Academy: Academy for Leisure

Programme: International Event Management (IEM)
              International Leisure Management (ILM)

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            4816 BA Breda

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IMPORTANT DATES:

Spring semester

4 February 2019	Introduction International students 2nd semester
11 February 2019	Start Academic Programme spring semester
4 March – 8 March 2019	Autumn Break
29 April – 4 May 2019	May Holidays
12 July 2019	End of programme

Programme

Code	Title	ECTS Fall	ECTS Spring
DLM2.SCAN-01	Scanning		2
DLM2.SAMP-01	Sampling		9
DLM2.MEAN-01	Giving meaning		6
DLM2.ACT-01	Activating		5
DLM2.CPUBL-01	Course Public and Non-profit sector		2
DILM2.EN4 -01	English 4		4
	Progress test		2
Total EC			30

COURSE Compulsory/Optional	
Course code	DLM2.SCAN-01, DLM2.SAMP-01, DLM2.MEAN-01, DLM2.ACT-01, DLM2.CPUBL-01
Course title	Project Stakeholder Management
Course coordinator/lecturer	Mr Olaf Ernst Mr Thomas van Velthoven
Teaching hours	
Mode of delivery (face-to-face/distance learning etc)	Process meetings (in groups and classes); Workshops; Lab sessions
ECTS credits	24 ECTS in total
Language	English
Course Content (incl. planned learning activities and teaching methods)	The main project is a self-recruited assignment you will work on both individually and with your project group. The focus in this project is on solving a problem of a real client by means of other parties (stakeholders), which need to be mapped, analyzed and activated. This semester has been organized according the principles of Design Thinking. The most important difference with a more traditional approach is that you work with loops instead of fully finished phases that lead to predefined products. So you will follow your own path. Also the design of your classes is open, as you determine this together with your supervisor and co-students. In the Deep dive we will pay special attention to the important stakeholder groups from the public and NGO sector. By means of workshops you will discover what they entail and how they should be seen in the bigger picture of stakeholder management. You will work on a specific case to obtain these insights.
Literature	All literature will be provided via a specifically designed website by means of digital 'building blocks'
Assessment and criteria	For the project (Scanning, Sampling, Giving meaning and Activating) after every loop there will be a 1 hour oral exam (with the rest of your project group). The assessment will be done via a specific evaluation form, which also includes a self-assessment. For the Deep dive the assessment is a multimedia presentation in which you work out/explain the case you worked on with your group; the final grade is a combination of a group and an individual component.
Prerequisites	As you are expected to find your own project assignment for this semester, you will be contacted in the months prior to your exchange with more detailed information.

COURSE Compulsory/Optional

Course code	DILM2.ENG4-01
Course title	Synthesis
Course coordinator/lecturer	Maaike van de Sanden
Teaching hours	9 classes
Mode of delivery (face-to-face/distance learning etc)	Face-to-face
ECTS credits	4 ECTS in total
Language	English
Learning outcomes	Student can write a synthesis, apply APA, has a high level of understanding complex texts and can write clear, well-structured and coherent texts. Students can hold a professional stakeholder meeting using appropriate and correct English.
Course Content (incl. planned learning activities and teaching methods)	Writing assignments and exercises related to the final assignment. Case studies. Individual and group assignments.
Literature	Available on Cum Laude
Assessment and criteria	Synthesis: 1 EC CV and letter: 1 EC Stakeholder meeting: 2 EC
Prerequisites	n/a

COURSE Compulsory/Optional

Course code	
Course title	Progress Test
Course coordinator/lecturer	Ilse Cornelissen
Teaching hours	No teaching hours
Mode of delivery (face-to-face/distance learning etc)	
ECTS credits	2 ECTS in total
Language	English
Learning outcomes	The test covers all learning outcomes of the two first years being the basic level of the programme.
Course Content (incl. planned learning activities and teaching methods)	The test consists of 200 multiple choice questions covering all knowledge of the first two years. The knowledge students are expected to have acquired during the semester will be asked in the last 50 questions. All other questions can be skipped. All questions will be based on literature or (digital) handouts.
Literature	See the manual of the semester
Assessment and criteria	The test contains 200 questions out of which the student has to answer 40 questions. 65% of the answered questions has to be correct.
Prerequisites	N/a