

Breda University of Applied Sciences

Tourism

Program: Recreation & Hospitality

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The Netherlands

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1. Important dates

February 4 th 2019	Kick-off Evening
February 4 th 2019	Start semester 2
July 5 th 2019	End of Program semester 2

2. Program

Code	Title	ECTS	Semester
CITM2. RHTSP(block 4)	Touchpoints Setting and Process in Recreation & Hospitality (<i>R&H track</i>)	4	2
CITM2.RHPS (block 5)	Pricing in recreation & Hospitality (R&H track)	4	2
CITM2.RHSA (block 6)	Create your own company in Recreation	4	2
CITM2.FIN2 (block 4)	Financial Management 2	4	2
CITM2.SMOR (block 5)	Smart Organization	4	2
CITM2.OCBR (block 6)	Online Consumer Behaviour Research	4	2
CITM2.PPD	Professional and Personal Development	2	2
CITM2. DCS	Dutch Culture and Society	2	2
CITM2.LADU2	Dutch for Beginners 1	2	2
Total ECTS	Semester 2	30	

Semester 2

COURSE Compulsory/Optional				
Course code	CITM2.RHTSP			
Course title	Touchpoints Setting and Process in Recreation & Hospitality			
Course coordinator	Eric van Nuland			
Teaching hours	Contact hours: 20 - 30 hours Self-study (research, reading and writing): 40 - 60 hours Assignments (visualization, facility management scan): 20 - 30 hours			
Mode of delivery (face-to-face/distance learning)	(Guest)lectures, seminars, workshops, fieldtrip(s)			
ECTS credits	4 ECTS			
Language	English			
Learning outcomes	The student will be able to: <ul style="list-style-type: none">Describe, understand and visualize (the importance of) facility and lay-out management in the industry (linked to the guest experience model).			
Course Content (incl. planned learning activities and teaching methods)	<ul style="list-style-type: none">Facility management (lay out management, security, maintenance, environmental).			
	Week	Teaching method	Teaching contents	Preparation
	1	Lecture 1.1. Lecture 1.2 Guest lecture 1.3 Tutorial 1.1 Tutorial 1.2	Kick off Pre-phase Analysis of location Programme of requirements Analysis of location	Read manual Read NKC report Assignment 1.1 camper van case Assignment 2.1 camper van case
	2	Lecture 2.1 Tutorial 2.1 Tutorial 2.2	Visualisation skills Visualisation skills Analysis of location	Gather examples Gather examples Assignment 2.1 camper van case
	3	Lecture 3.1 Guest lecture 3.1 Tutorial 3.1 Tutorial 3.2	Planning Planning Legislation Composition of grounds	Assignment 3.1 camper van case Assignment 3.2 camper van case
	4	Lecture 4.1 Guest lecture 4.1 Tutorials 4.1 and 4.2	Settling Settling Guest journey	Assignment 4.1 camper van case
	5	Lecture 5.1 Guest lecture 5.1 Tutorials 5.1 and 5.2	Maintenance & Management Maintenance Management plan and regulations	Assignment 5.1 camper van case

Literature	<ul style="list-style-type: none"> • All articles, clips and materials provided on Cum Laude, provided during seminars, tutorials, (Guest)lectures
Assessment and criteria	<ul style="list-style-type: none"> • Assignments (visualization, facility management scan) • Oral assessment final assignment • Advisory Report
Prerequisites	<ul style="list-style-type: none"> • Basic knowledge of the industry (Recreation & Hospitality). • Basic knowledge of experience concepts.

COURSE Compulsory/Optional	
Course code	CITM2.RHP-01
Course title	Pricing in Recreation & Hospitality
Course coordinator	Harm Ijben
Teaching hours	Contact hours: 20 - 30 hours Self-study (research, reading and writing): 40 - 60 hours Assignments (games, event, individual assessment): 20 - 30 hours
Mode of delivery (face-to-face/distance learning)	(Guest)lectures, videos, seminars, workshops, gaming, fieldtrip and consults (tutorial)
ECTS credits	4 ECTS
Language	English
Learning outcomes	The student develops, analyses and optimizes (suggestions) the pricing policy of a business in the Recreation & Hospitality sector and translates this to an unambiguous, clear, free-format report (as a prelude to the assessment).
Course Content (incl. planned learning activities and teaching methods)	<ul style="list-style-type: none"> • The student is able to analyse the turnover (price * sales) and cost structure (fixed and variable costs, differential calculations) of a business in the Recreation & Hospitality sector (revenue-related). • The student is able to develop and analyse the pricing policy of a business in the Recreation & Hospitality sector and make suggestions for price optimization. • The student is able to act from a commercial perspective for a business in the Recreation & Hospitality sector by applying pricing methods and strategies.
Literature	<ul style="list-style-type: none"> • Bronis en Verhage, Marketing Fundamentals, Noordhoff Uitgevers Groningen (chapter 12) • Brouwers en Koetzier, Basics of Financial Management, Noordhoff Uitgevers Groningen (content modules Financial Management 1 and 2)
Assessment and criteria	<ul style="list-style-type: none"> • Assignments (games, team assessment)
Prerequisites	<ul style="list-style-type: none"> • Basic knowledge of Financial Management. • Basic knowledge of the industry (Recreation & Hospitality). • Basic knowledge of experience concepts.

COURSE Compulsory/Optional	
Course code	CITM2.RHCC
Course title	Create your own company
Course coordinator	Ben Offringa
Teaching hours	Contact hours: 30 hours Self-study (research, reading and writing): 30 hours Assignment: 50 hours
Mode of delivery (face-to-face/distance learning)	(Guest)lectures, seminars, workshops
ECTS credits	4 ECTS
Language	English
Learning outcomes	The student will be able to: <ul style="list-style-type: none"> • Describe the dynamics in the industry. • Understand and define the different characteristics of organizations in the industry. • Design an innovative product/concept for the industry. • Present this concept before a group of investors. • Reflect on the desired professional entrepreneurial attitude.
Course Content (incl. planned learning activities and teaching methods)	<ul style="list-style-type: none"> • Dynamics in the industry. • Characteristics (of organizations) in the industry. • Professional entrepreneurial attitude. • Personal development.
Literature	- To be determined.
Assessment and criteria	- Assignment (report & Dragons' Den)
Prerequisites	<ul style="list-style-type: none"> • Knowledge from the course RH04 – Touchpoints Setting and Process in Recreation & Hospitality. • Knowledge from the course RH05 – Pricing in Recreation & Hospitality. • Basic knowledge of the industry. • Basic knowledge of experience concepts.

Literature	<ul style="list-style-type: none"> Articles, Handout & book <i>Making Sense of Change management</i> (Cameron & Green) are obtained via Cum Laude/mail Book: <i>Organization and Management an international approach</i>, Nick van Dam, Jos Marcus, Keith Medhurst; ISBN 978-90-01-85022-7, 3rd Edition 2015; Noordhoff Uitgevers B.V. (Guest) Lectures & seminars
Assessment and criteria	The assessment for this course consists of a written exam based on a practical case.
Prerequisites	<ul style="list-style-type: none"> Basic knowledge of Management & Organization. See Module Tourism Business year 1

COURSE Compulsory/Optional	
Course code	CITM2.FIN2
Course title	Financial Management 2
Course coordinator/lecturer	Jalal Atai
Teaching hours	25 direct hours
Mode of delivery (face-to-face/distance learning)	Face-to-face lecture, tutorials, workshops and knowledge clips
ECTS credits	4 ECTS
Language	English
Learning outcomes	<p>After completing this module, the student is able to:</p> <ol style="list-style-type: none"> 1. read, interpret and analyse the financial performance of an organization 2. make relevant financial calculations 3. define and analyse a budget 4. optimize revenues by means of yield and management techniques
Course Content (incl. planned learning activities and teaching methods)	<p>In this module the following teaching methods are used:</p> <p>Lecture (lc): There will be an introduction lecture</p> <p>Tutorial (tut): In the tutorials the following subjects will be discussed:</p> <ul style="list-style-type: none"> • Break Even analysis, calculation and chart including safety margin. (Non-) relevant costs. • Budgeting and basics of yield management • How to deal with overheads: absorption costs and activity based costing <p>Seminar (sem): In the seminars students will work on a practical case about finance in the Tourism business which will cover all the learning outcomes as mentioned above.</p>
Literature	<p>Basics of Financial Management, R. Brouwers MSc and W. Koetzier MSc. Third edition 2015 Noordhoff Uitgevers bv</p> <p>Basics of Financial Management Exercises, R. Brouwers MSc and W. Koetzier MSc. Second edition 2015 Noordhoff Uitgevers bv</p>
Assessment and criteria	The testing in this module consists of a written exam of 3hours with open questions. A trial exam will be available in the last week of this module and will be discussed in the last seminar
Prerequisites	Basic knowledge of the financial statements

COURSE Compulsory/Optional	
Course code	
Course title	Smart Organisation
Course coordinator/lecturer	Carl Grefkens
Teaching hours	Per week: lecture (1 hour), tutorial (2 hours), project meeting (3 hours) Study trip + company meeting: 1 week
Mode of delivery (face-to-face/distance learning)	This is a 5 week course including, lectures, tutorials, supervised project meetings, a study trip and video clips as part of the self- study program.
ECTS credits	4 ECTS (112 hours of study time)
Language	English
Learning outcomes	<ul style="list-style-type: none"> • Knowledge of lean management principles • Knowledge of processes and different process types • Students can make a visualization of processes (with tools such as IDEF, flowcharts) • Students can formulate (key) performance indicators. • Students can analyse processes and can detect bottlenecks in processes. Tools used are value stream mapping, fish bone analysis. • Students can measure the impact of bottlenecks in a process (tools used are a.o. Pareto analysis) • Students have learned the basics of process improvements (lean improvement tools)
Course Content (incl. planned learning activities and teaching methods)	<ul style="list-style-type: none"> • Lectures • Supervised project meetings (teams of 2-3 students) • Tutorials: meetings with 15 students – class assignments • Online clips are used for homework and exam preparation <p>A study trip is part of this course. Students will perform field research during the study trip. Joining the study trip is a prerequisite for this module!</p>
Literature	Lean management for dummies (still to be decided)
Assessment and criteria	The assessment for this course consists of a written report, made by a team of 2-3 students.
Prerequisites	

COURSE Compulsory/Optional	
Course code	CITM2.OCBR
Course title	Online Consumer Behaviour Research
Course coordinator/lecturer	Jeroen Vinkestelijn
Teaching hours	Per week: lecture (1 hour), tutorial (2 hours)
Mode of delivery (face-to-face/distance learning)	This is a 5 week course including, lectures, workshops, unsupervised workshops and video clips as part of the self- study program.
ECTS credits	4 ECTS (112 hours of study time)
Language	English
Learning outcomes	<ul style="list-style-type: none"> • Analyse and interpret market data based on adequate desk research • Understand quantitative data collection methods • Analyse and interpret primary market research data • Gather insight in online tourist behaviour • Analyse and monitor online consumer behaviour (social media monitoring) • Understand the social media landscape • Understand new research methods (Web Analytics, A/B testing, etc.)
Course Content (incl. planned learning activities and teaching methods)	<ul style="list-style-type: none"> • Lectures • Unsupervised workshops • Supervised workshops: meetings with your class to discuss class assignments
Literature	Research. This is it! (B. Baarda) Social Media To Go 3 rd edition (C. Dijkmans and J. Vinkestelijn)
Assessment and criteria	The assessment for this course consists of an individual written report.
Prerequisites	

COURSE Compulsory/Optional	
Course code	
Course title	Professional and Personal Development
Course coordinator/lecturer	Renee Goedhart and Sandra Gerrits
Teaching hours	6 hrs.
Mode of delivery (face-to-face/distance learning)	Face to - face, workshops, assignments, reflection reports
ECTS credits	2 EC for semester 2
Language	English
Learning outcomes	<ul style="list-style-type: none"> • Is able to determine learning goals, and based on this, is able to direct his/her own learning and development process • Is able to look back on and identify learning experiences • Has a realistic view of his/her strengths and weaknesses and is able to substantiate this by means of concrete examples • Works in a targeted and structured manner to accomplish self-formulated points for development • Is open to feedback (on his/her own actions) from others • Is able to compile a portfolio, demonstrating creativity, independence and problem-solving skills • Works in a targeted and structured manner to accomplish self-formulated points for development • Displays a critical attitude towards his/her own performance and actions
Course Content (incl. planned learning activities and teaching methods)	To be communicated later.
Literature	Compulsory online DISC/SPA assessment including personal report. Costs involved 35 euro.
Assessment and criteria	Portfolio and/or digital assignment
Prerequisites	Not applicable

COURSE Compulsory/Optional

Course code	
Course title	Dutch Culture and Society
Course coordinator/lecturer	Frederike van Ouwerkerk and Geurt Drost
Teaching hours	10 hours
Mode of delivery (face-to-face/distance learning)	Lectures and excursion
ECTS credits	2 ECTS
Language	English
Learning outcomes	To apply the knowledge and understanding of Dutch culture and society obtained in the Dutch Culture and Society course as well as reflect on your own experience of living abroad in The Netherlands.
Course Content (incl. planned learning activities and teaching methods)	<ul style="list-style-type: none"> • The lectures will discuss various issues related to Dutch culture and society such as geography, history, sociology, art history and economics. • Students will individually write a 10-page paper about their view on Dutch Culture and Society and make a video illustrating their view. • Students can take part in excursions (cost approximately €150)
Literature	No special books required. Suggested books will be available from the BUAS library.
Assessment and criteria	report & video
Prerequisites	Not applicable

COURSE Compulsory/Optional

Course code	
Course title	Dutch for beginners
Course coordinator/lecturer	Ham de Vries
Teaching hours	3 hours per week (for 14 weeks)
Mode of delivery (face-to-face/distance learning)	Face-to-face
ECTS credits	3 ECTS

Language	English: instruction language Dutch : learning goal
Learning outcomes	Speaking/listening/reading/writing : begin level: A1.0- end level A1.2
Course Content (incl. planned learning activities and teaching methods)	<p>- Lesson 1, theme: What is your name, where do you come from? Content: phonetics, spelling rules, alphabet. Grammar: present tense of regular verbs, personal pronouns, demonstrative pronouns, irregular verbs and some basic prepositions.</p> <p>- Lesson 2, theme: how are you? Content: how are you doing, formal and informal language, asking someone's address, phone number. Grammar: irregular verbs: negation, possessive pronouns, interrogative pronouns, some more prepositions.</p> <p>- Lesson 3, theme: What is s/he like? Content: describing someone's appearance and character, talking about family and friends. Grammar: adjectives, adverbs, conjunctions, demonstrative pronouns, some prepositions.</p> <p>- Lesson 4, theme: How much? Content: numbers and amounts, time: the clock, schedules, days of the week. Grammar: regular plurals of nouns, adverb: <i>er</i>.</p> <p>- Lesson 5, theme: What do you usually do? Content: talking about every day activities, breakfast, food and beverages. Grammar: separable verbs, reflexive pronouns, irregular verbs, adverbs of frequency.</p> <p>- Lesson 6, theme: What have you done? Content: talking about yesterday. Grammar: present perfect of regular and some irregular verbs, adverbs of time.</p> <p>- Lesson 7, theme: What is your job? Content: talking about your work, making compliments. Grammar: names of male and female professions, past participle of some irregular verbs.</p>
Literature	<p>Taal Vitaal nieuw Nederlands voor beginners: tekstboek</p> <p>Taal Vitaal nieuw Nederlands voor beginners: werkboek</p> <p>www.dutchgrammar.com</p> <p>www.jufmelis.nl</p>
Assessment and criteria	<p>Written assignment: grammar + vocabulary and an oral exam. 50% / 50%</p> <p>Written exam: (65% = 5,5)</p>
Prerequisites	No