

Discover your world



FACTS & FIGURES



Breda
University
OF APPLIED SCIENCES



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‘More than
just a degree’

At Breda University of Applied Sciences, the combination of state-of-the-art education, relevant research, and cooperation with international businesses ensures that our students earn more than just a degree. They are given the opportunity to gain the relevant skills and experiences in order to integrate seamlessly into the modern global market or start their own businesses through our entrepreneurship programme and start-up accelerator. Our institute is attuned to the needs and demands of local, national, and international organisations, because we work in close cooperation with them.

We specialise in small-scale, high-quality education, where the personal development of students comes first. Our curricula are innovative and globally oriented, comprising Hotel, Facility, Leisure & Events, Tourism, Media, Games, Logistics and Built Environment. Within this educational field, we are not only the largest in the world, we are also highly accredited.

As President of Breda University of Applied Sciences, I'm very proud of what we have to offer to both students and professionals. Our global reach is real and tangible, as you will read in this booklet, and the future of our institute is bright, with new innovations in education and research on the way. I hope to welcome you at our campus one day.

Elisabeth Minnemann
President of the Executive Board



7,367 STUDENTS



796 EMPLOYEES



**THE NETHERLANDS
BRED A**

About us

We are a specialist, personal, diverse and inclusive university of applied sciences where personal innovative capacity is stimulated. Our vision is to be an international leading knowledge institute with industry-relevant, high-quality, small-scaled and innovative education and research. We are committed to preparing our students for highly skilled professional employment in a globalised world.

The success we enjoy as an educational institute is due to our focus on creating an academically excellent learning environment for all: students, researchers, graduates, and professionals. In our multidisciplinary learning communities, we encourage everyone to take initiative and explore new opportunities.

Moreover, we embrace diversity of both people and education, as this enriches our community and fosters an open, inclusive environment where people can collaboratively learn, work, and serve.



Our 8 domains of expertise

Our strength and uniqueness derive from our intense collaborative processes within these fields, but also from sharing, enhancing, challenging and cultivating knowledge across the boundaries of these domains.



Games



Media



Hotel



Facility



Built Environment



Logistics



Tourism



Leisure & Events

Since the establishment of our institute in 1966, we have transformed and evolved within our interests, creating new domains out of existing study programmes in a natural manner. To ensure curriculum relevance, Breda University of Applied Sciences is constantly seeking alignment with changes in society at large.



SINCE 1966

Students

OVERALL DECEMBER 2018



7,367 TOTAL NUMBER OF STUDENTS

6,980 BACHELORS

172 ASSOCIATE DEGREE

204 MASTERS

11 PRE-MASTER



1,190 INTERNATIONAL STUDENTS

1,083 BACHELORS

7 ASSOCIATE DEGREE

95 MASTERS

5 PRE-MASTER



1,967 NEW ENTRIES

1,742 BACHELORS

109 ASSOCIATE DEGREE

106 MASTERS

10 PRE-MASTER



NUMBER OF STUDENTS/DOMAIN



TOURISM

1,954 | 26%



LEISURE & EVENTS

1,597 | 22%



MEDIA

884 | 12%



GAMES

722 | 10%



HOTEL

732 | 10%



LOGISTICS

629 | 9%



BUILT ENVIRONMENT

456 | 6%



FACILITY

393 | 5%



69 STUDENT NATIONALITIES

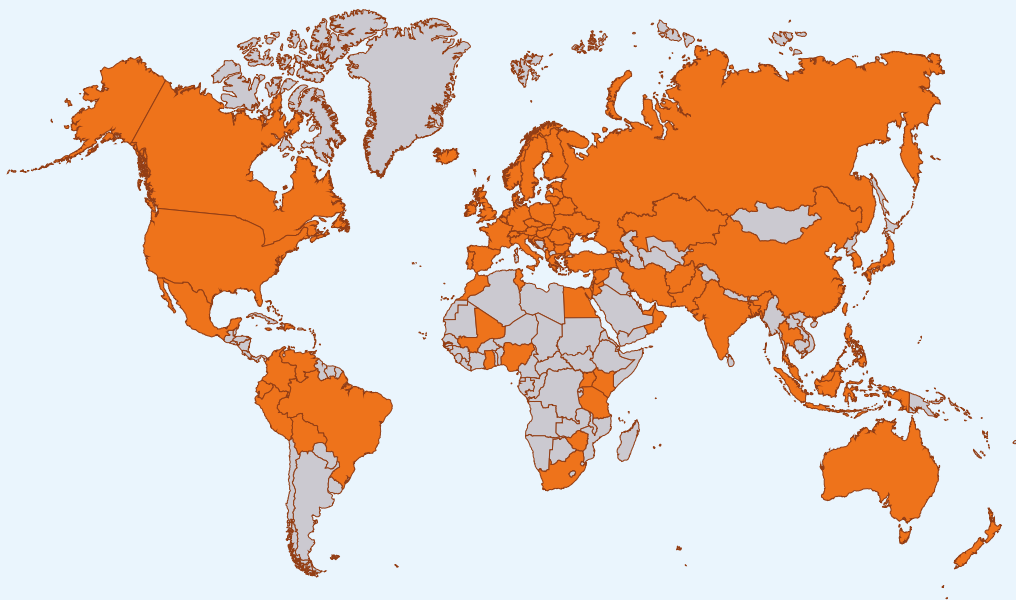


1,190 INTERNATIONAL STUDENTS

International students

The world has become increasingly interconnected and globalised, and our institute reflects this ongoing trend. At Breda University of Applied Sciences, we are deeply engaged in a wide variety of international relationships – from international exchange programmes to double degrees and research collaborations.

In our view, internationalisation, and the diversity which it brings, is a driver for change and improvement that has spurred the innovative capacity of our institute and, ultimately, our graduates.



OUR 69 STUDENT NATIONALITIES

AFGHANISTAN ALBANIA ANDORRA ARUBA AUSTRALIA AUSTRIA BAHREIN BANGLADESH BELARUS BELGIUM BOLIVIA BONAIRE BRAZIL BULGARIA CANADA CHINA COLOMBIA CROATIA CURACAO CYPRUS CZECH REPUBLIC DENMARK DOMINICAN REPUBLIC ECUADOR EGYPT ESTONIA FINLAND FRANCE GEORGIA GERMANY GHANA GREECE GUADELUPE HUNGARY ICELAND INDIA INDONESIA IRAN IRELAND ISRAEL JAMAICA JAPAN JORDAN KAZAKHSTAN KENYA LATVIA LEBANON LITHUANIA LUXEMBOURG MALAYSIA MALI MAURITIUS MEXICO MOLDAVIA MONACO MOROCCO NEW ZEALAND NIGERIA NORWAY OMAN PAKISTAN PERU PHILIPPINES POLAND PORTUGAL ROMANIA RUSSIA SERBIA SINGAPORE SINT EUSTANIUS SINT MAARTEN SLOVAKIA SLOVENIA SOUTH AFRICA SOUTH KOREA SPAIN SWEDEN SWITZERLAND SYRIA TAIWAN TANZANIA THAILAND TRINIDAD AND TOBAGO TUNISIA TURKEY UGANDA UK UKRAINE UNITED ARAB EMIRATES UNKNOWN USA VENEZUELA ZIMBABWE

Degree programmes



BACHELORS

			NEW ENTRY	TOTAL STUDENTS	INTERNATIONAL STUDENTS
Tourism					
BA	Profession-Oriented Tourism and Recreation*	in Dutch	–	164	1
BA	Tourism Management		218	796	256
BA	Tourism Management	in Dutch	162	638	9
BSc	Tourism (joint degree with Wageningen University)		108	108	28
Leisure & Events					
BA	Leisure & Events Management		159	669	127
BA	Leisure & Events Management	in Dutch	120	813	3
BSc	Leisure Sciences		16	37	6
Media					
BA	Creative Business				
	> International Media and Entertainment Management		186	836	196
Games					
BSc	Creative Media and Game Technologies				
	> International Game Architecture and Design		177	709	163
Hotel					
BA	Hotel Management		177	732	138

*This programme runs until summer 2019

Degree programmes



BACHELORS

		NEW ENTRY	TOTAL STUDENTS	INTERNATIONAL STUDENTS
Facility				
BSc	International Facility Management	104	393	32
Logistics				
BSc	Logistics Engineering	20	63	31
BSc	Logistics Engineering in Dutch	55	198	0
BSc	Logistics Management	35	91	47
BSc	Logistics Management in Dutch	62	277	5
Built Environment				
BSc	Built Environment			
	> International Spatial Development	44	99	39
BSc	Built Environment			
	> Ruimtelijke ordening en planologie in Dutch	28	119	1
	> Urban Design in Dutch	53	149	1
	> Mobiliteit in Dutch	18	89	0



ASSOCIATE DEGREE

Tourism				
Ad	AD Tourism Management	109	172	7

Degree programmes



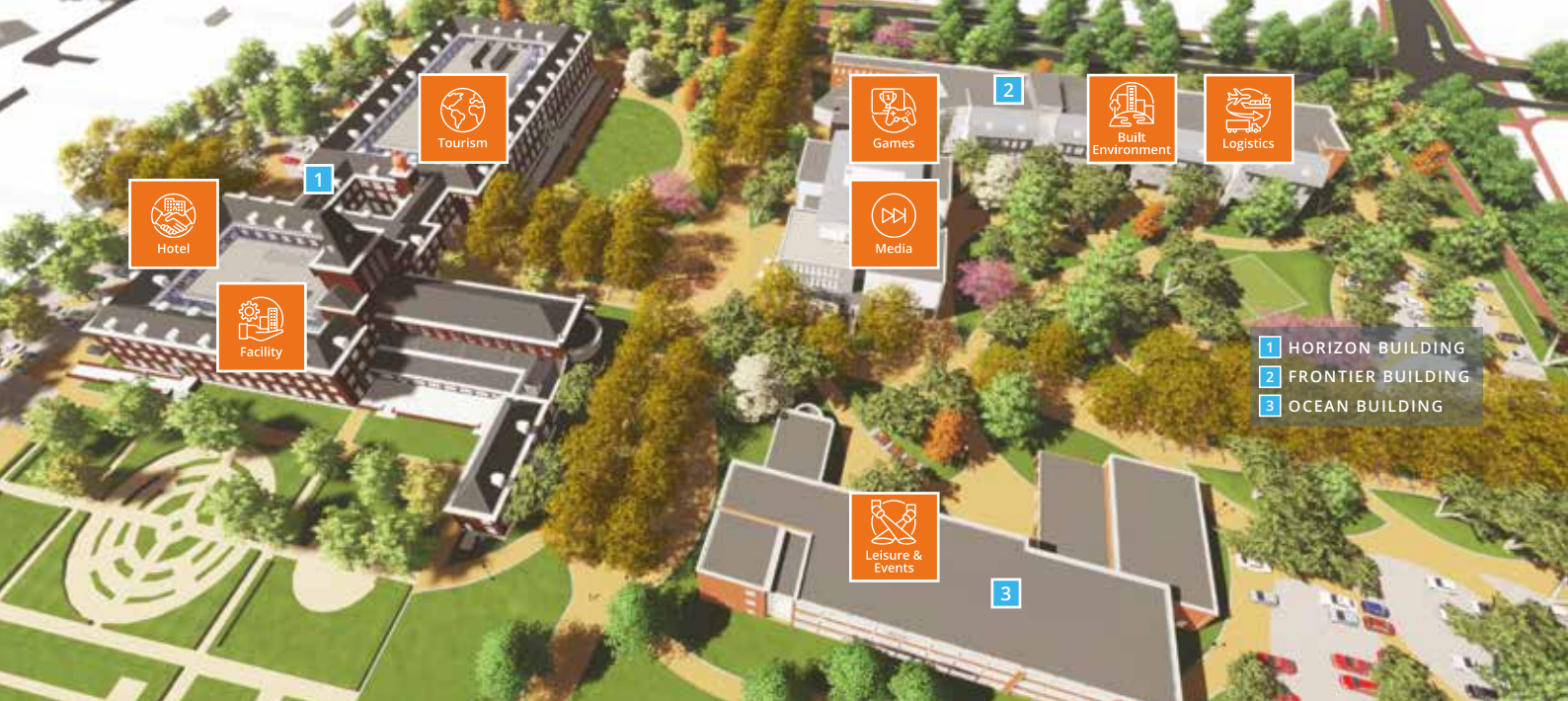
MASTERS

		NEW ENTRY	TOTAL STUDENTS	INTERNATIONAL STUDENTS
Tourism				
MA	Tourism Destination Management	42	76	48
Leisure & Events				
MSc	Leisure and Tourism Studies	13	19	5
Leisure & Events				
MBA	Imagineering	25	48	21
Media				
MA	Media Innovation	17	48	18
Games				
MSc	Game Technology	9	13	3



PRE-MASTER

Leisure & Events				
Pre-master	Leisure and Tourism Studies	10	11	5



Campus

Study, research and work is best done in an inspiring, high-quality and preferably park-like environment. This is precisely what Breda University of Applied Sciences wants to offer at its new campus at Mgr. Hopmansstraat in Breda. We are working hard at renovating our campus which is due

for completion in January 2020. In September 2018, students and staff took the Horizon Building, which is the historical convent, into use.

The new campus will accommodate all our domains in one location. By the end of 2019 we will open the renovated Ocean and Frontier Buildings and invite students, staff and neighbours to meet, inspire and work together.



FRONTIER BUILDING



HORIZON BUILDING



FRONTIER BUILDING



FRONTIER BUILDING



HORIZON BUILDING



OCEAN BUILDING



Library

The library maintains a vast number of books, databases, journals, and learning products of our students, such as placement reports and theses. Besides functioning as a knowledge sharing center, the library also offers quiet study areas, self-service equipment for borrowing and returning items, and copy and scan facilities. Moreover, the Copyright Information Point (CIP) at the library gives advice and information on copyright issues to students and employees. This includes supporting open-access publishing, for example, by informing authors about publishers' policies and financial consequences.



40,000 BOOKS AND REPORTS



70+ ONLINE DATABASES



300 JOURNAL SUBSCRIPTIONS



Pure RESEARCH WEB PORTAL

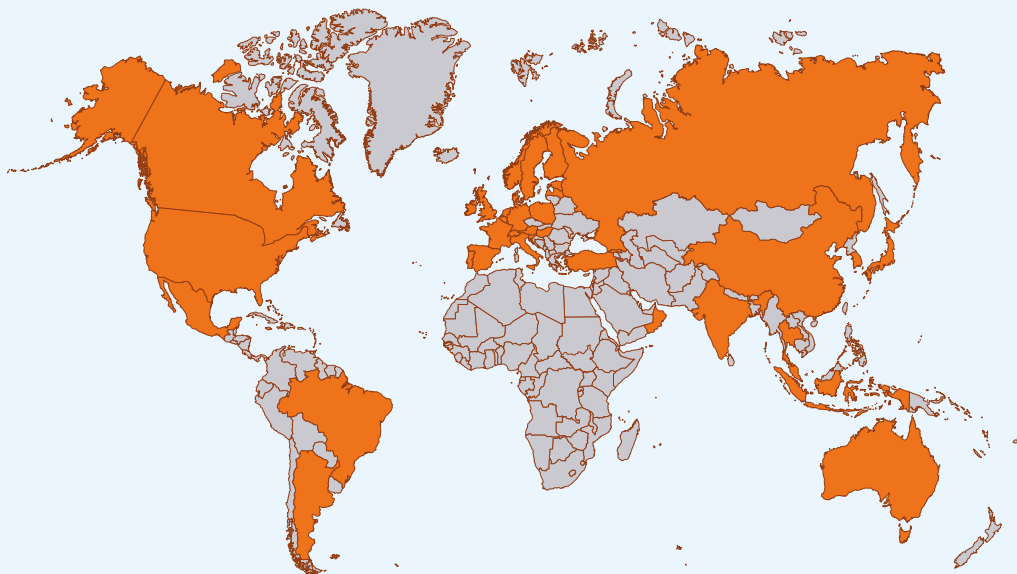


96 PARTNER UNIVERSITIES



200 GO ABROAD ON EXCHANGE

International student mobility programmes



OUR NETWORK OF 96 PARTNER UNIVERSITIES

JAMES COOK UNIVERSITY HOCHSCHULE KUFSTEIN – UNIVERSITY OF APPLIED SCIENCES THOMAS MORE MECHELEN UNIVERSIDADE FEDERAL DE PERNAMBUCO (UFPE) UNIVERSIDADE FEDERAL FLUMINENSE (UFF) THOMPSON RIVERS UNIVERSITY VANCOUVER ISLAND UNIVERSITY RYERSON UNIVERSITY INSTITUTO DE FORMAÇÃO TURÍSTICA THE HONG KONG POLYTECHNIC UNIVERSITY DONGHUA UNIVERSITY LILLE-BAELT ACADEMY OF PROFESSIONAL HIGHER EDUCATION JYVÄSKYLÄN AMMATTIKORKEAKOULU HELSINKI METROPOLIA AMMATTIKORKEAKOULU HAAGA-HELIA AMMATTIKORKEAKOULU, HELSINKI CAMPUS UNIVERSITÉ DE SAVOIE MONT BLANC AUDENCIA NANTES SCHOOL OF MANAGEMENT HOCHSCHULE HEILBRONN COLOGNE BUSINESS SCHOOL FULDA UAS BUDAPESTI GAZDASÁGI FŐISKOLA LONDON SCHOOL OF PUBLIC RELATIONS DUBLIN INSTITUTE OF TECHNOLOGY UNIVERSITÀ DEGLI STUDI 'CA' FOSCARI' DI VENEZIA UNIVERSITY OF BOLOGNA NAGASAKI INTERNATIONAL UNIVERSITY VIDZEMES AUGSTSKOLA TAYLOR'S UNIVERSITY WESTERDALS SCHOOL OF COMMUNICATION JAGIELLONIAN UNIVERSITY UNIVERSIDADE DO ALGARVE UNIVERSIDAD EUROPEA HANGYANG UNIVERSITY UNIVERSIDAD POLITÉCNICA DE VALENCIA TURISMO SANT IGNASI / ESADE-UNIVERSITAT RAMON LLULL UNIVERSIDAD DE DEUSTO HÖGSKOLAN DALARNA ISTANBUL BİLGİ UNIVERSİTESİ BOURNEMOUTH UNIVERSITY EDINBURGH NAPIER UNIVERSITY NORTHERN ARIZONA UNIVERSITY (BGF)

Our students are recommended to spend part of their studies at one of our partner universities abroad. Our network of 96 highly reputed institutions abroad offers 350 places to our students. Every year, around 200 students go abroad on an exchange programme. In return we welcome the same number of students from these partners to Breda, where they are part of the international student community.

Over 2,000 students go on international fieldwork trips every year.

Every summer, Breda University of Applied Sciences welcomes groups of international students from partner institutes for a tailor-made summer programme.



EXECUTIVE MASTER IN IMAGINEERING



EXECUTIVE MASTER IN MEDIA INNOVATION

Lifelong learning

Learning does not stop with a degree or diploma. In order to be able to keep pace with developments in society, lifelong learning is required. We offer accredited master's programmes in close collaboration with national and international industry partners: the Executive Master in Imagineering and the Executive Master in Media Innovation. These English-taught master's programmes have been designed specifically for professionals who want to improve their strategic and creative thinking skills and acquire a deeper theoretical and practical understanding of the developments in society.



Breda University of Applied Sciences established Breda Business School a few years ago in order to provide tailor-made training programmes to professionals within our domains. Ranging from masterclass to master's degree level, these programmes are customised – tailored to the client's business needs or specific personal ambitions.



244 PARTICIPANTS LIFELONG LEARNING 2018

Research profile

Research at Breda University of Applied Sciences has an interdisciplinary character. By joining forces – not only within our domains, but also with government, educational partners and research institutes – we are capable of developing innovative solutions to topical questions in the industry.

In addition, we engage in applied research. This means that research results are relevant to specific, practical problems in society, business and government, and that they are incorporated in our education. For instance, students on a minor programme execute research that is made available for public use and is later integrated into the educational programmes.

Three cross-disciplinary themes

Research at Breda University of Applied Sciences focuses on three cross-disciplinary themes:



MAKING PLACES AND SHAPING DESTINATIONS



DESIGNING AND MANAGING EXPERIENCES



PEOPLE AND GOODS ON THE MOVE

Partner of



Within these themes, we collaborate with various partners. For instance, we are a leading partner of CELTH, the only Centre of Expertise in the sector of leisure, tourism and hospitality in the Netherlands. This Centre is promoted by the Dutch government and it identifies trends and developments in the hospitality sector and initiates cooperation between industry and education.

Breda University of Applied Sciences also supports market players, public authorities and destinations with research and helps them respond to the challenges of the future based on sustainable strategies. For instance, we support the City of Calgary in improving their urban planning based on research.

Our research output

Professors and researchers of Breda University of Applied Sciences carry out practice-oriented research within an international network. We pursue a policy called 'Open access, unless...' and work in accordance with the guidelines of the Forum voor Praktijkgericht Onderzoek (Dutch national forum for practice-oriented research). Our staff regularly publish academic articles, books, publications, conference proceedings and other knowledge output. Want to know more? View the research, personal details and publications of our experts in [PURE.buas.nl](https://pure.buas.nl).

Connected to the industry

Breda University of Applied Sciences has strong partnerships with companies around the globe. Together we provide students with contemporary education within full-time and executive degree programmes.

Tourism



Leisure & Events



Media



Games



90+ PARTNERSHIPS WITH COMPANIES



134+ COUNTRIES

Hotel



Facility



Logistics



Built Environment



Practical learning in the industry

We work closely together with partners in business, society, education, and government in order to ensure strong links to industry. Our education and research programmes reflect current issues, trends and priorities. Our more than 30,000 alumni – having taken their careers to all corners of the world – are contributing to as well as shaping the industry.

In the academic year of 2017-2018, a total of 1,961 students served the industry by performing work placements and graduation assignments.

These practical curriculum components last between 12 to 40 weeks. They are spent in companies and organisations where our bachelor's students gain valuable practical experience and work on research and other assignments specifically related to their field of study.

Our students engage in industry-relevant learning throughout their entire course of study, they acquire specific, hands-on practical experience.

Of the 1,437 students who did a work placement 615 students (43%) did so at a company outside the Netherlands.



1,437 TOTAL WORK PLACEMENTS



615 INTERNATIONAL WORK PLACEMENTS (43%)

Recognition and accreditation

Our education and research is highly valued by a wide range of international organisations. Our degree programmes are accredited at national level by the NVAO (the Accreditation organisation of the Netherlands and Flanders). In the QS World University Rankings, our Hospitality, Tourism and Leisure programmes scored 26th place in 2018.

We receive international recognition from the following organisations.



 **2018** BEST SPECIALIST UNIVERSITY OF APPLIED SCIENCES (ELSEVIER)

At national level, there are two major rankings:

1 Keuzegids

Keuzegids 2019 awarded quality marks to 4 of our programmes:

- > Bachelor of Science Tourism
- > Creative Media and Game Technologies
- > Hotel Management
- > International Facility Management



2 Elsevier Beste Studies

In the *Beste Studies van Elsevier 2018* ranking, we earned a shared first place with HAS Hogeschool.

On top of that, the Dutch National Student Survey (NSE; Nationale Studenten Enquête) reveals how students view their own institute, study programme and lecturers. This survey of 2018 showed that students rate our study programmes in general with a 4 out of 5. The general atmosphere in school scored a 4.29. The question of whether students would recommend their programme to friends, family or colleagues scored a 4.18.

The city of Breda



Breda is a charming city in the south of the Netherlands with over 184,000 inhabitants. It originated in 1252 when it was granted 'city rights'. This vibrant, safe and historical city is home to over 21,000 students – both Dutch and international. Apart from century-old buildings, it contains loads of hip, fun and affordable food outlets and lifestyle spots. The small scale of the city suits the educational vision of Breda University of Applied Sciences. It makes both the city and its residents easily accessible.



Watch the video:
'Breda Place to
Be Welcome'



21,000 STUDENTS



184,000 INHABITANTS



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of Applied Sciences

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