to be allowed to proceed with their degree programme (also see article 3.1, section 5).

2.4.3 Years 2 and 3

2.4.3.1 Year 2

- 1 The second year is the second foundation year of the IMEM programme. The student attends the prescribed courses as set out in the IMEM curriculum (appendix 3).
- 2 As an exception to the above, students attending the regular, 4-year Media and Entertainment Management programme will have the opportunity in the second semester of the regular second year of study to take part in an international exchange programme (Exchange, see article 2.7.3). Also see article 5.3 section 3.
- 3 The exchange opportunity in year 2 of the regular IMEM programme is open to a maximum of 8 students. Selection will be based on the student's average mark. Candidates need to comply with the following conditions:
 - a They passed the IMEM propaedeutic programme.
 - b Their average mark up to and including term A of year 2 is a 7.0 or higher.

2.4.3.2 Year 3

- 1 In the third year, the student starts on his specialisation phase. The first semester of year 3 consists of a professional orientation placement of 30 ECTS (see 2.7.4). Exemption from the professional orientation placement is never granted.
- 2 Halfway through the first semester of the third year of study (no later than 1 December), all students choose one of the three specialisation programmes based on which they will go through the specialisation phase (years of study 3 and 4).
- 3 The choice for a specialisation programme always has to be made, regardless of any other graduation options as specified in 2.4.4. The specialisation programmes which have been established within International Media and Entertainment Management are:
 - a Content
 - b Production
 - c MarketingIt is not possible to choose a double specialisation programme.
- 4 It is only possible to switch specialisation programmes during the third year of study of the programme, and the board of examiners always has to give its approval for this. Only written and substantiated requests will be considered by the board of examiners.

- 5 It is possible to take part in an international exchange programme in the second semester of the third year of study (Exchange, see article 2.7.3). Participation in an exchange programme will only be permitted if the student's credit deficit is no more than 6 ECTS credits before the start of the exchange programme. Also see article 5.3 section 4.

2.4.4 Graduation year

- 1 In the graduation year, several options are offered to students. In the first semester, three options are open to the students:
- a continuation of the regular specialisation programme based on the personal specialisation choice (as referred to above in article 2.4.3.2, sections 2 and 3), or
 - b deviation from the specialisation programme by opting for a minor (articles 2.7.1 and 2.7.2), or
 - c deviation from the specialisation programme by opting for an exchange programme (article 2.7.3)
- 2 In the second semester, the graduation phase will take place, in which the student has the following options:
- a 'In-company' graduation project (article 2.7.5). In the case of an 'in-company' graduation project, the student can do an internship at a host company, but he can also be engaged by this company as an external researcher. In that case, the student will not do an internship, but carry out a research project for the company.
 - b Graduation in one's own business (article 2.7.6)
 - c Graduation based on a media product
 - d Graduation based on a research thesis

For the specific conditions of each graduation option you are referred to the Graduation Manual. The Graduation Manual is part of the TER en will be published on the LMS and the student portal.

- 3 In addition to the above-mentioned options, there is also an opportunity to replace the entire fourth year of International Media and Entertainment Management by a pre-master's track. See article 2.7.9.

Article 2.5 Accelerated 3-Year HBO Programme for VWO Graduates

WHW article 7.9a

2.5.1 General

- 1 The accelerated 3-year HBO programme consists of a propaedeutic phase consisting of 60 ECTS credits and a main phase consisting of 120 ECTS credits. The propaedeutic phase has a threefold purpose: orientation, selection and/or referral.
- 2 The accelerated 3-year HBO programme corresponds to a total of 180 ECTS credits. The standard duration of the study programme is three years. One year of study consists of 60 ECTS credits (1680 hours of study).
- 3 The curriculum of the 3-year programme can be found in appendix 3.
- 4 Notwithstanding the provisions of sections 1 and 2, the programme of the three-year bachelor's programmes of International Media and Entertainment Management and Creative Business, for students with previous VWO education, consists of a general foundation phase and a specialisation phase. The foundation phase of the study programme consists of the propaedeutic year, which first provides the student with general knowledge of

the specific professional field for which the bachelor's programme trains its students, followed by more specific, in-depth knowledge

- 5 With effect from the academic year of 2018-2019, the 3-year bachelor's programme Media and Entertainment Management will be gradually phased out and replaced by the 3-year bachelor's programme Creative Business. For the academic year of 2018-2019, the following applies: students in the first year of study will be offered the programme of the 3-year bachelor's programme of Creative Business, and students in years 2 and 3 will attend the Media and Entertainment programme. Also see the transitional arrangement in article 2.11 and appendix 9.
- 6 For the three-year programme (VWO track) that is offered to students, years 1 and 2 from the four-year programme Creative Business have been merged into 1 year of study, a propaedeutic programme corresponding to 60 ECTS credits, after which the students attend the regular programme in their second and third years of study, such as is offered to regular four-year Creative Business students in years of study 3 and 4.
- 7 Students who attend the three-year programme will be strongly recommended, in their specialisation phase, to earn at least 30 credits abroad. To this end, they can use their professional orientation work placement from year 2, and/or their graduation internship from year 3, or an exchange programme at a foreign educational institute. In addition, they can take part in the SBM pre-master's track in their third year (see article 2.7.9).

2.5.2 Propaedeutic phase

In the propaedeutic year, the student will attend the prescribed courses as set out in the curriculum of the 3-year Creative Business programme (see appendix 3). The following applies to the propaedeutic phase: students must earn at least 60 ECTS credits to be allowed to proceed with their degree programme (also see article 3.1, section 5).

2.5.3 Year 2

- 1 In the second year, the student starts on his specialisation phase.
The first semester of year 2 consists of a professional orientation placement of 30 ECTS (see 2.7.4).
Exemption from the professional orientation placement is never granted.
- 2 Halfway through the first semester of the second year of study (no later than 1 December), all students choose one of the three specialisation programmes based on which they will go through the specialisation phase (years of study 2 and 3).
- 3 The choice for a specialisation programme always has to be made, regardless of any other graduation options as specified in 2.5.4. The specialisation programmes which have been established within International Media and Entertainment Management are:
 - a Content
 - b Production
 - c MarketingThe choice for a double specialisation programme is not possible.
- 4 It is only possible to switch specialisation programmes during the second year of study of the programme, and the board of examiners always has to give its approval for this. Only written and substantiated requests will be considered by the board of examiners.

- 5 It is possible to take part in an international exchange programme in the second semester of the second year of study (Exchange, see article 2.7.3). Participation in an exchange programme will only be permitted if the student's credit deficit is no more than 6 ECTS credits before the start of the exchange programme. Also see article 5.3 section 4.

2.5.4 Graduation year

- 1 In the graduation year, several options are offered to students. In the first semester, three options are open to the students:
- a continuation of the regular specialisation programme based on the personal specialisation choice (as referred to above in article 2.5.3.2, sections 2 and 3), or
 - b deviation from the specialisation programme by opting for a minor (articles 2.7.1 and 2.7.2), or
 - c deviation from the specialisation programme by opting for an exchange programme (article 2.7.3)
- 2 In the second semester, the graduation phase will take place, in which the student has the following options:
- a 'In-company' graduation project (article 2.7.5). In the case of an 'in-company' graduation project, the student can do an internship at a host company, but he can also be engaged by this company as an external researcher. In that case, the student will not do an internship, but carry out a research project for the company.
 - b Graduation in one's own business (article 2.7.6)
 - c Graduation based on a media product
 - d Graduation based on a research thesis
- For the specific conditions of each graduation option you are referred to the Graduation Manual.
- 3 In addition to the above-mentioned options, there is also an opportunity to replace the entire fourth year of International Media and Entertainment Management by a pre-master's track. See article 2.7.9.

Article 2.6 Short 3-Year HBO Programme

Not applicable.

Article 2.7 Building Blocks

2.7.1 Minors

- 1 In the graduation year it is possible to opt for a minor. A minor is either an institute-wide minor (broadening the student's knowledge), a programme-specific minor (deepening the student's knowledge), or an external minor. All minors are offered throughout the entire first semester of the academic year and have a study load of 30 ECTS credits. The academy in charge of organising the minor is responsible for this minor in terms of content and quality, as well as in terms of processing the results achieved by students. For more details with regard to the provision of information and registration, you are referred to the LMS. Also see appendix 5 for information on how to register for a minor.
- 2 If a student opts for participation in an institute-wide minor, as referred to in section 1, or for a programme-specific minor within his own degree programme, this student will not need permission from the board of examiners. In any other kind of minor choice, this choice will have to be authorised by the board of examiners of the student's own degree programme.

- 3 Breda University of Applied Sciences offers the following broadening minors in the academic year of 2018-2019. These are offered in English:

Minor	Academy responsible
Co-creating Events & Designing Experiences	AfL
Resilient Entrepreneurship	ADE
Modern Business in a Changing World	SLM
Making Places & Shaping Destinations	AfT
Sustainability, Social Responsibility & Professional Identity	HFM

See appendix 4 for more detailed information on the minor programmes.

- 4 The programmes of Media and Entertainment Management / Creative Business does not offer any programme-specific minors.
- 5 Academic results obtained in a minor cannot be used for compensation within the main phase programme.

2.7.2 External minor²

- 1 If a student wants to attend a minor at another education institution than that of his first enrolment, he can do so on the basis of a second or higher enrolment. No extra costs will be charged for this by the host institution, in principle. However, specific courses may be refused if participation in these courses leads to disproportionate expenses, owing to for instance, the necessity of forming an extra group. All costs involved in attending this external minor will be fully payable by the student. If the student wants to use this minor towards completing his bachelor's programme, he will need permission from the board of examiners.
- 2 A minor, as referred to in section 1, should comprise at least 30 ECTS credits. If a minor comprises more than 30 ECTS credits, the board of examiners will determine what to do with these extra ECTS credits.
- 3 If a student fails certain courses of a minor (either internal or external), he will be required to take a second attempt at these courses within the original minor. The bachelor's programme International Media and Entertainment Management does not offer any substitute courses or assignments for any minor credits that the student failed to earn.

2.7.2.1 Minor Storytelling & Consumer Behaviour

- 1 In addition to the provisions of article 2.7.1, sections 1 and 3, the board of examiners has also authorised the Minor in Storytelling & Consumer Behaviour for students of International Media and Entertainment Management.
- 2 In terms of content, the Minor in Storytelling & Consumer Behaviour falls under the responsibility of the Academy for Leisure of Breda University of Applied Sciences.
- 3 Just like the general minors of Breda University of Applied Sciences, the study load of the Minor in Storytelling & Consumer Behaviour amounts to 30 ECTS.
- 4 Participation in the Minor in Storytelling & Consumer Experiences will only be permitted if the student's credit deficit upon commencement of the fourth year of study is no more than 6 ECTS credits.

² As of 2019-2020 Breda University of Applied Sciences will participate in 'Kies op Maat'. Enrolment for an external minor will be part of this programme, see www.buas.nl for more information.

2.7.3 Exchange

- 1 Students are permitted under certain conditions to take part in an exchange programme at a foreign education institution designated by Breda University of Applied Sciences. To this end, prior permission will have to be requested from the board of examiners.
- 2 A selection procedure may apply to participation in the exchange programme mentioned in section 1 of this article.
- 3 The academic results obtained during the exchange programme will be registered in Osiris after the student's return. In this process, the courses actually attended will be mentioned in the list of marks as much as possible.
- 4 Students in the regular (4-year) programme International Media and Entertainment Management have the opportunity to take part in an exchange programme:
 - in the second semester of their second year;
 - in the second semester of their third year;
 - in the first semester of their fourth year.In this respect, students can choose from a number of programmes, approved by school, at several foreign partner institutes.
- 5 Students in the accelerated (3-year) programme International Media and Entertainment Management have the opportunity to take part in an exchange programme:
 - in the second semester of their second year;
 - in the first semester of their third year.In this respect, students can choose from a number of programmes, approved by school, at several foreign partner institutes.
- 6 The study load of an exchange programme is a maximum of 30 ECTS credits. If more credits are obtained, these credits will be incorporated in the student's academic progress transcript under the category of 'Other'. Extra credits earned during an exchange programme will therefore be extracurricular credits.

2.7.4 Placement and practical assignment

- 1 Every student must complete a mandatory professional orientation work placement in the third year of study. Students who attend the three-year IMEM programme perform this placement in the first semester of their second year of study. This work placement is part of the specialisation programme. For more information about the work placement, you are referred to the Placement Manual.
- 2 The professional orientation work placement comprises 30 ECTS credits.
- 3 The professional orientation work placement will only take place after explicit approval from the placement coordinator.
- 4 The following applies to regular students: regular students will be required to have obtained all ECTS credits from the propaedeutic phase (as recorded in the student's academic results in Osiris). The initial reference date for this purpose will be at the end of term D of the 2nd year of study. If the student has not yet successfully completed the propaedeutic phase, the work placement will be postponed until the above-mentioned condition is complied with.

- 5 The following applies VWO students: no additional conditions apply to VWO students when it comes to the work placement. These students must have earned a minimum of 60 ECTS credits in their propaedeutic year in order to progress to the second year, which will give them access to the placement in the beginning of their second year.
- 6 Any financial consequences resulting from the postponement or cancellation of a work placement abroad based on the provisions of section 3, will be fully payable by the student.
- 7 For information about the didactic foundations of the professional orientation work placement, details of the course (in terms of contents and process), as well as the assessment procedure and criteria, you are referred to the course guide of the professional orientation work placement which is revised every year and provided to new third-year students (and second-year students on the VWO track) at the beginning of each academic year via the LMS system.
- 8 Exemption from the professional work placement is never granted.
- 9 If the placement or practical assignment takes place abroad (either fully or partially), the student will be required to register via the 'Fill in and take off' form (available on the intranet), within the scope of crisis prevention.

2.7.5 Graduation internship / project / thesis

- 1 Every student must complete a mandatory graduation project with a study load of 30 ECTS credits in the second semester of the final year of study. Students who attend the three-year IMEM programme will be required to complete their graduation project in the second semester of their third year of study. In this project, the student must comply with the criteria as set out in the Graduation Manual. This manual is revised every year and is provided in print to new fourth-year / third-year students at the beginning of every new academic year, as well as via the LMS system.
- 2 A graduation project is not characterised by a minimum or fixed number of weeks. Students are expected to comply with the criteria for being permitted to graduate as set out in the Graduation Manual. Moreover, they will be required to account for the course of Study Coaching 4 in terms of the exit qualifications of the bachelor's programmes. Consequently, students themselves determine when they comply with both these conditions and when they are permitted to graduate.
- 3 For the purpose of his graduation project, the student does not need to do an internship. This is possible though, but based on the student's own motivation. If a student completed an internship for the purpose of his graduation, this will not be considered in the assessment of the graduation project.
- 4 To be able to start with the graduation project, as referred to above in section 1, the student will have to meet the following conditions:
 - a The student's graduation project will formally start after the graduation coordinator of the study programme has assigned a graduation supervisor to the student. Any activities performed in anticipation of or without the supervision of an assigned graduation supervisor from the study programme, will fall outside the scope of the graduation period, as referred to above in section 2, and will be regarded as extracurricular activities.
 - b Upon the start of the graduation project, the graduation candidate will be allowed to have a maximum study credit deficit of 6 ECTS credits (as recorded in the student's academic results in Osiris). The reference date for this will be at the end of January, which is the moment when the specialisation subjects from the fourth year of study (or the third year of study respectively) will have their regular end dates. If a student has fallen behind by more than 6 ECTS credits, the formal assignment of a graduation supervisor will be postponed until the study credit deficit has been reduced to 6 ECTS credits or less. For

this purpose, a credit check will take place. If the student's study credit deficit is 6 ECTS credits or more, the start of the graduation project will be postponed until this deficit has been reduced to the required number. The check will relate to the credits recorded in Osiris at that particular point in time. A second credit check will take place when the student hands in his final paper. By that time, the credit deficit must have been remedied completely.

- c In addition to section 4b above, students will be required to have successfully completed their propaedeutic phase.
 - d Completing an in-company graduation project will be a possibility for all students. The graduation options of 'media product', 'research thesis' and 'own company' will only be open to students once they comply with the criteria as set out in the Graduation Manual. For more detailed information on these graduation options you are referred to this Graduation Manual.
- 5 If the graduation assignment / project / thesis takes place abroad (either fully or partially), the student will be required to register via the 'Fill in and take off' form (available on the intranet), within the scope of crisis prevention.

2.7.6 Graduating 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 on the graduation phase, may qualify for admission into 'entrepreneurial graduation'.
- 3 For admission into this form of graduation, a selection procedure is applied, in which the student has to demonstrate that he:
 - has the intention of starting his own business during graduation
 - has the intention of starting his own business after graduation
 - has already started his own business
- 4 Participation in the honours programme 'The Entrepreneurial Journey' or in the minor in Entrepreneurship is not a condition to being selected.
- 5 For more detailed information and specific criteria with regard to graduating in one's own business within Media and Entertainment Management, you are referred to the Graduation Manual on the LMS system.

2.7.7 Double degree

Not applicable.

2.7.8 ATPM (Attractions and Theme Parks Management)

Not applicable.

2.7.9 Pre-Master SBM (Strategic Business Management and Marketing)

- 1 The SBM pre-master's track comprises a period of one year of study, represents a study load of 75 ECTS, and is divided into four terms.
- 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 entry requirements for admission to the SBM pre-master's track are:
 - the student has earned 180 ECTS credits in the HBO bachelor's programme (including any exemptions granted);
 - the student did not receive any insufficient assessments for SBM-related courses;
 - the student's English proficiency is sufficient (TOEFL minimum score 80 internet-based and minimum score 20 oral fluency (or comparable level));
 - the student's motivation letter (in English) with accompanying CV and list of marks has been assessed as 'good';
 - the student's interview with regard to motivation and knowledge has been assessed as 'good'. This interview is conducted in English.
- 5 Under the following additional conditions, the board of examiners will allow the SBM pre-master's track to replace the graduation year of the study programme: the student has a weighted average in his main phase of at least a 6.50
- 6 A detailed description of the programme of the SBM pre-master's track is presented in appendix 4.
- 7 The SBM pre-master's track is open to IMEM students in their graduation year. This option is considered separate from the provisions of article 2.4.4 sections 1 and 2 and article 2.5.4 sections 1 and 2 and is not hampered by these provisions. A condition, however, is that students must ensure that their graduation research within the SBM pre-master's track is IMEM-relevant, and that students must be supervised by lecturers from International Media and Entertainment Management.
- 8 IMEM students who opt for the SBM pre-master's track in their specialisation programme will be awarded a Bachelor's of Arts degree upon completion of their studies. The IMEM specialisation programme will not be mentioned in the attendant 'diploma supplement'. However, all courses that a student has completed will be mentioned in the list of marks.
- 9 Students who fail to complete the SBM pre-master's programme will be allowed to return to the IMEM major programme, based on their original specialisation choice as referred to in article 2.4.4 section 1 and article 2.5.3 section 3, and complete this bachelor's programme after all.

Article 2.8 Honours Programme³

WHW article 7.9b

- 1 An honours programme is an extra programme that a student attends in addition to his regular studies and that is aimed at attaining a higher knowledge and skills level.
- 2 The honours programmes of Breda University of Applied Sciences are general institute-wide programmes with a broad-based set-up, or in other words, they are accessible to all students who are attending a bachelor's programme and who comply with the selection criteria. As a consequence, education within the honours programme is planned in such a way that all students can attend. For an overview of the honours programmes, see appendix 4.

³ In study year 2018-2019 no new enrolment for the honours programme is possible

- 3 The selection procedure will be started in October.
- 4 Students attending the three-year accelerated VWO programme or short MBO programme, will also be allowed to take part in the selection procedure as referred to in section 3.
- 5 The honour in entrepreneurship uses an online application form that constitutes the basis of the intake interview. During this intake interview, the student will be assessed for his 'fit' with the study track (entrepreneurial competencies as a person) and the viability of his business idea (feasibility).
- 6 Every honours programme has a coordinator. This coordinator will inform the board of examiners of the bachelor's programme about the academic progress of individual honours students.
- 7 Contrary to the provisions of article 5.2 section 7, a minimum mark of 5.5 applies to partial examinations that are part of an honours programme. If a different minimum mark is applied, the lecturer responsible will communicate this in advance.
- 8 Results earned in the honours programme cannot be used by way of compensation within the propaedeutic or main phase.
- 9 If the honours student has incurred a credit deficit of 10 ECTS credits or more within the curriculum of his own bachelor's programme, the board of examiners may decide that this student will have to terminate his participation in the honours programme at the end of the academic year. If such a decision is made, the academic results already achieved in the honours programme will be added to the list of marks of the bachelor's programme under the category of 'Other'. The honours certificate will not be awarded to the student. The honours credits completed cannot be used in the curriculum of the bachelor's programme.
- 10 Upon successful completion of the honours programme, an honours certificate will be awarded to the student. A condition in this respect is that any study delay incurred must not exceed four months and that the bachelor's exam must have been passed.
- 11 The results from the honours programme will be mentioned as a separate programme on the list of marks that is awarded upon completion of the bachelor's degree.

Article 2.9 Associate Degree

WHW article 7.8a

Not applicable.

Article 2.10 Referral in the Main Phase

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

Not applicable.

Article 2.11 Transitional Arrangement Relating to Curriculum Changes

With effect from the academic year of 2018-2019, the 3-year and 4-year bachelor's programmes Media and Entertainment Management will be gradually phased out and replaced by, on the basis of a curriculum overhaul, a 3-year and a 4-year bachelor's programme Creative Business. In the academic year of 2018-2019, the first year of both variants will be offered, the other years of study will follow later. With a view to this curriculum overhaul, the ADE board of examiners has established a transitional arrangement, taking into account article 5.4 section 5. See appendix 9 for the transitional arrangement.

Chapter 3 Binding Recommendation Regarding the Continuation or Discontinuation of Studies

WHW article 7.8b

Article 3.1 Binding Recommendation in the Propaedeutic Phase at the End of the First Year

- 1 No later than at the end of the first year of enrolment on the propaedeutic phase of a study programme, every student will be issued with a written recommendation with regard to the continuation of studies, either on the same programme or another one.
- 2 The board of examiners has been mandated by the Executive Board to issue this study recommendation.
- 3 In anticipation of the recommendation as referred to in section 1, every student will receive an up-to-date transcript of his academic achievements no later than⁴ 1 March in the first year of study. If these achievements give cause to do so, a warning (the provisional recommendation) will be attached to this transcript. This warning will also specify the reasonable period of time within which the student will have to improve his academic performance.
- 4 The warning mentioned in section 3 will be issued if less than 30 ECTS credits have been obtained.
- 5 The board of examiners will issue a positive recommendation if:
 - at the end of the first year, the student has passed the propaedeutic exam; or
- 6 The board of examiners can only reject a student if the academic results are not in compliance with the academic performance criteria. If the student fails to comply with the academic performance criteria referred to in section 5, and there is no reason to postpone the term of the study recommendation due to personal circumstances (see section 13), the student will be deemed incapable of completing the study programme successfully, and the board of examiners will give a negative study recommendation (rejection) to this student
- 7 A negative recommendation, as referred to in section 6, involves a rejection, in which case it is called a negative binding recommendation regarding the continuation of studies (or in short: negative binding recommendation; or abbreviated in Dutch as 'BSA'). The board of examiners is authorised to deviate from this.
- 8 Before issuing a rejection, the board of examiners will give the student the opportunity to be heard.
- 9 Prior to the possible decision of issuing a negative binding study recommendation, the board of examiners will ask the student counsellor concerned for advice. The student counsellor's advice will be taken into account in the formation of the study recommendation.
- 10 The rejection as referred to in section 7 only relates to the study programme on which the student is enrolled and also applies to its legal successor.
- 11 The rejection as referred to in section 7 is final, and applies to an indefinite period of time. The board of examiners may decide to withdraw a negative binding recommendation, see article 3.3.

⁴ At the time when the warning is issued, it still has to be possible for the student to remedy his academic performance in order to comply with the academic performance criteria after all.

- 12 A student may appeal against a negative binding recommendation with the Examinations Appeals Board within six weeks after the negative binding recommendation is issued. Also see article 5.12 section 2.
- 13 If the board of examiners believes that any personal circumstances (see article 4.3) are involved, which may have caused the student to fail to make satisfactory academic progress (see section 5), the board of examiners may postpone the term for issuing the study recommendation to no later than the end of the second year of enrolment.
- 14 A student whose term for the binding recommendation has been postponed (see section 13), will be presented with a study recommendation no later than at the end of the second year of enrolment. If, by that time, the student still does not comply with the academic performance criteria as referred to in section 5, a negative binding recommendation will be issued to this student after all.
- 15 If the student is of the opinion that personal circumstances influenced (or are influencing) his academic results, this student will be required to report these circumstances to the student counsellor as soon as possible after they occur and to discuss these circumstances with the student counsellor. Only in this way will it be possible for the board of examiners to consider these personal circumstances in their final study recommendation.

Article 3.2 Binding Recommendation in the Propaedeutic Phase upon Early Termination of Enrolment

In derogation from article 3.1, a negative binding recommendation regarding the continuation of studies is issued to every student who terminates his enrolment at some point during the first year of the propaedeutic phase (and/or whose enrolment is terminated by the institute), unless the board of examiners decides otherwise, on the advice of the student counsellor.

Article 3.3 Withdrawal of the Negative Binding Recommendation

- 1 The board of examiners may withdraw a negative binding recommendation. This happens when the student is deemed capable by the board of examiners to successfully complete the study programme at the moment of re-entering this programme. Withdrawal of the negative binding recommendation will be recorded in Osiris. Withdrawal of the negative binding recommendation regarding the continuation of studies is an absolute condition to re-enrolment.
- 2 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 recommendation, the student counsellor may invite the student for an interview.

Chapter 4 Student Counselling and Student Progress

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

Article 4.1 Student Counselling

This article does not apply to *extraneus* students.

- 1 The academy will apply an individual student counselling system. By means of this student counselling system, the academy seeks to ensure that study-related problems are either avoided or discovered in time, and to offer support in solving these problems.
- 2 If desired or necessary, notes of talks between a student and a student counsellor, within the framework of student counselling, can be recorded in Osiris.
- 3 The registration of data relating to student counselling will be in compliance with the provisions of the 'Privacy Regulations; Processing of Student Personal Data'⁵. These regulations are part of the Students Charter.

Article 4.2 Student Counselling within the Academy / Study Programme

- 1 Within the ADE academy, student counselling is referred to as study career coaching.
- 2 To stress the importance of this study career coaching component, the Creative Business programme has fully integrated this component in the Production House. The assessment of this coaching component will be part of the Production House assessment.
- 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 term structure.
- 4 In the above-mentioned study progress talks, the student's progress will be dealt with. In other words, what did the student learn, which competencies did he work on, and is there any proof of this, which products did the student produce, and what he would like to discuss in the next term.

Article 4.3 Personal Circumstances

WHW article 7.51 paragraph 2

Personal circumstances⁶ are taken to mean:

- board activities;
- illness or pregnancy;
- a disability or chronic illness;
- special family circumstances;
- other circumstances specified by the Executive Board, such as top-class sport.

⁵ This is the title of the current regulations. They have yet to be adjusted to conform to the new name of Breda University of Applied Sciences.

⁶ See 'Profiling Fund Regulations' for more detailed information.

Article 4.4 Personal Circumstances and the Student Counsellor's Role

- 1 If the student is of the opinion that personal circumstances, as referred to in article 4.3, influenced (or are influencing) his academic results, this student will be required to report these circumstances to the student counsellor as soon as possible after they occur and to discuss these circumstances with the student counsellor. In this respect, the student may be asked for supporting evidence, such as a medical or psychological statement. If a special circumstance is likely to affect a decision of the board of examiners, then this special circumstance should be reported before the board of examiners makes this decision
- 2 The student counsellor of a study programme or group of study programmes may provide advice to the board of examiners, both when asked and on his own initiative.

Article 4.5 Studying with a Disability⁷

- 1 In this article, a 'disability' should be taken to mean any disability or chronic illness that may cause a student to fall behind in his studies.
- 2 Students with a disability may be offered the opportunity by the board of examiners to attend courses and take attendant examinations in a specially adapted manner. The facilities to be provided for this purpose consist of a type or duration of courses and/or examinations geared to individual situations, or of practical aids being provided and/or made available. Also see the LMS for more information.
- 3 To qualify for any of the facilities as referred to in section 2 of this article, students are required to submit their request to the board of examiners, via the student counsellor of the academy, as soon as possible after enrolment on the study programme or after the occurrence of the disability.
- 4 The board of examiners will inform the student and the student counsellor of its reasoned decision in writing (or via Osiris).
- 5 In principle, facilities will be provided throughout the student's enrolment on a study programme within Breda University of Applied Sciences, unless otherwise determined by the board of examiners.
- 6 A student who falls behind in his studies due to his disability may submit a request for financial support from the Profiling Fund of Breda University of Applied Sciences.

Article 4.6 Student Progress Monitoring

- 1 The academy will ensure that the students' academic achievements are carefully and accurately recorded by means of the student progress monitoring system Osiris.
- 2 Students themselves will be responsible for regularly checking their results for accuracy in the academy's student progress monitoring system Osiris. In the case of incorrect or incomplete records in the system, the student is to report to the lecturer concerned.
- 3 Academic progress data will be recorded in compliance with the provisions of the 'Privacy Regulations; Processing of Student Personal Data⁸'.

⁷ See the website of Breda University of Applied Sciences, www.buas.nl, for more information.

⁸ This is the title of the current regulations. They have yet to be adjusted to conform to the new name of Breda University of Applied Sciences.

Chapter 5 Examinations

Article 5.1 Competency-based Education and Earning ECTS credits

The bachelor's programme International Media and Entertainment management has designed its programme in such a way that it is fully consistent with the current national competency profile for the bachelor's programme Media and Entertainment Management. To enable students to complete the competencies adequately, each competency has been systematically divided into three levels (beginner, advanced, young professional), with the knowledge, skills and attitude components clearly reflected in each level. The assessment plan specifies which courses from the curriculum overview offer which competency/competencies at which level, and how the knowledge, skills and attitude components are tested.

For more detailed information, you are referred to the Curriculum Overview of International Media and Entertainment Management 2018-2019, as attached separately (see appendix 3) and published on the LMS system.

With effect from the academic year 2018-2019 the IMEM bachelor's programme will be phased out and replaced by the bachelor's programme Creative Business, which is based on the national competency profile for the bachelor's programme Creative Business. Here too, each competency has been systematically divided into three levels (beginner, advanced, young professional), with the knowledge, skills and attitude components clearly reflected in each level. Within CB, group-based working on projects in the student training company is a key focus and these projects are supported – in terms of subject matter content - by the courses offered in a particular term. Assessment of group projects will be carried out individually, focusing primarily on the student's development. The assessment plan specifies, for each project, which competencies and levels are tested, and which knowledge, skill and attitude components students have to comply with.

For more detailed information, you are referred to the Curriculum Overview of Creative Business 2018-2019, as attached separately (see appendix 3) and as published on the LMS system.

The national educational profile for the bachelor's programme International Media and Entertainment Management can be found in appendix 2.

Article 5.2 Organisation of Examinations

WHW article 7.10 paragraph 1

- 1 Every course is concluded by means of 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. A mid-term examination is a form of a summative testing moment for which registration in Osiris is required.
- 4 The board of examiners will appoint one or more examiners for the purpose of administering examinations and establishing the results of these examinations. The examiners will provide the board of examiners with the requested information, for which purpose they may be invited to a meeting. The board of examiners establishes rules with regard to the proper course of business during examinations, also see article 5.7. In the case of competency examinations, examiners are called assessors.
- 5 Every examination comprises a measurement of the student's knowledge, understanding and/or skills, as well as the assessment of the results of this measurement.

- 6 An examination may take the form of an assessment, written or oral questions, a reflection on one's own performance, a study task or project, a paper, carrying out practical activities, a thesis, a research report, a placement report, carrying out placement assignments, other practical components, or fieldwork.
- 7 In special cases, the board of the examiners is authorised to allow an alternative form of examination than that specified by the examiner.
- 8 At the beginning of each course, the following information will be communicated in writing:
 - a Contents (subject matter),
 - b Learning targets,
 - c Type/form of the examination or partial examinations,
 - d The sequence in which the partial examinations have to be taken (if applicable),
 - e Any materials that students are permitted to use while taking the examination,
 - f If applicable, attendance and participation requirements relating to the course or parts of the course,
 - g If there is a mid-term examination involved, and if so, when,
 - h The procedure regarding student inspection of examinations assessed,
 - i The procedure regarding the provision of information on assessment standards, and how students may ask questions concerning this matter.
- 9 The examination of a course is passed if:
 - a the result obtained for the examination is a 5.5. or higher, 'satisfactory' or higher, or 'pass' (also see article 5.8.1),
 - b the weighted average of the results obtained for the partial examinations is at least a 5.5, in which a minimum mark of 4.5 applies to these partial examinations. The lecturer may decide – in consultation with the board of examiners – to set a higher minimum mark (of 5.5 at the most) for a certain examination or partial examination.
 - c the course requirements, specified in advance, have been fulfilled.
- 10 When the examination or partial examination has been taken, the result for it will be entered into the Osiris student progress monitoring system.

Article 5.3 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. However, requirements are in place with regard to students being allowed to start their exchange programme and graduation project. For more information regarding this matter, you are referred to sections 3,4 and 5.
- 3 Admission to an exchange programme in year 2 of the regular bachelor will be limited and only possible under certain conditions. See article 2.4.3.1 sections 2 and 3 for more information.
- 4 An exchange in year 3 or 4 of the regular IMEM programme, and/or in years 2 or 3 of the accelerated VWO IMEM programme can only take place if a student's credit deficit is no more than 6 ECTS before the start of the exchange programme. Also see article 2.4.3.2 section 5 and 2.5.3 section 5.
In this process, the point of departure is the results as officially recorded in Osiris.
- 5 Students will only be allowed to start the graduation phase if:
 - a their study credit deficit is no more than 6 ECTS (also see article 2.7.5).
 - b they passed the propaedeutic phase.
 In this process, the point of departure is the results as officially recorded in Osiris.

Article 5.4 Periods of Time and Frequencies of Examinations

WHW article 7.13 paragraph 2h and 2j

- 1 Every year, students will be offered at least two opportunities to take examinations.
- 2 A student will be allowed to participate in no more than two opportunities every academic year.
- 3 The opportunities referred to in section 2 are inclusive of 'GKs' (Dutch abbreviation of Missed Opportunities). See article 5.6 section 1.
- 4 A second or subsequent examination during the same academic year will be identical in terms of the form of testing and comparable in terms of subject matter to the first examination. The board of examiners may deviate from this provision as far as exchange students are concerned, with a view to the duration of the exchange programme.
- 5 If a course is no longer offered, the student will be offered another two opportunities to take the examination or partial examination that belongs to this course in the subsequent academic year. The provisions of section 4 will also apply. The board of examiners will be authorised to extend this period of time. This will be laid down in the transitional arrangement, see article 2.11.
- 6 A student will be allowed to take a second attempt at every examination, taking into account the provisions of section 2. The highest result obtained will count. Also see article 5.8.3 section 2.
- 7 To be able to comply with section 1, students from all years, except the graduation year, who fail a project in the Production House (see appendix 7) will be enabled to take a second attempt at this project in the last week of the academic year, in such a way that the mark for the second attempt is registered in Osiris by 1 September of the same calendar year at the latest. This second attempt applies to only one Production House project. If the student has to take second attempts at more than one project in the Production House, the board of examiners will determine the term within which this has to be done.
- 8 Given the set-up and substantial study load of the second-year course PR6 'Media Production', the following applies to a second opportunity for this course:
 - a If the student has to take a second attempt at the written mid-term examination, the student can make use of the regular resit opportunities which are offered at the end of the term in which the course is offered;
 - b If the student has to take a second attempt at the practical component of this course, he will be required to do so, contrary to the provision of section 1 above, in a next academic year. The practical component of 'Media Production' can only be redone in its entirety and, due to the size of the project, is offered only once every academic year.
- 9 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.
- 10 Subject to the provisions of this article and article 5.5, a student will always be entitled to take part in a regular examination or resit examination, even if he did not attend the accompanying course.
- 11 The three-year IMEM programme (VWO track) has a work placement in the first semester of year 2. The following applies to students on this programme who have to take resits of / second attempts at propaedeutic courses in the first semester of year 2:
 - These students can take second attempts at their assignments in accordance with the regular deadlines, if their placement takes place in the Netherlands.
 - These students will be offered a second opportunity after having returned to the Netherlands, if their placement takes place abroad.

Article 5.5 Registration for Examinations and Resit Examinations

5.5.1 Regular procedure

- 1 Timely registration for examinations, whatever their nature or form, is compulsory for all students as well as a condition to being awarded an assessment or result in Osiris. Students will be required to register by means of Osiris.
- 2 Contrary to section 1, all MEM and CB students are registered automatically for the first opportunity of each examination, regardless of the form of the examination.
- 3 Automatic registration as referred to in section 2 also applies to mid-term examinations.
- 4 Automatic registration as referred to in section 2 does not apply to second/resit opportunity, nor to the first opportunity if this first opportunity has not been used by the student, for whatever reason. For all resit examinations/second opportunities, of whatever form, students are to register in Osiris themselves.
- 5 Registration for resit examinations / second opportunities will always be open during term weeks 3, 4 and 5 of the relevant term.
- 6 As an exception to section 4, students can be registered automatically for all resit examinations of term D, regardless of the form of the examination.
- 7 Students will be notified of this via e-mail at the beginning and at the end of a registration period for resit examinations.
- 8 If a person is not enrolled as a student (any more), but still takes part in an examination, then this person's participation in the examination will be declared invalid and the result will not be registered in any way.
- 9 If it turns out that registration for an examination was impossible due to personal circumstances, the student concerned may request the board of examiners to still give him the opportunity to register.
- 10 If it turns out that registration for an examination was impossible due to technical problems, the registration period will be adjusted by the board of examiners.

5.5.2 Possibility to register after the registration period

- 1 If the regular registration period as mentioned in article 5.5.1 for a resit examination has passed, the student will be offered the opportunity to register after the registration deadline via the secretarial office of the academy which offers the course and the attendant examination. This, however, will only be possible if the examination is among the examination offerings during the period concerned.
- 2 To simplify registration for written examinations after the registration deadline, the examination lists which contain the names of registered students, will be published no later than one week after the closing of the regular registration period. Students will have to check their registration for this themselves, and if necessary, make use of the opportunity to register after the registration deadline.
- 3 The registration possibility as referred to in section 1 is possible up to three working days before the start of the examination period during which the examination is administered. This registration possibility will involve service charges. The service charges are €15 for each registration (maximum of €50 per examination period).
- 4 A student who wants to make use of the registration opportunity mentioned in section 1 will be required to report this to the secretarial office of the academy concerned.

5.5.3 Possibility to cancel registration

The student can cancel his registration for an examination during the period when registration for this examination is open (see article 5.5.1 section 5).

Article 5.6 Inability to Attend an Examination

- 1 If a student registers for an examination, but fails to take part in it, a 'GK' (Dutch abbreviation of Missed Opportunity) will be entered and displayed in Osiris as the result for this examination.
- 2 If the inability to take part in an examination, as referred to in section 1, was caused by force majeure, then the student may submit a request to the board of examiners to have his 'GK' result repealed.
- 3 If the board of examiners is of the opinion that force majeure⁹ applies, the board of examiners will remove the 'GK' result from Osiris. The student will be expected to take part in the first upcoming opportunity for this examination. If there are no more opportunities in the current academic year for the examination concerned, then an extra opportunity will be offered.

Article 5.7 Regulations regarding Examinations

- 1 During all examinations, students must carry valid proof of identity (passport, driving licence, or identity card). This proof of identity will be checked before commencement 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 does not carry a valid means of identification with him, he 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 inspection of examination results. Any breach of this provision will be regarded as fraud (see article 5.15).
- 4 There are several additional rules that apply to written examinations. These are included in the Regulations regarding written examinations.
- 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 under the supervision of at least two examiners, in which one of the examiners, at the instruction of (the chair of) the board of examiners, will act as first examiner. The examination can also be administered by one examiner, who in this case will tape-record the interview.

⁹ Public transport delays, traffic jams, etc. are NOT regarded as force majeure.

Article 5.8 Assessment of Examinations

5.8.1 General

- 1 All examinations will be assessed by the examiner concerned in conformity with the predetermined (and published) assessment criteria.
- 2 External experts, also referred to external examiners at Breda University of Applied Sciences, will be allowed to assess students, if they have been appointed as examiners by the board of examiners. In this process, the board of examiners applies a specific examiner profile, compiled 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 will be applied:
 - a The way in which a study task or assignment has been carried out (in terms of quantity);
 - b The degree to which the specific criteria with regard to the study task or assignment have been met (in terms of quality) (for instance, the degree to which the questions have been answered correctly, the degree of participation in the execution of a study task or assignment in a group of students);
 - c The degree of participation in practical assignments; this criterion only applies to the assessment of examinations or parts of examinations that go with courses or parts of courses which have been designated as practical components with mandatory attendance, and which has been announced as such at the beginning of the course (see section 5.2);
 - d following on from the provisions mentioned above, it is not permitted to award a mark or partial mark just for attendance in class.
- 5 The assessment of an examination is expressed in terms of either a numerical or verbal descriptor. For more detailed information you are referred to appendix 6.
- 6 If an examination consists of several partial examinations, the attendant ECTS credits will only be awarded when all partial examinations have been completed successfully, taking into account any compensation arrangements. All results for the partial examinations will be entered into Osiris.

5.8.2 Assessment of placement and practical assignment

For information about the didactic foundations of the professional orientation work placement, details of the course (in terms of contents and process), as well as the assessment procedure and criteria, you are referred to the course guide of the professional orientation work placement which is revised every year and provided to new third-year students (and second-year students on the VWO track) at the beginning of each academic year via the LMS system.

5.8.3 Assessment of graduation internship / graduation project / thesis

- 1 In conformity with article 5.4, the student who passes his final exam¹⁰ will be entitled to take one second attempt in order to achieve a higher final mark. If a student wants to take this second attempt, he has to notify his graduation supervisor in time and not yet take receipt of the degree certificate. Once the student has taken possession of the bachelor's degree certificate, the entitlement to a second attempt as referred to in this section will cease to exist.

¹⁰ Where 'final exam' is mentioned in this article, it should be taken to represent the concluding exam in which the student's graduation report and oral defence of this report are assessed.

- 2 If a student wants to take a second attempt at the final exam to improve his profile, the second mark will override the first one, even if the first mark was higher, as an exception to the provisions of article 5.4 section 6.
- 3 For information about the didactic foundations of the graduation project, the details of the course (in terms of contents and process), as well as the assessment procedure and criteria, you are referred to the Graduation Manual which is distributed in print every year to new students in the graduation year, as well as via the LMS system.
- 4 Attending examinations or tests of courses of the bachelor's programme during the graduation period will be permitted, provided that the graduation host company agrees with this.
- 5 The oral final exam that concludes the main phase is not a public event, in keeping with the provisions of article 5.7, section 5.
- 6 The oral exam always takes place at Breda University of Applied Sciences in the physical presence of the candidate. In the case of a feedback session after having failed the written part of the final exam, the student may ask for a video conferencing session.
- 7 Every academic year has four regular graduation periods, parallel to the term structure of the academic year. 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.
- 8 To be able to comply with the provisions of section 2 of this article and section 1 of article 5.4, the International Media and Entertainment programme has a fifth graduation period in the last week of the academic year (August). This extra graduation period is exclusively open to students who failed their final exam when they took it for the first time at the end of term D, and/or by way of profile improvement. This special extra opportunity is characterised by limited supervision/coaching possibilities due to the summer holiday and accelerated procedures.

Article 5.9 Announcement of Examination Results

WHW article 7.13 paragraph 2o

- 1 The examiner will determine the results of an examination and enter these (provisional) results into Osiris, within 10 working days after the day on which the examination was held. These provisional results can then be consulted via Osiris. Provisional results may be adjusted upwards or downwards, if necessary.
- 2 If there is any reason to do so, the academy director may decide to deviate from the provisions in section 1. Any arrangements to the contrary should be communicated to the students in time.
- 3 The results of an examination (in provisional form) have to be announced no later than three whole working days before the second opportunity of this examination. If this term is exceeded, the second opportunity will be postponed to a date to be set by the academy director. In this process, the provisions of article 5.11 section 1 should be taken into account. Any arrangements to the contrary should also be communicated to the students in time.
- 4 If a second assignment builds on a previous one, the result of the first assignment must be announced before the deadline for handing in the second assignment.
- 5 The academy will finalise the results (in definitive form) in Osiris within five working days after the inspection period of examinations (see article 5.11). Consequently, the definitive examination results are announced within 25 working days after the examination was held. Finalised examination results can only be adjusted upwards or downwards via the board of examiners.

Article 5.10 Period of Validity

- 1 Throughout an uninterrupted period of enrolment of a student on a study programme, the period of validity of examinations passed will be indefinite, taking into account any transitional arrangements that may exist, as mentioned in article 2.11.
- 2 The period of validity of the propaedeutic certificate will be indefinite.
- 3 In the event of an interruption of enrolment on a study programme, the board of examiners of this study programme may impose an additional or substitute examination to complete a certain course, if four years have passed after the year in which the original examination of this course was passed, before the student is admitted to the final exam of the bachelor's programme.
- 4 A result for a partial examination may be qualified by the board of examiners as having expired. A decision of this sort is possible if the entire course, to which the partial examination belongs, has not been passed within the term of the academic year following the academic year in which the first result for a partial examination was earned.
- 5 Incomplete partial marks, partial marks for parts of courses which have not been completed successfully, will only remain valid in the year of study in which these partial marks are obtained as well as in the subsequent academic year. Upon commencement of the year of study that comes next, these incomplete partial marks will lose their validity, which means that the entire course, including all partial assignments, will need to be repeated. In special circumstances, the board of examiners may deviate from this provision. Also see article 2.11 and appendix 9. Incomplete partial marks obtained in earlier academic years will only be valid after explicit approval from the board of examiners.

Article 5.11 Inspection

- 1 During a period of 10 working days after the announcement of the provisional results of an examination, students will be permitted to inspect the examinations assessed as well as the assessment criteria used, on the understanding that this inspection takes place no later than three working days before the second opportunity. The date and time for this inspection opportunity will be set by the lecturer involved or scheduled by academy staff.
- 2 If a student can demonstrate that he was in a situation of force majeure which rendered him 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 differ from the provisions in section 1. Any arrangements to the contrary should be communicated to the students in time.
- 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 inspection of examination results. Any breach of this provision will be regarded as fraud (see article 5.14).
- 5 During the inspection moment, the student will not have access to his personal belongings and/or any tools or means of communication. The rules that apply to written examinations are also applicable here, see Examination Regulations of Breda University of Applied Sciences.

Article 5.12 Possibility to appeal against assessments

- 1 If a student disagrees with an assessment (finalised examination result), he may lodge an appeal with the Examinations Appeals Board of Breda University of Applied Sciences,

provided that he does so within six weeks after the date on which the finalised result was published in Osiris.

- 2 This appeal can be lodged via the digital Complaints Service Point of Breda University of Applied Sciences. This Service Point is available via the student portal. The appeal will be dealt with in conformity with the provisions of the Code of Order of the CBE Breda University of Applied Sciences.

Article 5.13 Individual Exemptions

5.13.1 Exemptions from taking examinations

WHW article 7.13.2r

Selection list Breda University of Applied Sciences

- 1 At the student's written request, the board of examiners may grant exemption from the propaedeutic exam or one or more interim examinations.
- 2 Requests for exemptions from examinations must be submitted before the start of the term in which the course from which exemption is requested is offered. To this end, students may use a form which is available through Osiris.
- 3 The student has to submit a written reasoned request to the chair of the board of examiners. The request must be supported by the following documents:
 - a copy of the certificate, diploma, degree or statement;
 - a copy of the accompanying list of qualifications;
 - a list of literature, lecture notes, etc. studied;
 - an official 'EVC' (accreditation of prior learning) procedure gone through at Breda University of Applied Sciences or somewhere else;
 - written proof of a successfully completed assessment.
- 4 The board of examiners will decide as soon as possible – within 20 working days after the request has been submitted – whether or not to grant the request, possibly in consultation with the examiners involved. The decision will be recorded by the board of examiners, and communicated to the student (digitally via Osiris).
- 5 An exemption granted will be registered as 'VRIJ' in the Osiris student progress monitoring system.
- 6 The student may lodge an appeal, within six weeks, against the decision of the board of examiners referred to in section 4 with the Examinations Appeals Board. Also see article 5.12 section 2.

5.13.2 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 term in question;
 - There is a content overlap of at least 70%, such to be determined by the lecturer concerned;
 - A score of at least a 7, or the international equivalent of this, was obtained for the original course.
- 2 The criteria as set out in appendix 8 are applicable to submitting requests to the board of examiners and in all communication with the board of examiners in general.

Article 5.14 Contingency Scheme

A contingency is any situation that requires everyone present in a building to leave this building immediately. If an examination is being administered at that time, then this examination will be declared invalid and the work submitted will not be assessed. A new examination will be scheduled as soon as possible and the students will be informed of the date, place and time of the new examination

Article 5.15 Academic Dishonesty and Plagiarism

WHW article 7.12b paragraph 2

5.15.1 Definitions

- 1 Academic dishonesty involves any act or omission by the student that makes it impossible, either fully or partially, to form a correct assessment of the student's knowledge, understanding and skills. This may involve providing incorrect facts, deliberate concealment of any fact that the student knew or should have known he was obliged to disclose, using a false name or false identity, and/or engaging in forgery of documents.
- 2 Academic dishonesty or fraud concerns all cases which involve any form of deception as laid down by law, among other things in the Dutch Criminal Code and the Dutch Civil Code (Book 3), and as such it is a punishable offence.
- 3 Academic dishonesty or fraud is also understood to mean any attempt towards fraud, complicity, being a fellow perpetrator in fraud, making preparations for academic dishonesty/fraud, and preventing academic dishonesty/fraud from being discovered.
- 4 Plagiarism is the act of copying or quoting from someone else's work by not or not properly acknowledging one's source(s), and/or by falsely placing any name or mark on someone else's work, and/or by forging the real name or mark on someone else's work. The aim of this is to create the false impression that the work (and/or the quotation) is the plagiarist's own. Plagiarism also involves selling, offering for sale, or storing for sale such forged works.
- 5 The term academic dishonesty or fraud includes, but is not limited to, the following instances where it is established that the student:
 - a uses/has used - in the room where the examination takes place - tools that have been explicitly designated by the invigilator as not being permitted for reference during the examination.
 - b uses/has used information in any way - during the examination - that has not been supplied by the invigilator, and this information was obtained either inside or outside the examination room.
 - c discloses/has disclosed information in any way – either prior to or during the examination – to another student about the examination, including information about the contents and answers of the examination.
 - d passes/has passed himself off as someone else during an examination or has/has had himself represented by someone else during an examination.
 - e takes/has taken unauthorised cognizance – either prior to or during the examination – of the examination questions, assignments and/or answer keys of the examination.
 - f applies/has applied changes to examination work already handed in, either after the examination time or during the inspection opportunity afterwards.
- 6 Other forms of academic dishonesty include, but are not limited to:
 - a any act or omission of a student aimed at making it impossible – either fully or partially – to form a correct and reliable judgement about the knowledge, understanding and skills acquired by the student or about the knowledge, understanding and skills acquired by fellow students.

- b presenting someone else's work or ideas as their own, including the work of fellow students, even if a reference to other authors has been included.
 - c Handing in, as a first version, a text (or comparable text) already handed in previously by the student himself or another student for assignments from other courses.
 - d Fabricating research results.
- 7 Where 'academic dishonesty' or 'fraud' is used in the TER, it should be taken to represent 'plagiarism' as well.
- 8 By taking part in an examination, the student gives implicit permission to check, if applicable, the examination (that the student handed in for assessment) for academic dishonesty by means of anti-plagiarism software and for his work to be included into the anti-plagiarism software database. In their digital examinations or any other digital text that is part of education, students are not allowed to apply any software blocks against anti-plagiarism software.

5.15.2 Procedure

- 1 Upon suspicion of academic dishonesty, the invigilator will promptly address this with the student concerned and the board of examiners. The invigilator 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 taken note of the suspicion of academic dishonesty, the student will be given the opportunity to be heard by 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.
- 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 complies with the criteria of academic dishonesty as specified in these regulations, and will inform the student, no later than within 2 weeks after he has been heard, of its decision and – if applicable - disciplinary measures in writing, stating the possibility to appeal to the Examinations Appeals Board.
- 6 The student will have the possibility to appeal (within six weeks after announcement of the decision of the board of examiners) to the Examination Appeals Board against the decision. The appeal procedure is described in the Code of Order of the CBE Breda University of Applied Sciences.

5.15.3 Disciplinary measures

- 1 In the event that academic dishonesty is proven, the board of examiners may impose one of the following disciplinary measures:
 - a revoke 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 academic progress system 'Osiris', this will result in a recorded mark of 'FR', or
 - c a combination of a and b.

Any previous incidents of academic dishonesty will be involved in determining the severity of the disciplinary measure.

- 2 On the proposal of the board of examiners, the Executive Board may decide to definitively terminate the student's enrolment on his study programme in the case of serious academic dishonesty.
- 3 In the event of a case of academic dishonesty, the Executive Board of Breda University of Applied Sciences may file a report with police or justice officials.
- 4 Cases of academic dishonesty established after degree completion will be reported to police or justice officials 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 his degree certificate to the institute upon first request. The institute will ensure that the degree awarded will be revoked in all formal registers and that the degree certificate will be destroyed.

Article 5.16 Examination Certificates

WHW article 7.11 paragraph 1
Selection list Breda University of Applied Sciences

- 1 As proof of an examination having been passed, the examiner concerned will issue a written piece of evidence. The registration of the confirmed result in Osiris will also be regarded as evidence.
- 2 The student who has passed more than one examination, but to whom a certificate as referred to in article 6.5, section 2 cannot yet be awarded, will receive – upon his own request - a written certified statement from the board of examiners listing the examinations passed. Students have to submit a written request for this statement themselves to the chair of the board of examiners.

Chapter 6 Final Exams

Article 6.1 Exam Concluding the Propaedeutic Phase

WHW articles 7.8 and 7.10

A student will pass the propaedeutic exam, if he has met the completion requirements of all the examinations that go with the courses of the propaedeutic phase of the study programme. This exam is the first exam of the HBO study programme. Passing this exam will earn the student 60 ECTS credits. The compensation possibilities as mentioned in article 6.4 will be applicable in this process.

Article 6.2 Exam Concluding the Main Phase (Final Exam)

WHW article 7.10

6.2.1 Final exam as a part of the HBO bachelor's programme

- 1 A student will pass the final exam of the main phase, if he has passed the propaedeutic exam and if he has met the completion requirements of all the examinations that go with the courses of the main phase. Passing this exam will earn the student 180 ECTS credits. The compensation possibilities as mentioned in article 6.4 will be applicable in this process.
- 2 The final exam is the second exam of the HBO bachelor's programme. If a student has passed both the propaedeutic exam and the final exam, he 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.

Article 6.3 Final exam as a part of the associate degree programme

Not applicable.

Article 6.4 Compensation Possibilities

6.4.1 General

Not applicable.

6.4.2 Additional provisions in the propaedeutic phase

Not applicable.

6.4.3 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 honours or minor programme cannot be used for the purpose of compensation of any other curriculum components (and vice versa).
- 3 The following compensation scheme applies to second-year courses of IMEM students from cohort 2010-2011 or earlier:
 - within each cluster of courses in the second year of the study programme, one course of which the weighted final result is a 5 may be compensated by a course of which the weighted final result is a 7 or higher, provided that the study load of the compensating course is equal to or higher than the course to be compensated.
 - compensation of courses in the second year of study only concerns compensations awarded by Osiris. Virtual compensations, which may occur because Osiris has not yet been able to grant the compensation, will not be considered.
 - compensation of courses in the in-school training facility (see appendix 7) will not be permitted, not even based on the limited compensation scheme.

Article 6.5 Announcement of Final Exam Results

WHW article 7.11 paragraphs 2 and 4

- 1 In its exam meeting, the board of examiners will establish the results of the final exams (of the propaedeutic phase, the main phase, or the associate degree programme). The names of the students who comply with the requirements of the final exams (of the propaedeutic phase, the main phase, or the associate degree programme) will be registered in an official report ('proces verbaal') pursuant to the final exam meeting.
- 2 As proof of the final exam having been passed, the board of examiners will issue a degree certificate with attendant 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 be awarded a 'diploma supplement'. Certificates, list of marks, and diploma supplements are in compliance with the regulations and procedures of Breda University of Applied Sciences.
- 3 If the student is attending one or more courses which are not part of the curriculum, the results will be presented in the 'other' category on the list of marks.
- 4 The marks on the list of marks that is attached to the certificate of the propaedeutic phase, main phase, or associate degree phase are rounded to 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 compared to international standards.
- 6 The GPA is determined by taking the weighted average of the results obtained within the curriculum. The GPA is expressed on a scale from 1 through 4, to two decimal places accurately. For information about calculating the weighted average, you are referred to appendix 6. An explanation of the GPA value will be included in the diploma supplement. In addition, a complete conversion table (from weighted average to GPA) is available via the portal and on the internet.

Article 6.6 Degrees Conferred

WHW article 7.10a

6.6.1 HBO bachelor's degree

The Executive Board will confer the bachelor's degree on 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).

6.6.2 Associate degree

WHW article 7.10b

Not applicable.

Article 6.7 'Cum Laude' Distinction

- 1 If a student complies with all the criteria as mentioned in section 2, and has completed the entire study programme (propaedeutic and main phase) within the standard duration of the degree programme + one year, he may receive the designation 'cum laude' for his final exam of the main phase.
- 2 The criteria mentioned in section 1 are:
 - a The weighted average of the results of all courses of the main phase is at least an 8.0.
 - b The student's graduation result is a final mark of at least an 8.0.
 - 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, plagiarism or academic dishonesty.
- 3 If the student has passed more than the required 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 study programme, and/or completed a graduation internship, the board of examiners will establish the value and weighting of these courses.
- 5 The designation 'cum laude' will be stated on the degree certificate.

Chapter 7 Committees

Article 7.1 Board of Examiners

WHW article 7.12 and 7.12b

- 1 For each study programme or group of study programmes, the Executive Board will form 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 study 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 complies with 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 ADE board of examiners and the procedures it applies in the handling of requests, you are referred to appendix 8.
- 3 The ADE board of examiners applies a maximum time limit of six weeks for receipt of complaints, taking into account the provisions of appendix 8, 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 7.2 Other Committees

7.2.1 Assessment committee

7.2.1.1 Composition

- 1 The board of examiners institutes a permanent assessment committee. The assessment committee falls under the direct competence of the board of examiners.
- 2 The assessment committee consists of a representative cross-section of all study programmes represented within the academy. This cross-section arises by the number of students studying the study programmes.
- 3 The board of examiners proposes members for the assessment committee, after which they are appointed and facilitated by the academy director.
- 4 The board of examiners appoints one of its members as chair of the assessment committee. A maximum of two members of the assessment committee are also members of the board of examiners.
- 5 The term of the members on the assessment committee comprises two academic years. After the term has passed, members may be eligible for reappointment.
- 6 The educationalist (or several educationalists) of the academy can advise the assessment committee. The educationalist is not a member of the assessment committee.

7.2.1.2 Tasks

- 1 The assessment committee provides solicited and unsolicited advice to the board of examiners with regard to quality assurance and quality policy relating to final exams and interim examinations.
- 2 In issuing advice, as referred to above in section 1, lecturer members of the assessment committee will be under the obligation not to give evidence with regard to courses or parts of courses which they are involved in themselves as (responsible) lecturers.
- 3 As a guiding principle in forming its advice and viewpoints, the assessment committee carries out cyclical checks of all interim examinations offered to students within the academy.
- 4 The checks mentioned in section 3 are based on a cycle of three academic years, in which the cycle is cancelled if the subject, content and/or form of assessment are changed.
- 5 The assessment committee carries out its work by order of, for the purpose 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 confers with the board of examiners about the details of its duties arising from these conferrals.
- 7 Every year, the assessment committee confers with the board of examiners about the possible updating of the assessment policy as it is used within the academy. Any changes in the assessment policy will always be applicable as from 1 September in any calendar year.

7.2.1 Degree programme committee

- 1 For the programmes of International Media & Entertainment Management and Creative Business, a department committee has been instituted. This committee consists of staff members and students of the IMEM and CB programmes.
- 2 The composition of the degree programme committee is based on elections. The term is 2 years. Also see the Regulations concerning Degree Programme Committees of Breda University of Applied Sciences.
- 3 In general, the degree programme committee has the task to provide advice on the safeguarding and improving of the quality of the degree programme.
- 4 The degree programme committee has the right to issue advice, either upon request or of its own accord, to the management team and to the student counsellor of the degree programme.
- 5 The degree programme committee sees to it, ever year, that the current teaching and examination regulations of the degree programme are implemented correctly.
- 6 With regard to specific parts of the teaching and examination regulations to be annually revised, the degree programme committee has the right of consent and the right to issue advice. See article 9.18 sub 1a and 1c of the WHW.

Chapter 8 Adoption and Amendment of the Teaching and Examination Regulations

Article 8.1 Adoption and Entering into Effect

- 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 agreement.
- 4 After agreement by the degree programme committee, the TER will be submitted for approval to the academy director.
- 5 After this, the TER will be submitted for adoption to the Executive Board.
- 6 The academy director will make sure that students and staff are informed of the TER in time, 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 8.2 Amendments

- 1 Amendments that apply to the academic year to which the TER relate will only be made if they do not harm the interests of the students. Exceptions in this respect concern amendments that are a direct consequence of a legislative change.
- 2 Amendments will furthermore not affect:
 - Examinations passed;
 - Exemptions granted;
 - Any other decisions, already taken 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 Definitive amendments to the TER will be communicated to the persons concerned through the usual channels within the academy in the form of an overview of amendments (possibly in cumulative form).

Article 8.3 Unforeseen Circumstances

- 1 In situations or circumstances which should be covered by the TER, but which are not, the chair of the board of examiners will decide, in consultation with the academy director. In the written argumentation to the student or students concerned, the situations and/or circumstances, considerations, and decisions will be clarified (and the possibility to appeal will be mentioned).
- 2 Should any differences of opinion arise within the board of examiners with regard to the interpretation of the regulations and procedures in the TER, the academy director will be asked to provide an explanation. Afterwards, the board of examiners will make its decision.

Chapter 9 Additional Provisions

Article 9.1 Hardship Clause

- 1 The board of examiners is authorised to deviate from these regulations if their application leads to extreme unfairness, and to make decisions in situations not provided for in these regulations.
- 2 If a student is of the opinion that there are any cases of extreme unfairness at issue, the student will have to submit a written, well-founded request regarding this matter to the board of examiners. The board of examiners will decide on the request and inform the student of its decision and the reasons it is based on in writing, and of the student's right of appeal.
- 3 To determine whether any case of extreme unfairness is at issue, the board of examiners will carefully weigh the interests of the student and the academy. If an immediate decision is required, the chair of the board of examiners or his replacement will decide, after which the other members of the board of examiners must be notified as soon as possible.

Article 9.2 Retention Periods

Selection List Breda University of Applied Sciences

9.2.1 Retention period of exemption decisions

- 1 The decisions relating to exemptions will be retained for seven years after the date of the decision concerned.
- 2 The seven-year retention period also applies to all underlying documents:
 - Request for exemption
 - Diploma (previous education)
 - Diploma supplement (previous education)
 - Evidence of accredited prior learning ('EVC')
 - Exemption including supporting information

9.2.2 Retention period of study recommendations

The warning regarding the continuation of studies (see article 3.1 section 3) and the recommendation regarding the continuation of studies (see article 3.1 section 1) must be retained for five years after the date of issuance.

9.2.3 Retention period of examinations

- 1 Examination question papers, answer keys, pass criteria, attendance lists, official reports of examinations, and evaluations of examinations must be kept on file for seven years after the date of assessment.
- 2 Examination papers completed by students, assessment results, and second assessment results (if there are any) must be kept on file for two years after the date of assessment.
- 3 Reports on graduation internships and theses and attendant results (in writing) will be kept on file for at least seven years after the year of graduation of the student concerned.

- 4 Personal data, copies of propaedeutic and degree certificates, and attendant lists of marks will be kept on record for 50 years.
- 5 The term mentioned in section 1 may be extended by the board of examiners, should this be necessary.

9.2.4 Retention period of examination certificates

- 1 The certified statement referred to in article 5.16 section 2 must be retained for ten years after the date it was issued.
- 2 The request as referred to in article 5.16 section 2 must be retained for one year after the date it was settled.

9.2.5 Retention period of degree certificates

- 1 The certificate, as referred to in section 2 of article 6.5, belonging to the final exam of the propaedeutic phase, main phase or the associate degree phase, must be retained for 50 years after the date of issuance.
- 2 The 50-year retention period also applies to:
 - Degree statement
 - Diploma supplement
 - Certificate (additional education)
 - Certificate (minor)
- 3 With regard to the propaedeutic exam, the requests and the decisions list of the board of examiners must be retained for five years.
- 4 With regard to the final exam of the main phase and the associate degree, the requests, the assessment of the requests, the assessment of the board of examiners, the decisions list of the board of examiners, and the student's statement of receipt of the degree certificate, must all be retained for seven years.

9.2.6 Retention period of academic dishonesty cases

- 1 The proposal to the Executive Board, as referred to in article 5.15.3 section 2, must be retained for two years after the date of termination of enrolment.
- 2 The retention period of two years after the date of termination of enrolment also applies to:
 - The discovery of academic dishonesty
 - Letter to the student
 - The student's defence statement
 - Revocation of the student's right to sit one or more examinations (if applicable)
 - Declaration of invalidity of the examination (if applicable)

9.2.7 Retention period of appeal cases

The following retention periods apply to the documents pertaining to the procedure as referred to in article 5.12:

- Confirmation of receipt: 1 year
- Notice of appeal, if dealt with: 10 years
- Notice of appeal, if not dealt with: 3 years
- Assessment of amicable settlement: 5 years

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

WHW article 7.2

1 General

- 1 Article 2.3 specifies whether the study programme is either fully or partially delivered in English.
- 2 The academy director will be required to attach conditions to the use of the English language with the aim of assuring the quality of the course (or courses) in question, which explicitly includes the language proficiency of the lecturers involved.

2 Additional provisions

- 1 If the study programme is taught in English entirely, academy staff and students are obliged to use the English language in the following cases:
 - a In official education-related documents (like the teaching and examination regulations and study guides)
 - b In the course materials made available by the academy (like lecture notes and readers)
 - c In all teaching / study activities
 - d In contacts with all organisational units of the academy
- 2 If only one or a few courses (such as a minor) is / are delivered in English, academy staff and students are obliged to use the English language in the following cases:
 - a In official documents that relate to the course in question (such as study guides)
 - b In the course materials made available by the academy (like lecture notes and readers)
 - c In all following teaching / study activities of this course
- 3 The use of the English language by Dutch students is not obligatory in the following cases:
 - a Contacts with the student counsellor
 - b Contacts with staff members of other academies / study programmes
 - c Contacts with the Executive Board
 - d In the following cases, specified by the academy: not applicable.

Appendix 2 Competencies

2.1.1 Core Tasks

1. Creation & Conceptualisation. The MEM professional develops new or improved media and entertainment concepts keeping in mind the specific objectives of the organisation.

- 1.1. Makes strategic, ethical, commercial, financial, judicial and technical considerations for the purpose of developing media and entertainment concepts keeping in mind the connection with the strategy of the organisation and with a view of the realization of products from these concepts.
- 1.2. Contributes to the creation, development and realisation of innovative, technically and economically attractive media and entertainment concepts.
- 1.3. Designs processes for the creation, development and realisation of innovative media and entertainment concepts, organises these processes and directs these processes (and the people involved in them).

2. Realisation & Production. The MEM professional realises and produces media and entertainment products.

- 2.1 Contributes to the realisation of media and entertainment concepts into media and entertainment products. In this, processes the possibilities of the newest technologies. Draws up the directing, organising and carrying out documents needed for this.
- 2.2 Designs innovative and other production processes for the purpose of media and entertainment products (or with media and entertainment products) and organises them.
- 2.3 Develops insight into business economic possibilities of products and production. For this, makes business economic prognoses and analyses with a short and long term perspective. Calculates costs and yield and brings the results under the limelight.
- 2.4 Directs people, processes, projects and/or departments. Gears himself or herself in particular to innovative production processes, to the direction of creative professionals and to the extra value of cooperative alliances with other business for the purpose of realisation & production.

3. Marketing & Distribution. The MEM professional markets a media and entertainment concept, product or commercial or other message.

- 3.1 Designs a marketing strategy as a result of media and entertainment concepts and products. Uses media and entertainment concepts to bring products onto the market, in keeping with the wishes and needs of consumers and organisations. Knows how to interest target groups for and actively engage them in media and entertainment products, personally and via the use of diverse media and forms of entertainment.
- 3.2 Sells a media concept or product (sales).
- 3.3 Makes and maintains contact with clients, prospects and stakeholders in a systematic way, in this makes use of various media (account management).
- 3.4 Contributes to sustainable and other distribution.

4. Research. The MEM professional conducts suitable research (or has suitable research carried out) for the purpose of concept development, product development, market development and operational management.

- 4.1. Ensures in a methodological way that he/she is up to date about national and international developments in the area of media and entertainment.
- 4.2. Sees the need for information (knowledge) for his or her organisation and contributes to the acquisition and development of that information (knowledge). Conducts research in a methodological manner into media and entertainment for the purpose of concept development, product development and marketing and for the purpose of organising operational management processes.
- 4.3. Analyses research results (data) for its significance for products, business processes and members of staff in the organisation and makes recommendations.

5. Organisation. The MEM professional undertakes and contributes to operational management (in a sustainable manner).

- 5.1. Develops relevant strategic organisational plans and provides advice with regard to the implementation of them. In a sustainable and socially responsible manner, contributes to the entrepreneurship of the organisation. Is aware of the uncertainty which is linked to entrepreneurship in this professional field, recognises investment risks, takes success and failure factors into account and also financial and other results.
- 5.2. Makes overviews of people and resources which are in keeping with the business objectives, which are real and feasible and which are in keeping with the creative character of the organisation. Manages and stimulates members of staff and makes them enthusiastic and builds up consensus. Brings together divergent opinions and forges them into a result-oriented and powerful whole.
- 5.3. Draws up project plans and sets up projects, directs them and evaluates the results.
- 5.4. Develops and maintains strategic alliances and work contexts for the organisation such as sustainable, commercially-essential networks of cooperative organisations and networks with purchasing organisations and/or consumers for the purpose of co-creation and co-production.
- 5.5. Researches the quality of business processes and proposes improvements.

6. Professional communication. The MEM professional communicates internally and externally on various levels in a suitable tone, nationally and internationally, and designs and organises communication processes.

- 6.1. Designs processes of internal and external business communication, organises them and contributes to their realisation. Gives diverse media (text sound, image, moving images, live-presentations) a place. Supports the development of an organisational policy with regard to internal and external communication.
- 6.2. Communicates internally and externally. Communicates effectively in the accepted business language by drawing up and writing plans, reports and memorandums, provides information via various media, carries out consultations, creates support, stimulates, motivates, convinces and expresses decisions.

7. Operates on the basis of a professional fundamental attitude (reflective practitioner).

- 7.1. Characteristics of an individual professional fundamental attitude are: being enterprising, investigative, flexible & versatile, permanently and actively learning, responsible, good at providing arguments, reflective, self-critical, giving and receiving feedback, committed, result-oriented and accountable.
- 7.2. Works professionally together in an interdisciplinary and/or intercultural working environment. Works from an international (global and glocal) perspective and operates cross-culturally.
- 7.3. Has respect for others, acts on the basis of ethical convictions and on the basis of his or her profession's code. Provides a contribution to the further professionalization of the branch via, amongst other things, publications and presentations.

2.1.2 Professional products

To complete this set the following is a summary of the professional products that a graduate MEM professional is able to realise:

- Research report into trends in the area of media and entertainment;
- Research report into relevant technical developments in the area of media and entertainment and their implications for the business;
- Market research;
- An innovative media and entertainment product concept, product or service;
- A product development plan;
- A business plan;
- An implementation plan;
- A proposal for the organisational structure of a project, department and middle-sized company;

- A plan for improvement based on a business analysis for a production process, which is coupled with an implementation plan;
- A marketing plan for a media or other product or production in which media and entertainment constitute the marketing tools;
- Financial accountability (budget, financial report);
- A legally validated cooperation plan or contract regard the production, provision or distribution of a media and entertainment product or production.

2.1.3 Body of Knowledge and Skills (BoKS)

The following body of knowledge and skills for MEM came about on the basis of the areas of expertise of the theoretical basis from the HEO Standard (2014). The relevant areas of knowledge which are specific for media and entertainment have been added to this. The classification corresponds to the classification of the core tasks.

1. Creation & Conceptualising. Is knowledgeable about and has insight into processes of creation & conceptualising and is able to apply this knowledge and insight:

1.1. The national and international media and entertainment world and the national and international creative industry, in particular with regard to text, sound, image, moving images and live presentations.

1.2. Specific theory formation about the development of media and entertainment concepts on the distinctive areas of the media.

1.3. Current technical developments.

1.4. Current developments in the area of conceptualising and media content.

1.5. For practising the profession relevant judicial aspects (forms of contract, copyright, royalties etc.).

2. Realisation & Production. Is knowledgeable about and has insight into realisation & production and is able to apply this knowledge and insight:

2.1. Basic aspects of quality care: management control, care systems, planning and control, quality systems, quality plans.

2.2. Business Administration, in particular with regard to business processes (also see 5.5).

2.3. Business economic principles with a view to calculating investments.

2.3.1. Basic aspects of optimal administrative organisation and financial reporting.

2.3.2. Financial feasibility analysis.

2.3.3. Bringing out offers (calculating, estimating), budgeting, monitoring, calculating results.

3. Marketing & Distribution. Is knowledgeable about and has insight into commercial economy and is able to apply this knowledge and insight:

3.1. Is knowledgeable about the marketing mix, analysis of stakeholders, branding, marketing communication, market analysis, consumer behaviour, marketing strategy, production and marketing chain, customer relations management (CRM), product life cycle.

3.2. Entertainment marketing.

3.3. Current developments in the area of marketing and media.

3.4. Marketing plans and distribution plans.

4. Research. Knowledge of and insight into relevant forms of practice-oriented research and is able to apply them:

4.1. Relevant methods and techniques of qualitative and quantitative research such as statistical analysis, trend research, methods of gathering information, information systems.

4.2. Environment analysis with an eye on the strong environmental dynamics.

5. Is knowledgeable about and has insight into management & organisation theories and is able to apply this knowledge and insight:

- 5.1. Theory organisational behaviour: HRM, Organisation design (organisation culture, structure and quality systems), leader chaos theory.
- 5.2. Forms of relations regarding stakeholders, decision-making processes.
- 5.3. Strategic planning and strategic management: internal analysis (value creation and business models), external analysis (macro and industrial level), strategy development and implementation, business plans, enterprise plan.
- 5.4. Change management, project management.
- 5.5. Operational management, process management.
- 5.6. Forms of advisership.

6 Is knowledgeable about and has insight into communication theories and is able to apply this knowledge and insight:

- 6.1. Is knowledgeable about and has insight into the significance of the developments in media and entertainment for the organisation of internal and external communication processes.

7. Attitude

- 7.1. Disciplines which contribute to the development of a professional fundamental attitude are philosophy, ethics and psychology.

2.2 Training profile and core tasks of Creative Business

2.2.1 Core tasks

- 1. Creates promising (media)concepts focusing on meaning and experience that match the designated (interaction) issue (the content) and the parties involved

Explanation

The Creative Business professional creates and develops innovative, technical and economically attractive (media) concepts and involves interdisciplinary collaborative ventures in doing so. To develop media concepts he balances a broad spectrum of company concerns: for example, strategic, ethical, commercial, financial, legal and technical. Monitors the concept during the production phase.

He is actively engaged in content. He aggregates, organises and refines content; he also processes and improves aggregated content in combination with creating and developing media concepts. He sets out specifications for automated content generation and uses the results. He prepares this content with a view to developing media concepts for the purpose of the intended interaction between the parties involved. A good relationship to the content and a good understanding of the parties involved are required for whatever media application.

He designs appropriate working environments, processes and networks to create and develop media concepts, aims these processes and networks at the task in hand, drives these processes and networks, and facilitates the working methods and processes of the professionals involved (designers, technicians).

- 2. Produces media products and media services

Explanation

The Creative Business professional transforms media concepts into media products and services. In this, he reflects on new technology possibilities and works them into the processes. He produces the necessary guidance, organisation and operation documents (instructions, process descriptions, planning). Producing can include directing and refining the content of media products used by the parties involved.

He designs production processes for the realisation of media products and services and implements them. He develops an insight into corporate economic possibilities regarding products and services. On the basis of this, he makes financial prognoses and analyses for the short and long term. He calculates costs and revenues and explains the results (accountability). He evaluates the effectiveness of realisation processes and makes improvements (quality assurance).

He leads processes, projects and/or departments. He dedicates himself to production processes of networks of companies and organisations, production environments that guide the working methods of and interaction between creative professionals and the added value of collaborative ventures with other companies for the purpose of production.

3. Markets media concepts, media products, media services and media marketing of products and services

Explanations

The Creative Business professional designs a marketing strategy (marketing plan) for media concepts, products and services. By deploying media, he launches media concepts, products and services on the market, tuned to meet the needs and requirements of consumers and organisations. Uses social media to find out the needs and requirements of target groups, and knows how to attract the interest of these target groups and actively involve them in media products by using various media to achieve this. He carries out goal-oriented marketing communication and external communication, both on a national and international level. He is aware of the meaning of social media in the interaction between target groups and organisations, uses social media for this interaction and for the data collection necessary for marketing taking into account privacy laws.

He sells a media concept or media product/production (sales).

He establishes and maintains contact with clients, prospects and stakeholders in a systematic manner using different media to achieve this (account management).

He contributes to sustainable and reliable distribution.

4. Conducts research into interaction issues and analyses research results to apply them

Explanation

Creative Business professionals conduct various types of research (and/or have research conducted) into trends and developments in creative business, in particular, in the broad media field. They conduct context-related research on communicative interaction issues, the entities involved, the appropriate or proposed content and media, and then analyse results. They also conduct research for designing media applications, for organising production and for the marketing of media applications. This research may vary from strategically oriented research, design research to research on business economic issues in combination with media applications, research into regulating of and making agreements on the use of social media in internal and external corporate communication, research into the use of entertainment when profiling a brand. Research results are analysed and used to develop content, to substantiate and organise concept development, production and marketing issues.

This research can be both qualitative and quantitative research. In the working practice of Creative Business professionals, it is very significant to lay down, (organise) the collection of data and clarify data and big data. Interactivity is important to the research. Part of this is *identifying the actual issue and what information is necessary*. The research that Creative Business professionals carry out can itself be a creative experiment by nature.

Creative Business Professionals can be called to account about the (reliability of) results. Parts of their research abilities are the ability to adduce arguments, report and present results in a manner that is accessible and appropriate for stakeholders.

The research skills of Creative Business professionals are based on a number of personal professional abilities (see 6): curiosity and interest, solution-orientedness, showing empathy towards clients and their issues, analysing skills, being able to deal with complex matters.

5. Management and Entrepreneurship: designs and sets up creative business processes, structures them, directs these processes and has an eye for the people involved.

Creative Business professionals contribute to the specific organisational practices required for creation and realisation. They develop processes, organise national and international networks and collaborative ventures for co-creation and co-production. Direct and refine media processes of entities involved. Exploit and manage these networks to drive innovation. They have an eye for new business and revenue models to achieve the established goals. They are aware of the uncertainties related to commercial activities in the Creative Business field, see investment risks, account for success factors, failure factors and financial results.

They perform commercial activities in a sustainable fashion and/or contribute to sustainable and social responsibilities while working. Have a sharp eye for a wide range of sustainability issues relevant to development, production and distribution.

They operate from a people focused approach. Utilise the right teams and people for the right processes. They involve people and resources that match the creative character of organisations. They manage, encourage and motivate teams, individual employees and build consensus. As far as organisations and facilities are concerned, they follow the conditions of a results-driven creative business.

6. Is a viable and resilient professional

- 6.1. Creative and strategic thinking, innovative thinking, sees beyond and challenges existing perspectives
- 6.2. Reflective, learning orientated
- 6.3. Curious for issues and solutions, inquisitive, open to developments, identifies opportunities and solution-oriented thinking
- 6.4. Showing sympathy and empathy
- 6.5. Has a flexible mind, is analytical, establishes connections
- 6.6. Entrepreneurial, competitive and persistent
- 6.7. Takes the initiative, leadership, dares to take responsibilities
- 6.8. Cooperates, motivates others
- 6.9. Takes ethical considerations into account
- 6.10. Communicative, language proficiency, international and intercultural orientation

In the Creative Business professions it is important to find people who act with an open mind, have guts, are curious, have a global view and ongoing drive to learn and develop. In their working practice, these personal professional abilities are integrated into the way in which Creative Business professionals carry out their tasks and responsibilities. In Creative Business the underlying personal professional abilities are essential to success: without personal professional abilities like curiosity, analytical skills and persistence there would not be any creative business.

2.2.2 Body of knowledge and skills (BoKS) of Creative Business

1. Demonstrates knowledge of and insight into the international media landscape (broad media awareness), can apply this knowledge and knows how to acquire this knowledge.
 - 1.1. Demonstrates knowledge of and insight into communication theory, media theory, media history, media ethics and media technology (such as relevant IT applications, directing productions, technologies/software for image and sound editing, new technologies).

- 1.2. Demonstrates knowledge of categories, developments, opportunities and threats in the media landscape (outlook): social, digital, online, crossmedial, transmedial, security and media.
- 1.3. Has media skills for creating and/or to be able to judge issues around creation, production and marketing (profiling).
2. Demonstrates knowledge of and insight into processes of creating media concepts, can apply this knowledge and knows how he can acquire this knowledge:
 - 2.1. Design research, prototyping, trend analysis, trendwatching.
 - 2.2. Creative methods, design thinking, design science, creative thinking.
 - 2.3. Can develop media business concepts, visualise and transfer (present) them convincingly to stakeholders.
3. Demonstrates knowledge of and insight into producing media applications, can apply this knowledge and knows how to acquire this knowledge:
 - 3.1. Designing media production processes and organising them, including the description. See also knowledge domain 6.1.
 - 3.2. Business economic principles with a view to realising production
 - 3.2.1. Price control and calculating margin - cost effectiveness.
 - 3.2.2. Basic aspects of effective administrative organisation and financial reporting (business administration, tax requirements).
 - 3.2.3. Financial feasibility analysis.
 - 3.2.4. Quoting (calculating, estimating), budgeting, monitoring, calculating results.
4. Demonstrates knowledge of and insight into commercial economics (marketing), can apply this knowledge and insight and knows how to acquire this knowledge:
 - 4.1. Knows the process of strategic marketing planning and can apply all components of this process to media practice. Can use the marketing mix for giving substance to the marketing strategy.
 - 4.2. Demonstrates knowledge of various online and offline media channels and can use them effectively, develop and manage within the marketing context of organisations.
 - 4.3. Can analyse and produce media content for positioning brands.
 - 4.4. Demonstrates knowledge of – and is capable of pricing, purchasing and selling.
 - 4.5. Distribution of media.
5. Research. Demonstrates knowledge of and insight into conducting practice-orientated research into issues related to Creative Business and demonstrates an ability to conduct this sort of research:
 - 5.1. Desk research, field research.
 - 5.2. Information systems, collection and interpretation of (big) data.
 - 5.3. Qualitative and quantitative research methods.
 - 5.4. Analysing, including statistical analysis.
 - 5.5. Reporting research method, results, recommendations for various stakeholders.
6. Demonstrates knowledge of and insight into management & organisation theories, aimed at creative business, can apply this knowledge and knows how to acquire this knowledge:
 - 6.1. *Creation*. Value creation, entrepreneurship, corporate social responsibility, change management, business cross-overs, (new) business models, revenue models, start-ups.
 - 6.2. *General management principles*. Management, a manager's/entrepreneur's tasks, organisational science/history of management, levels of management. Special attention to management and network organisations.
 - 6.3. *Planning and Organising*. Managing the planning process, organisational structure and culture, human resource management, dealing with diversity, drafting plans, setting up/organising/realising corporate communication for creative business.

- 6.4. *Leadership*. Project management, communicating, advising, taking decisions, delegating and negotiating, coordinating groups and teams (in particular, designers and creative teams).
- 6.5. *Control*. Measuring performance, types of control, control instruments, information and communication technology, strategic management, quality management.
- 6.6. *Relevant legal aspects* (types of contract, copyright/intellectual property, licences, privacy).

Appendix 3 Curriculum Overview of Creative Business

A Regular 4-year programme

	Coursecode	Name	Term				Total ECTS course	Test Element	Weight %	Min. Grade course	Min. Grade test	Exam in calendar-week	Resit in calendar week	Test form (written, MC, assignment etc.)
			A	B	C	D								
COURSES YEAR 1 60 ECTS	FME1.CON1-01	Principles of Storytelling	A				2	TEST01 Children story	75%	5,5	4,5	45	5	Assignment
							TEST02 Justification document	25%	4,5		45	5	Assignment	
	FME1.MAN1-01	Project Management	A				2	TEST01 Assignment	100%	5,5	4,5	45	5	Assignment
	FME1.MAN2-01	People Management	A				2	TEST01 Individual Written Assignment	20%	5,5	4,5	45	5	Assignment
								TEST02 Group Written Assignment	30%		4,5	45	5	Assignment
								TEST03 MC Exam	50%		4,5	45	5	MC Exam
								TEST04 Checklist assignment & Peer to Peer	0%		5,5	45	5	
	FME1.PRO1-01	Image Editing	A	B			1	TEST01 Photoshop	33%	5,5	5,5	45	5	Assignment
								TEST02 Illustrator	33%		5,5	45	5	Assignment
								TEST03 Indesign	34%		5,5	45	5	Assignment
	FME1.PRH1-01	Production House 1	A				8	TEST01 Professional Career Management	25%	5,5	4,5	45	5	Assignment
								TEST02 Media 1 - Industry	30%		4,5	45	5	MC exam
								TEST 03 Media 2 - Pitching	30%		4,5	45	5	Assignment
								TEST 04 Image editing	15%		4,5	45	5	Assignment
	FME1.CON2-01	Media Literacy		B			2	TEST01 Desk research	100%	5,5	5,5	4	16	Assignment
	FME1.MAN3-01	Principles of Management		B			3	TEST01 Individual Assignment	20%	5,5	4,5	4	16	Assignment
								TEST02 Group Assignment	30%		4,5	4	16	Assignment
								TEST03 MC Exam	50%		4,5	4	16	MC Exam
	FME1.RES1-01	Academic Writing and Research		B			2	TEST01 Essay	100%	5,5	5,5	4	16	Assignment
	FME1.PRH2-01	Production House 2		B			8	TEST01 Professional Career Management	25%	5,5	4,5	4	16	Assignment
								TEST02 Principles of Marketing	40%		4,5	4	16	Assignment
								TEST03 Childrens book	35%		4,5	4	16	Assignment
	FME1.PRO2-01	Camera and Audio			C		2	TEST01 Video and Audio Skills	60%	5,5	5,5	15	26	Assignment
								TEST02 Editing Skills	40%		5,5	15	26	Assignment
FME1.MAN4-01	Financial Management			C		3	TEST01 MC/OP Exam	100%	5,5	5,5	15	26	MC/OP exam	
FME1.RES2-01	Principles of Research			C		2	TEST01 Assignment	30%	5,5	4,5	15	26	Assignment	
							TEST02 MC Exam	70%		4,5	15	26	MC exam	
FME1.PRH3-01	Production House 3			C		8	TEST01 Scriptwriting	60%	5,5	4,5	15	26	Assignment	
							TEST02 Professional Career Management	25%		4,5	15	26	Assignment	
							TEST03 Camera and Audio	15%		4,5	15	26	Assignment	
FME1.PRH4-01	Production House 4				D	15	TEST01 Principles of Marketing	25%	5,5	4,5	25	26	Assignment	
							TEST02 Financial Management	25%		4,5	25	26	Assignment	
							TEST03 Audio-Visual Production	25%		4,5	25	26	Assignment	
							TEST04 Professional Career Management	25%		4,5	25	26	Assignment	

	Coursecode	Name	Term				Total ECTS course	Test Element	Weight %	Min. Grade course	Min. Grade test	Exam in calendar-week	Resit in calendar week	Test form (written, MC, assignment etc.)	
			A	B	C	D									
YEAR 2 COURSES 60ECTS	FME2.CO6-04	Non-Fictional Storytelling	A				3	TEST01 Editorial Portfolio	50%	5,5	5,5	45	5	Portfolio	
								TEST02 Human Interest Feature	50%		5,5	45	5	Assignment	
	FME2.MR3-05	Marketing Plan	A				3	TEST01 Marketing Plan	100%	5,5	5,5	45	5	Assignment	
	FME2.PR4-04	Introduction to Web Design & Development	A				3	Maclab Exam	100%	5,5	5,5	45	5	Written exam	
	FME2.GE7-04	Critical Reading & Writing	A				2	TEST01 Critical Academic Essay	40%	5,5	5,5	45	5	Assignment	
								TEST02 Speech Transcript and Video	60%					5,5	45
	FME2.MG6-02	Financial Management 3	A				3	TEST01 MC/OP Exam	100%	5,5	5,5	45	5	MC Exam	
	FME2.PH4-04	Production House 4	A				2	TEST01 Assessment End Result	100%	5,5	5,5	45	5	Assignment	
	FME2.PR5-03	Web Design & Development		B			3	TEST01 Maclab Exam	100%	5,5	5,5	4	16	Written exam	
	FME2.MR4-04	Marketing Communication			B		3	TEST01 Individual Assignment	10%	5,5	5,5	4,5	4	16	Assignment
								TEST02 Group Assignment	45%			4,5	4	16	Assignment
								TEST03 MC Exam	45%			4,5	4	16	MC Exam
	FME2.GE6-06	Media Ethics		B			2	TEST01 Group Assignment	100%	5,5	5,5	4	16	Assignment	
	FME2.GE9-05	Persuasive Writing		B			2	TEST01 Final Promo Kit	100%	5,5	5,5	4	16	Assignment	
								TEST02 Interim Report Promo	0%			5,5	4	16	Report
	FME2.GE10-04	Quantative Research		B			3	TEST01 Research Report	70%	5,5	5,5	4	16	Report	
								TEST02 Presentation	30%			4,5	4	16	Presentation
	FME2.PH5-07	Production House 5		B			2	TEST01 Assessment End Result	100%	5,5	5,5	4	16	Assignment	
	FME2.GE11-04	Media Legislation			C		3	TEST01 Group Assignment	50%	5,5	5,5	15	26	Assignment	
								TEST02 MC Exam	50%			5,5	15	26	MC Exam
	FME2.MR5-05	Media Planning			C		3	TEST01 Home Assignments	0%	5,5	5,5	15	26	Assignment	
								TEST02 Group Assignments	60%			5,5	15	26	Assignment
								TEST03 Final Exam	40%			5,5	15	26	Written exam
	FME2.GE8-06	Media Psychology			C		2	TEST01 MC Exam	100%	5,5	5,5	15	26	MC Exam	
	FME2.MG13-03	Business Strategy 1			C		2	TEST02 Business Model Design	100%	5,5	5,5	15	26	Assignment	
	FME2.GE12-04	Qualitative Research			C		2	TEST01 Industry Research Report	70%	5,5	5,5	15	26	Assignment	
TEST02 Mid Term? MC Exam								30%	5,5			9	26	MC Exam	
FME2.PH6-07	Production House 6			C		2	TEST01 Assessment End Result	100%	5,5	5,5	15	26	Assignment		
FME2.PR6-03	Media Production				D	11	TEST01 Mid-term MC Exam	20%	5,5	5,5	21	26	MC Exam		
							TEST02 Live TV Production Project	40%			5,5	22-23-24	26	Assignment	
							TEST03 Production Bible	15%			5,5	22-23-24	26	Assignment	
							TEST04 Peer Review	15%			5,5	22-23-24	26	Assignment	
							TEST05 Exhibition Assignment	10%			5,5	22-23-24	26	Assignment	
FME2.PH7-07	Production House 7			D		2	TEST01 Assessment End Result	100%	5,5	5,5	25	26	Assignment		
FME2.SC2-02	Study Career Management 2			D		2	TEST01 My Career Plan	100%	5,5	5,5	25	26	Assignment		

	Coursecode	Name	Term				Total ECTS course	Test Element	Weight %	Min. Grade course	Min. Grade test	Exam in calendar-week	Resit in calendar-week	Test form (written, MC, assignment etc.)	
			A	B	C	D									
WORKPLACEMENT CEMENT 30 ECTS	FME3.WP-INT-02 / FME3.WP-NL-02	Work Placement	A	B			30	TEST01 Placement Assessment	100%	5,5	5,5			Assignment	
	GENERAL COURSES 20 ECTS	FME3.GE15-05	Media Sociology			C		2	TEST01 Debate - Seminar	60%	5,5	5,5	15	26	Presentation
								TEST02 Research Documentation	40%	5,5		15	26	Report	
								TEST03 Peer to Peer	0%	5,5		15	26	Report	
FME3.MG14-02		Business Strategy 2			C		5	TEST01 Strategy Report on Internship Company	60%	5,5	4,5	15	26	Report	
								TEST02 MC Exam	40%		5,5	15	26	MC Exam	
FME3.PH8-05		Production House 8			C		3	TEST01 Assessment end-result	100%	5,5	5,5	15	26	Assignment	
FME3.MG11-06		Innovation & Entrepreneurship				D	3	TEST01 Group Presentation	20%	5,5	5,5	25	27	Presentation	
									TEST02 Business Plan		50%	5,5	25	27	Assignment
									TEST03 Individual Assessment		30%	5,5	25	27	Assignment
FME3.GE13-08		Research Methodology				D	4	TEST01 Final Presentation	40%	5,5	5,5	25	27	Presentation	
								TEST02 Research Report	60%		5,5	25	27	Report	
FME3.PH9-07	Production House 9				D	3	TEST01 Assessment end-result	100%	5,5	5,5	25	27	Assignment		
SPECIALISATION YEAR 3 10 ECTS	Marketing														
	FME3.MR6-04	Sales & Account Management			C		5	TEST01 AM Assignment	70%	5,5	4,5	15	26	Assignment	
									TEST02 Skills Assessment		30%	4,5	15	26	Assignment
	FME3.MR7-04	Direct / Database Marketing				D	5	TEST01 Presentation	20%	5,5	4,5	25	27	Presentation	
									TEST02 Assignment		40%	5,5	25	27	Assignment
									TEST02 MC Exam		40%	4,5	25	27	MC Exam
	Content														
	FME3.CO8-03	Transmedia Storytelling			C		5	TEST01 Presentation & Assignment	100%	5,5	5,5	15	26	resentation/assignment	
	FME3.CO7-04	Content Analysis				D	5	TEST01 Presentation	0%	5,5	4,5	25	27	Presentation	
									TEST02 Essay		100%	5,5	25	27	Assignment
Production															
FME3.PR8-05	Mobile Application Development			C		5	TEST01 Group Mobile App Project	65%	5,5	5,5	15	26	Assignment		
								TEST02 Individual Mobile App Project		35%	5,5	15	26	Assignment	
FME3.PR10-05	International Producing				D	5	TEST01 Written Pitch & Brochure	45%	5,5	5,5	25	27	Assignment		
								TEST02 Oral Pitch & Film Teaser		40%	5,5	25	27	Assignment	
								TEST03 Tutorial Assignment		15%	5,5	26	28	Assignment	

	compulsory or elective	Name	Term				Total ECTS course	Test Element	Weight %	Min. Grade course	Min. Grade test	Exam in calendar-week	Resit in calendar week	Test form (written, MC, assignment etc.)	
			A	B	C	D									
GENERAL COURSES 20 ECTS	compulsory	mADE Production House 10	A	B			11	TEST01 Final Pitch incl. Video	40%	5,5	5,5	3	5	Pitch	
								TEST02 Marketing Plan	60%		5,5	5,5	3	5	Assignment
								TEST03 Attendance	0%		5,5	3	5	Participation	
	compulsory	Portfolio Preparation	A	B			2	TEST01 Graduation Work Plan	80%	5,5	5,5			Assignment	
								TEST02 Participation (individual meeting)	20%		5,5			Participation	
	compulsory	Applied Research Methodology	A	B			5	TEST01 Written Research Proposal	100%	5,5	5,5	3	50	Assignment	
compulsory	Portfolio Preparation	A	B	C	D	2	TEST01 CTR reflection Report incl digital portfolio	100%	5,5	5,5			Report		
YEAR 4 SPECIALISATION 10 ECTS	compulsory	Creativity	A	B			5	TEST01 Concept Document	50%	5,5	4,5	43	49	Assignment	
								TEST02 Individual Assignment	50%		4,5	45	04	Assignment	
	compulsory	Ideas for Brands	A	B			5	TEST01 Assignment 1	17%	5,5	4,5	39	2	Assignment	
								TEST02 Assignment 2	17%		4,5	40	2	Assignment	
								TEST03 Assignment 3	17%		4,5	41	2	Assignment	
								TEST04 Assignment 4	17%		4,5	43	2	Assignment	
								TEST05 Assignment 5	16%		4,5	44	2	Assignment	
								TEST06 Assignment 6	16%		4,5	45	2	Assignment	
	compulsory	Online Marketing	A	B			5	TEST01 Blog Assignment	60%	5,5	5,5	51	5	Assignment	
								TEST02 Critical Written Essay	20%		5,5	39	5	Assignment	
								TEST03 MC Exam	20%		5,5	45	5	MC Exam	
	compulsory	Branded Entertainment Marketing	A	B			5	TEST01 Assignment 1	10%	5,5	5,5	37	5	Assignment	
								TEST02 Assignment 2A	15%		5,5	39	5	Assignment	
								TEST 03 Assignment 2B	15%		5,5	41	5	Assignment	
								TEST04 Assignment 3	30%		5,5	44	5	Assignment	
								TEST05 MC Exam	30%		5,5	45	5	MC Exam	
	compulsory	Interactivity	A	B			5	TEST01 Presentation	0%	5,5	5,5		5	Presentation	
								TEST02 Final Production	100%		5,5	2	5	Assignment	
	compulsory	Media Production Practice	A	B			5	TEST01 Production Project	40%	5,5	5,5	2	5	Assignment	
								TEST02 Production Bible	20%		5,5	2	5	Assignment	
TEST03 Exhibition & Screening								20%	5,5		51	5	Assignment		
TEST04 Peer Review								20%	5,5		2	5	Assignment		
GRADUATION 30 ECTS	compulsory	Graduation Project				C	D	30	TEST01 Written Thesis	60%	5,5	x	x	Thesis	
									TEST02 Presentation & Defence	40%		5,5	x	x	Defence

MINOR 30 ECTS	Possible choices (see minor overview for more information):													
	NHTV minor Co-Creating Events & Designing Experiences (AFL)													
	NHTV minor Making Places and Shaping Destinations (AFT)													
	NHTV minor Modern Business in a Changing World (SLM)													
	NHTV minor Resilient Entrepreneurship (ADE)													
	NHTV minor Sustainability, Soc. Resp. & Prof. Identity (HFM)													
	External Minor ADE													
Efteling Academy														

B Accelerated 3-year HBO programme for VWO graduates

Coursecode	Name	Term				Total ECTS course	Test Element	Weight %	Min. Grade course	Min. Grade test	Exam in calendar-week	Resit in calendar-week	Test form (written, MC, assignment etc.)
		A	B	C	D								
FME1.CON1-01V	Principles of Storytelling	A				2	TEST01 Children story	75%	5,5	4,5	45	5	Assignment
							TEST02 Justification document	25%		4,5	45	5	Assignment
FME1.MAN1-01V	Project Management	A				1	TEST01 Assignment	100%	5,5	5,5	45	5	Assignment
FME1.MAN2-01V	People Management	A				1	TEST01 Group Self Reflection	50%	5,5	4,5	45	5	Assignment
							TEST02 MC Exam	50%		4,5	45	5	Assignment
							TEST04 Checklist assignment & Peer to Peer	0%		5,5	45	5	
FME1.PRO1-01V	Image Editing	A	B			1	TEST01 Photoshop	33%	5,5	5,5	45	5	Assignment
							TEST02 Illustrator	33%		5,5	45	5	Assignment
							TEST03 Indesign	34%		5,5	45	5	Assignment
FME1.MED11-01V	Media Legislation	A				2	TEST01 Group Assignment	50%	5,5	5,5	45	5	Assignment
							TEST02 MC Exam	50%		5,5	45	5	MC Exam
FME1.PRH1-01V	Production House 1	A				8	TEST01 Professional Career Management	25%	5,5	4,5	45	5	Assignment
							TEST02 Media 1 - Industry	30%		4,5	45	5	MC exam
							TEST 03 Media 2 - Pitching	30%		4,5	45	5	Assignment
							TEST 04 Image editing	15%		4,5	45	5	Assignment
FME1.CON2-01V	Media Literacy		B			2	TEST01 Desk Research	100%	5,5	5,5	4	16	Presentation
FME1.RES1-01V	Academic Writing and Research		B			1	TEST01 Essay	100%	5,5	5,5	4	16	Assignment
FME1.MAN13-01V	Business Strategy 1		B			2	TEST01 Business Model Design	100%	5,5	5,5	4	16	Assignment
FME2.PRO4-01V	Web Design		B			2	TEST01 Maclab Exam	100%	5,5	5,5	4	16	Exam
FME1.PRH2-01V	Production House 2		B			8	TEST01 Professional Career Management	25%	5,5	4,5	4	16	Assignment
							TEST02 Principles of Marketing 1 & 3	40%		4,5	4	16	Assignment
							TEST03 Childrens book	35%		4,5	4	16	Assignment
FME1.PRO2-01V	Camera and Audio			C		2	TEST01 Video and Audio Skills	50%	5,5	5,5	15	26	Assignment
							TEST02 AV Editing Skills	50%		5,5	15	26	Assignment
FME1.PRO5-01V	Web Development			C		2	TEST01 Maclab Exam	100%	5,5	5,5	15	26	Exam
FME1.RES10-01V	Quantative Research			C		3	TEST01 Assignment	50%	5,5	4,5	15	26	Assignment
							TEST02 MC Exam	50%		4,5	15	26	MC Exam
FME1.PRH3-01V	Production House 3			C		8	TEST01 Scriptwriting	35%	5,5	4,5	15	26	Assignment
							TEST02 Financial Management 1 & 2	25%		4,5	15	26	Written exam
							TEST03 Professional Career Management	25%		4,5	15	26	Assignment
							TEST04 Camera and Audio	15%		4,5	15	26	Assignment
FME1.MAN6-01V	Financial Management 3				D	2	TEST01 MC/OP Exam	100%	5,5	5,5	25	26	MC Exam
FME1.CON4-01V	Concept Creation				D	2	TEST01 Brand Road Map	100%	5,5	5,5	25	26	Assignment
FME1.CON5-01V	Media Narrativity				D	2	TEST01 Reference Report	40%	5,5	4,5	25	26	Assignment
							TEST02 Narrative Assignment	60%		4,5	25	26	Assignment
FME1.PRH4-01V	Production House 4				D	9	TEST01 Principles of Marketing 2 & 4, Mediaplanning	40%	5,5	4,5	25	26	Assignment
							TEST02 Audio-Visual Production	35%		4,5	25	26	Assignment
							TEST03 Professional Career Management	25%		4,5	25	26	Assignment

The programme of the second year is equal tot the third year of the regular 4-year programme (see page 59)

The programme of the third and last year is equal tot the fourth year of the regular 4-year programme (see page 60)

Appendix 4 Minors, Honours and Other Specialisation Options

Breda University of Applied Sciences offers the following institute wide education:

A Institute-wide minors

- 1 Co-creating Events & Designing Experiences
- 2 Resilient Entrepreneurship
- 3 Modern Business in a changing world
- 4 Making Places & Shaping Destinations
- 5 Sustainability, Social Responsibility and Professional Identity

B Honour Entrepreneurship

C Attraction and Theme Parks Management (not applicable for CB and MEM students)

D Strategic Business Management and Marketing

A Institute-wide minors

1 Co-creating Events & Designing Experiences (AEDE.18 minor)

Short description/ subjects of the minor	<p>The minor focuses on co-creating events with a variety of stakeholders (including students from different academies). Strategy, Concept design, Branding, City-marketing, (trans&social) Media, Hospitality (including food concepts), Event logistics and Crowd Control are key elements and competencies in this minor. Part of this minor is to set up and organize your own event for a real life commissioner.</p> <p>The developers and organizers of this wide Event minor believe in the strength of events as a strategic marketing tool. We see the benefits of strengthen brands through events and believe that we can empower events by making brands of them. So what is going to happen if you bring all knowledge, experience and skills of the different academies together, both students and lecturers? Then you can design and organize the “perfect event”! So our aim is to bring together students and professionals from different academies. Of course you should be willing to share your knowledge and experience and furthermore you see the challenge of creating public or business events.</p> <p>Whether these events are green, entertaining, innovative, commercial or in one way or another generates social development, we are going to explore together all the relevant aspects of professional events.</p>
Learning goals/ competencies	<ol style="list-style-type: none"> 1. Learning about different typologies of events: public/private, free/entrance fee, etc. 2. Marketing of events & events as a marketing tool; including developments in transmedia and social media 3. Event design: use of professional instruments like the experience and touchpoint model, customer journey, value research and different Imagineering tools 4. Creating awareness about process design and crowd management concepts in any kind of event 5. Getting insight in hospitality experience design and food concepts 6. Learn about the impact of events on cities and countries and the link between sustainability and events.

	competencies/professional tasks	teaching method (lecture, seminar etc.)	contact hours per method	self-study hours	total ECTS test of course	Test element	weight %	min. grade course	Exam in calendar week	Resit in calendar week	test form	testing time in hours
Core Module 30 ects AEDE4.CCEVD-02	Event organization	supervising group by lecturer	71	260	9	Large assignment (strategy&concept, media, lo	30	5,5	w eek 49	w eek 03	report & presentation 1/2 hour per group	1/2 per group
	Event organization & Execution skills	supervising group by lecturer	60	160	9	Large real life assignment	30	5,5	w eek 43-03	w eek 03	report & real life execution	does not apply
	Analysing & presentation skills	lectures & supervising group by lecturer	8	30	2	Sector analysis	7	5,5	w eek 38	w eek 03	presentation	1/2 hour per group
	Analysing skills	lectures & supervising group by lecturer	8	30	2	Mystery guest experience	7	5,5	w eek 41	w eek 03	report	does not apply
	Event organization, execution & presenting skills	supervising group by lecturer	8	60	4	Participation congressstival	13	5,5	w eek 04	w eek 06	presentation	1/2 hour per group
	All minor competencies	(individual) supervising by lecturer	1	60	4	Oral exam on the basis of a Portfolio	13	5,5	w eekm 05	w eek 06	blog/portfolio	oral end exam 1 hour

2 Resilient Entrepreneurship (AREM.18 minor)

Short description/ subjects of the minor	In the program a link will be made between the creativity discipline (right brain) and the entrepreneurial discipline (left brain). In the course students will be challenged to develop, create and change. Moreover, students will be encouraged to focus on results and outcomes, and ultimately create a feasible business model.
Learning goals/	<p>Creativity and Entrepreneurship are leading themes in the new economy (service-based economy) and the creative industry. Revolving around these themes, the minor in Creative Entrepreneurship builds a bridge between creativity and entrepreneurship</p> <ol style="list-style-type: none"> 1. Understanding creativity (process, generating ideas, individual and in organisations) 2. Understanding innovation (types, sources, barriers (market/organisational, individual) 3. Understanding entrepreneurship (extreme uncertainty, lean start- up, personal characteristics) 4. Developing a concept and strategy fit for a fast-changing marketplace 5. Developing a successful, agile and sustainable business model
Competencies	<ol style="list-style-type: none"> 1. Exploration with an open mind-set 2. Creating new business concepts 3. Developing a vision based on internal and external values 4. Developing sustainable business models

	Coursecode	Name Course	Competencies / professional tasks	Teaching method (lecture, seminar etc)	Contact hours per method	self-study hours	Total ECTS course	Test element	ECTS test element	Weight %	min. grade course	min. grade test	Test form
Courses 30 ECTS	AREM4.BTC-01	Boostcamp	Marketing, Research, Imagineering	Lecture/w orkshops	70	20	2	TEST01 Participation on Level	2	100%	Pass	Pass	Participation
	AREM4.CPR-02	Case Product	Develop a business case	Lecture/w orkshops	80	140	8	TEST01 Team Assignment	8	100%	5,5	5,5	Assignment
	AREM4.DPR-02	Dream Product	Develop a business case	Lecture/w orkshops	80	140	10	TEST01 Individual Assignment	10	100%	5,5	5,5	Assignment
	AREM4.DRV-02	Drive	Entrepreneurship Development	Coach meeting	15	120	5	TEST01 Pre-plan and 'live up to'	5	100%	Pass	Pass	Assignment
	AREM4.ODR-02	Overdrive	Entrepreneurship Development	Coach meeting	15	120	5	TEST01 Pre-plan and 'live up to'	5	100%	Pass	Pass	Assignment

3 Modern Business in a changing world (AMBC.18MINOR)

Short description/ subjects of the minor	You are provided with workshops around five themes: Change Management, Project Management, Behavior, Strategy & Innovation, and Learning & Development.
Learning goals/ competencies	Your overall goal for the change minor is to develop the competence to successfully plan, execute, and evaluate organizational change.

	competencies /professional tasks	teaching method (lecture, seminar etc.)	Test element	weight %	min. grade test	Exam in calendar week	Resit in calendar week
Course 30 ECTS credits	Successful planning, executing, and evaluation of organizational change	Workshops, project work	Exam		Sufficient	38	40
			Intermediate report 1		Sufficient	39	41
			Literature study	20	5,5	43	47
			Intermediate report 2		Sufficient	45	47
			Field research	20	5,5	46	50
			Peer evaluation		Sufficient	47	2
			Portfolio		Sufficient	50	3
			Assessment talk	10	5,5	3/4	5
			Final report	20	5,5	3	5
			Final presentation	30	5,5	4	5

4 Making Places & Shaping Destinations (AMPD.18MINOR)

Short description/ subjects of the minor	<p>Geographical areas (cities, but also natural areas, beaches, etc.) are physical places where residents and visitors meet and interact. The examples of Amsterdam and Barcelona show that this interaction leads to tensions, but also offers possibilities. The minor will focus on the interaction between these actors and zoom in on the way in which geographical places develop and destinations are created and shaped.</p> <p>It includes topics on management, sustainably placemaking & branding, urban design, technology, governance, economics hospitality, digital storytelling and visitor experiences. The minor touches specifically on understanding cultural identities in places, as well as management and online marketing of destinations.</p> <p>To be successful in placemaking and destination management, good analytical skills, a critical sense and understanding of context-related issues, and the ability to deal with that in a strategically way, are crucial.</p> <p>Tourism interacts with (urban) societies at multi-sectoral and interdisciplinary level. Tourism services are the result of combined efforts of different stakeholders or actors (private and public), a complex phenomenon with many interdependencies.</p> <p>The course will be bringing a real-life case study (Rio de Janeiro & Silva Jardim in Brazil, Antwerp, Rotterdam) into education and connect with business partners in cities (experts) to involve their professional expertise. This course will widen and broaden the knowledge of students interested in taking this minor related to placemaking and shaping (tourism) destinations.</p>
Learning goals/ competencies	<ol style="list-style-type: none"> 1. examining the relationship between tourism businesses and the geographical space in which they develop from an economic, environmental and socio-cultural perspective 2. understanding the complexity of destination governance (theory and practice) 3. applying place-making concepts to cities and tourism destinations, 4. analysing and identifying the reasons why places need to adopt different place-making strategies 5. understanding the impact of digital technologies of Destination Management Systems (DMS), related to effective customer journeys 6. acquiring depth of knowledge with regard to internal and external environmental issues and their impact(s) on destination branding strategy 7. to define the public space by mapping its functional and social use - to address shortcomings and improvement plans in public space.

	Coursecode	Name Course	Term		teaching method (lecture, seminar etc.)	contact hours per method	self-study hours	total ECTS course	Test element	ects test element	min. grade course	Exam in calendar week	Registration period Osiris exam	Resit in calendar week	Registration period Osiris resit	test form
			A	B												
Courses 30 ECTS	AMPD4.INT-01	Introduction to each other: Concept, Perspectives, Knowledge Production	X	X	Lecture and presentations	7	49	2	TOETS01 Assignment	2	5,5	44	A 02 oct - 08 oct	3	RESIT-A 04 dec - 10 dec	assignment
	AMPD4.DGE-02	Destination Governance & Economics	X		Lectures and seminars	60	108	6	TOETS01 Assignment 1	6	5,5	44	A 02 oct - 08 oct	3	RESIT-A 04 dec - 10 dec	assignment
	AMPD4.DMP-02	Sustainable Placemaking and Branding	X		Lectures and places visits	70	98	6	TOETS01 Assignment 1	6	5,5	44	A 02 oct - 08 oct	3	RESIT-A 04 dec - 10 dec	assignment
	AMPD4.PLCI-02	Playable City; Urban Design and Digital Technologies	X	X	Lectures and areas visits	60	108	6	TOETS01 Assignment 1	6	5,5	2	B 27 nov - 03 dec	4	RESIT-B 04 dec - 10 dec	assignment
	AMPD4.FIE-01	Fieldwork		X	Synthesis, preparation	31	249	10	TOETS01 Assignment & Presentation	10	5,5	4	B 27 nov - 03 dec	4	RESIT-B 04 dec - 10 dec	assignment & presentation

For competences see the LMS

5 Sustainability, Social Responsibility and Professional Identity (ASSP18.MINOR)

Short description/ subjects of the minor	This minor is based on combining three main topics: sustainability, social responsibility and professional identity. Insights from these three fields are used to develop a clear and deep understanding of what a professional in fields relevant to Breda University of Applied Sciences could and should pursue from a social responsibility perspective. Students are encouraged and supported in developing their own identity as a professional.
Learning goals	The main learning outcome is for students to develop their own professional identity and for this identity to be supported by broad and in-depth knowledge, skills and attitudes related to social responsibility as a professional.

	coursecode	Name	ECTS credits	Exam	min. grade course	Value	min. grade exam	weight %	test form
Courses 30 ECTS	ASSP4.PPE-02	Learning Journal	10	Intermediate Learning Journal - Assignment 1	5,5	Pass/fail	5,5	0%	Written report
				Final Learning Journal - Assignment 2		Grade	5,5	100%	Written report
	ASSP4.POA-01	Plan of Approach	5	Plan of Approach - Assignment	5,5	Pass/fail	5,5	100%	Written report
	ASSP4.FA-01	Final assignment	15	Final assignment	5,5	Grade	5,5	100%	Written report

B Honour Entrepreneurship (CENT.17HONOURS)

	coursecode	compulsary or elective course	Name	total ECTS course	Test element	weight %	min. grade test	test results	Registration Osiris
COURSES 20 ECTS	AENTH.ESK-01C	elective	Entrepreneurial Skills	6	TOETS01 Entrepreneurial Skills	100%	5,5	VD/NVD	YEAR
	AENTH.BM1-01C	elective	Business Modelling 1	6	TOETS01 Business Modelling 1	100%	5,5	VD/NVD	YEAR
	AENTH.SBI-01C	elective	Sustainable Business Innovation	4	TOETS01 Sustainable Business Innovation	100%	5,5	VD/NVD	YEAR
	AENTH.BM2-01C	elective	Business Modelling 2	4	TOETS01 Business Modelling 2	100%	5,5	VD/NVD	YEAR

C Attractions and Theme Parks Management (not applicable)

D Strategic Business Management and Marketing

Name	Term in which course is held				Teaching method (lecture, seminar etc.)	Contact hours per method	Self-study hours	Total ECTS course	Test element ^{1, 2}	Ects test element	Weight %	Min. grade course	Min. grade test	Test form (written, MC, assignment etc.)
	A	B	C	D										
Research Methods	A				HC, WC	42	42	12	TOETS01 Qualitative Res. Methods	3	25%	6,0	6,0	Written
		B			HC, WC	56	56		TOETS02 Quantitative Res .Methods	4	33%		6,0	Written
			C		HC, WC, Training	60	80		TOETS03 Statistics + SPSS	5	42%		6,0	Written
Introduction into Social Sciences		B			HC	28	56	3	TOETS01 Social-Psych. appr. consumer behavior	3	100%	6,0	6,0	Written
Business Administration	A	B			HC, WC	28	56	9	TOETS01 Strategic Management	6	67%	6,0	6,0	Written
	A				HC, WC, Consult	42	42		TOETS02 Final Appraisal	3	33%		6,0	Written
Adv. Strat. Marketing	A				HC, WC	42	42	12	TOETS01 Advanced Strategic Marketing	3	25%	6,0	6,0	Written
		B			HC	28	56		TOETS02 Marketing Communcation & Social Media	3	25%		6,0	Paper
		B			HC, WC	28	56		TOETS03 E- Business	3	25%		6,0	Written
	A				HC	28	56		TOETS04 CRM	3	25%		6,0	Written
Research Practica Training	A	B	C	D	WC	64	160	6	TOETS01 Res. Practica Training ³	6	100%	6,0	6,0	?
Dissertation Research Project	A	B	C	D				18	TOETS01 Dissertation Research Project	18	100%	6,0	6,0	Thesis
Honours programme, dissertation	A	B	C	D				15	TOETS01 Honours programme, dissertation	15	100%	6,0	6,0	

1= Registration by backoffice Osiris; 2= test resultaten numeriek met 1 decimaal; 3= test results: VD/NVD

Appendix 5 Registration for a minor programme

- 1 Timely registration for a minor is a condition for being allowed to take part. To register for a minor, students are to make use of Osiris.
- 2 Registration for minors will be open during the last two weeks of March. The student will be informed of this.
- 3 Every student can register for one minor at the most. If any admission requirements apply to a minor, then these are mentioned in the TER of the academy that offers the minor.
- 4 If the regular registration period has passed, the student is offered the opportunity to register after the registration deadline via the secretarial office of his own academy. This involves service charges (€15). This extra (late) registration possibility is possible up to no later than two weeks after the regular registration period has closed. Breda University of Applied Sciences retains the right to refuse late registration if the available capacity of the minor has been reached.
- 5 Contrary to section 4, the student who indicated in Osiris that he opts for an external minor will be subject to a different registration period should this student register for an minor of Breda University of Applied Sciences after all. The service charges will not apply in this case.
- 6 If it turns out that the number of registrations for a minor is higher than the places available on it, students will be selected by draw. Students who do not get selected, will be notified of this. These students will be given the opportunity to register for another minor (free of charge). In the case of an academy-specific minor, a selection procedure may be applicable too.
- 7 No later than at the beginning of June, all students who registered for a minor¹¹ will receive a confirmation of placement into the minor.
- 8 If registration was impossible due to personal circumstances, the student may request the board of examiners for another possibility to register.

¹¹ Please mind: registration for a minor is not the same as registration for examinations within a minor. This is something that has to be done separately. Article 5.5 applies to registration for examinations.

Appendix 6 Assessment and Completion

- 1 The following rating descriptors are used in the assessment of examinations:
- a numerical descriptor (mark) between 0 and 10, up to one decimal place accurately,
 - a verbal descriptor (with numerical equivalent) as listed in the table below:

Verbal descriptors	Dutch abbreviation	Numerical equivalent	ECTS credits awarded
Zero	N	0	No
Extremely poor	ZS	1	No
Very poor	S	2	No
Poor	ZO	3	No
Unsatisfactory	O	4	No
Weak	Z	5	No
Satisfactory	V	6	Yes
Above average	RV	7	Yes
Good	G	8	Yes
Very good	ZG	9	Yes
Excellent	U	10	Yes

- a pass or fail; without numerical equivalent.

Verbal descriptors	Dutch abbreviation	ECTS credits awarded
Pass	VD	Yes
Fail	NVD	No

- another kind of rating, without numerical equivalent, as listed in the table below:

Verbal descriptors	Dutch abbreviation	ECTS credits awarded
Fraud	FR	No
Missed opportunity	GK	No
Exemption	VRIJ	Yes

- 2 The following is applicable to the rounding and averaging of examination results:
- Marks are entered into Osiris up to one decimal place accurately at the most. This is something that is determined at academy level.
 - If whole marks are entered into Osiris:
 - a 6 or higher will count as a pass for awarding ECTS credits
 - and if marks need to be rounded (to the nearest whole number) before they can be entered, this is done as follows: up to n.50 down (mark will be 'n'), and from n.50 up (mark will be 'n+1').

Example:

Mark	Rounded to whole numbers
5.40	5
5.49	5
5.50	6
5.51	6

- If marks with one decimal place are entered into Osiris:
 - a 5.5 or higher will count as a pass for awarding ECTS credits
 - marks with two (or more) decimal places will be truncated (to numbers with one decimal) before they can be entered. They are truncated after the first decimal digit. Examples of this are:
 - 5.49 becomes 5.4
 - 6.73 becomes 6.7
- Verbal descriptors, without any numerical equivalent, cannot be used in calculating averages (including GPA) and compensation arrangements.

- e All examination results that come with a numerical equivalent can be used in calculating a student's average result.
- f Averages can only be determined as weighted averages based on the number of ECTS credits of the underlying components.

Appendix 7 IMEM In-School Training Facility ‘mADE Production House’

Didactic principles

The department’s in-school training facility – the mADE Production House – occupies a central place within the study programme. The subjects focus on the practical assignments which are offered to students in all years of the study programme and which train students, to an increasing degree, in targeted competencies, complex skills, and relevant professionalism.

The following didactic principles underlie the in-school training facility of the IMEM department:

1. The ‘mADE Production House’ is the in-school training facility of the bachelor’s programmes of Media and Entertainment Management and Creative Business and forms part of the curricula of both programmes. The in-school training facility applies the students’ theoretical knowledge and acquired skills in project-based practical assignments.
2. Every year of study, a significant portion of the total of 60 ECTS credits - about 20% in the MEM programme and 55% in the CB programme - must be completed by carrying out practice-oriented assignment in the mADE Production house.
3. The mADE project groups enable students to deepen their understanding of their acquired knowledge in a simulated professional environment. In this professional simulation students are expected to behave as (starting) professional employees. This means that they are expected to be present and actively engaged in the business during office hours and to take their share of responsibility for the quality of the professional processes and/or the final product during their presence.
4. The practical assignments given to students in the main phase in the mADE Production House all come from (external) clients. Therefore, the quality of the final product is emphasised. In order to optimise the communicative skills of students, the assignments have been constructed in such a way that the fundamentally different roles of ‘client’ and ‘supervisor’ can never be played by the one same person. By definition, these two roles must be played by different people.
5. In the case of a difference of opinion between a client of a Production House group and the supervising lecturer, the Production House coordinator will have a mediating role. If this does not lead to a solution, the board of examiners will make a decision.
6. As for the projects in the Production House in the propaedeutic phase, these projects are fictitious, without any real clients.
7. All project groups in the IMEM Production House are assigned a supervising lecturer. This supervisor is responsible for all operational matters in the project group as well as for the didactic processes and their evaluation.
8. In the CB programme, each project group will be assigned a supervising lecturer who is responsible for operational aspects within the project group. Assessment and educational processes come under the responsibility of the subject lecturers and study coaches concerned.
9. Peer assessments are taken into consideration when evaluating the (individual) student in the in-school training facility.
10. In the main phase, students choose their mADE Production House group once a year, which is why wisdom is advised. Students should be assigned to a project group by the programme based on their listed preferences. In the propaedeutic phase students are not permitted to change their project groups. In the main phase students may change groups once per

academic year, at a time to be determined by the programme, dependent on the structure of the curriculum of the academic year in question. In year 2 the change moment will be at the end of term A, in years 3 and 4 the change moment will be no later than three weeks after the start of the project. Once the change period has passed students will be expected to remain in their respective groups

- 11 Although students are assigned to a single mADE Production House project group for a longer period than a term, and although they carry out most of their tasks in the group, their contributions will nevertheless be evaluated individually at the end of each term by the supervising lecturer.

Additional specifications

- 1 Credits earned within the department's in-school training facility will only be awarded when the complete project has been finished and approved by the client as well as the lecturer responsible. Only upon premature discontinuation of the study programme will it be possible for students to qualify for being awarded credits for projects not yet entirely completed. In cases of this sort, the board of examiners will decide.
- 2 The results of the work carried out by students in the in-school training facility will become property of the IMEM department. The department has the right to make agreements with third parties and enter into contracts with them with regard to the use of these products. The department allows students to attach a copy of these products to a personal portfolio for the purpose of job applications.

Penalties in the case of substandard performance

- 1 During the main phase any student who has failed a particular term is entitled to an individual resit attempt of an equivalent nature within the mADE Production House during a later term. The supervisor of the project group will decide the content and specifications of the second assignment. Within an academic year each student is entitled to one second-attempt project, in accordance with article 5.4 section 7.
- 2 Taking into consideration the didactic principles of the mADE Production House, unprofessional behaviour will be penalized. Students are expected to be actively engaged in relevant work for their project group during their project day from 9:00 am to 5:00 pm. Late arrival as well as early departure for reasons of a personal nature of not related to the project will be penalized with an official warning, which will be recorded. In case of repetition of the offence a second official warning will be issued. A third offence will result in 'dismissal' and the student will be removed from the project group by the supervisor. The student in question will not be evaluated for the project in Osiris and he will fail the course which was offered by the in-school training facility in the term concerned.
- 3 Students 'removed' will be required to retake (at a later point in time) the entire course during which the reason for their removal occurred. The student is permitted to do so in the same project group. The provisions in article 5.4 section 7 will remain in full force.

Appendix 8 Procedures of the ADE board of examiners

8.1 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 Digital Entertainment, 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 ADE board of examiners applies a maximum time limit of six weeks for receipt of complaints, taking into account the provisions of appendix 8, section 2, subsections 5 and 6. Complaints that the board of examiners receives after six weeks have passed will be regarded as inadmissible.
- 2 Initially, the board of examiners within ADE has the authority to:
 - Issue or withdraw binding recommendations regarding the continuation of studies;
 - Ratify and award degrees;
 - Conduct investigations with regard to complaints and/or differences of opinion;
 - Make changes to the programme, procedures, or assessment systems with regard to irregularities, miscommunications, or procedural blameworthiness on the part of the educational organisation;
 - Allow participation in external minors;
 - Honour requests for second opinions in the case of assessment-related issues;
 - Establish or confirm academic dishonesty and implement a penalizing policy;
 - Amend predetermined test/examination timetables and submission deadlines;
 - Grant exemptions or agree to requests for postponement or other kinds of deviations from a programme's standard curriculum.
- 3 The board of examiners is not to be approached for:
 - Reporting problems regarding registrations for examinations and/or resit examinations, of whatever nature;
 - Submitting requests for leniency for forgetting to register in Osiris, if there is no situation of force majeure or any special personal circumstances;
 - Submitting unfounded or unsubstantiated complaints, whatever the form or contents.
- 4 For all matters and/or problems relating to Osiris and the student progress monitoring system, you are referred to osirisstudent@buas.nl. If there are any questions with regard to registrations for examinations or resit examinations, you are referred to examsade@buas.nl. E-mail correspondence that is not sent to these addresses, will not be taken into consideration.
- 5 For all questions about regulations, possibilities and impossibilities, procedures, consequences, and so on, students must first consult the TER, before contacting the board of examiners. If answers to these questions can be found in the TER and its appendices, and these questions do not fall into the sphere of activity of the board of examiners, the board of examiners will not consider these questions. Questions that are rightly sent to the board of examiners, will be answered as and when the occasion arises. Also see section 8.2, subsection 4 of this appendix.
- 6 For answers to simple procedural questions, as referred to in section 5, see the LMS system:
 - TER 2018-2019
 - Curricula 2018-2019, also see appendix 3
 - Graduation Manual en Work Placement Manual
 - Annual timetable, examination timetable, class timetable, etc.
 - If you are unable to locate a document, please contact adeoperations@buas.nl

8.2 Communicating with the board of examiners

- 1 All initial / general communication with the ADE board of examiners should be sent via boardofexaminersade@buas.nl. Please note: requests should be submitted by means of the online form that can be found on the LMS:
Management->New->Board of Examiners ADE ->Request form Board of Examiners ADE
or via Intranet:
Organisation->Complaints Service Point->Board of Examiners->Academy for Digital Entertainment->Request form
Letters are to be addressed to the chair of the board of examiners. All communication should be in English.
- 2 Letters or e-mail messages that are sent directly to members of the board of examiners or that are sent erroneously in any other way, will not be considered as having been received.
- 3 With regard to questions or requests (via e-mail or otherwise) to which the student should be able to find the answer himself 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 section 8.1, subsection 6 of this appendix.
- 4 After submitting a request in the appropriate manner (via the application form on LMS or via Intranet (Complaints Service Counter)), the student will receive an automatically generated confirmation of receipt stating the date on which the request will be dealt with. If the request is insufficiently substantiated and/or insufficiently complete for the board of examiners to be able to deal with it adequately, the secretary will indicate which information or documents are missing. If the request is complete and substantiated, the case will be put on the agenda and the student will be informed of the outcome within 10 working days (excluding public and school holidays) after the board of examiners has discussed the request.
- 5 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 responsible for the course to which the communication relates
 - All documents and evidence, which are requested in the relevant passages in the OER 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.
- 6 Incomplete requests, as referred to in section 4 of this article, will not be considered by the board of examiners.
- 7 The form of communication is always in writing and takes place within the set time limit for reply of 10 working days after the decision. After a hearing, the board will orally inform the student of the outcome, after which this decision will also be sent to the student in writing within 10 working days.

Appendix 9 Transitional arrangement

- 1 With effect from the academic year of 2018-2019, the 3-year and 4-year bachelor's programmes Media and Entertainment Management will be gradually phased out and replaced by a 3-year and a 4-year bachelor's programme Creative Business. Starting from the provisions in article 2.4 section 5, article 2.5 section 4 and in article 2.11, only the first year of Creative Business in both variants will be offered in the academic year of 2018-2019. In all other years, the existing IMEM programme will be offered.
- 2 This transitional arrangement only relates to the curriculum for the propaedeutic year of the 3-year and 4-year bachelor's programme International Media and Entertainment Management and applies only to IMEM students who have not yet completed their propaedeutic programme upon the start of the academic year of 2018-2019. Moreover, this transitional arrangement only applies to the academic year of 2018-2019 and it will cease to apply after 31 August 2019.
- 3 All IMEM students as referred to in section 2 will be sent an e-mail upon the start of the academic year containing information on this transitional arrangement. The operations desk of ADE will be responsible for this.
- 4 Students as referred to in sections 2 and 3 will have the opportunity, during the academic year of 2018-2019, to take second attempts at their incomplete propaedeutic courses, based on the propaedeutic programme as offered in the academic year of 2017-2018. Only the examinations will be offered, not the courses themselves. In this process, students will be entitled, for each examination or partial examination, to two opportunities which relate to each other as examination and resit examination. After passing an examination or partial examination, the result for it will be recorded in Osiris.
- 5 For participation in a first-year examination or partial examination on the basis of the transitional arrangement, students are required to register as usual in accordance with the provisions in article 5.5 et seq. In this process, any problems in the sphere of different versions will be solved internally.
- 6 After passing an examination or partial examination of the first-year transitional arrangement, the right to any other second attempts / opportunities will expire. Profile improvement is not possible within the transitional arrangement.
- 7 The subject lecturer is responsible for supplying the examinations and resit examinations. These examinations and resit examinations are consistent – in terms of subject matter content and form of testing - with the course material and form of testing from the academic year 2017-2018. In exceptional cases, the board of examiners may decide to deviate from this criterion.
- 8 If one or more examinations from the first-year transitional arrangement have not yet been passed, the board of examiners will decide how these examinations can be passed after all.
- 9 Students who have had to leave the IMEM programme at an earlier stage, based on a binding study recommendation, and who are allowed to resume their studies in the academic year of 2018-2019 on the basis of a revocation by the board of examiners, will start as new students in the propaedeutic programme of Creative Business. Based on their earlier results in IMEM, they cannot derive any rights from this transitional arrangement.