



Work with our students



Leisure & Events

PLACEMENT, GRADUATION AND PRACTICAL ASSIGNMENTS

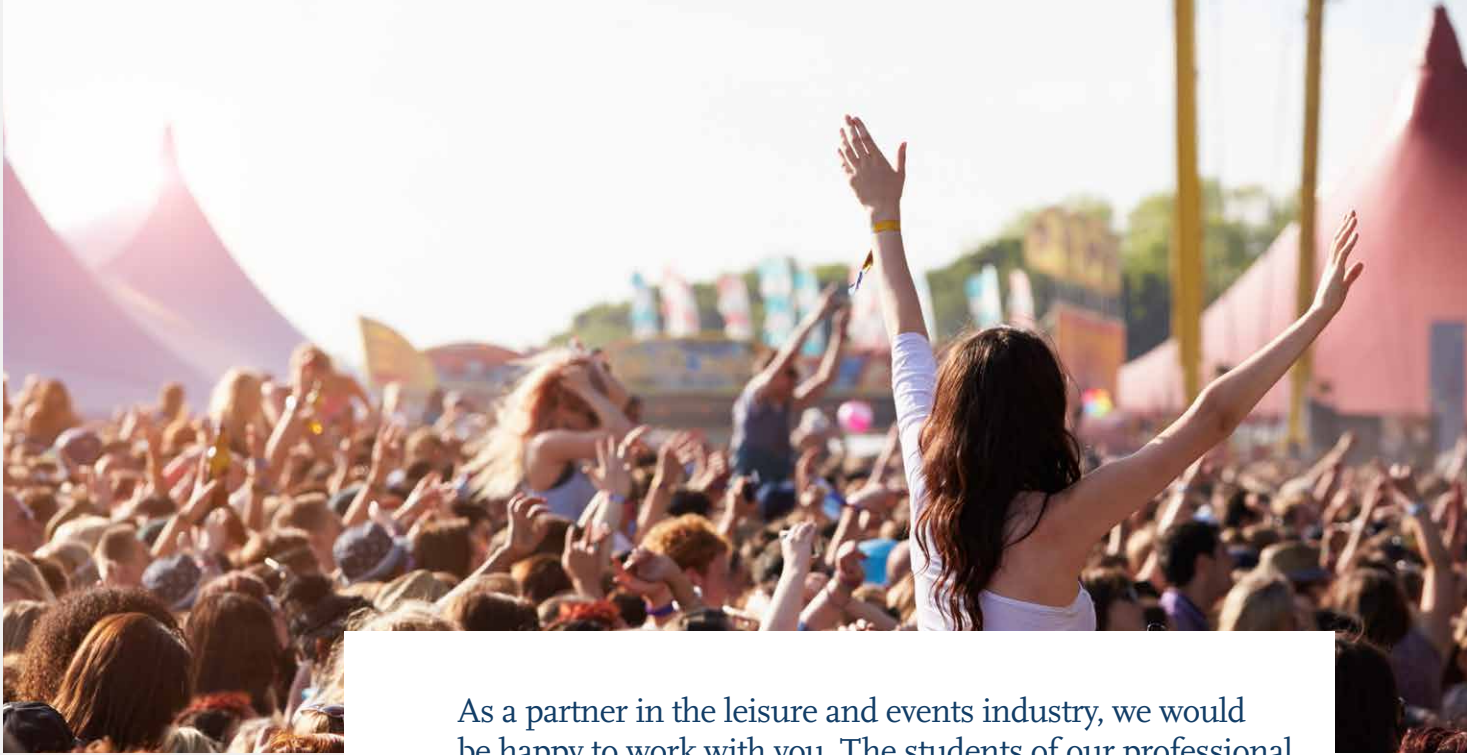


DISCOVER YOUR WORLD

BUas.nl



Breda
University
OF APPLIED SCIENCES



As a partner in the leisure and events industry, we would be happy to work with you. The students of our professional bachelor's programme of Leisure & Events Management can set to work for you on a placement or graduation assignment or another type of practical assignment.

Leisure & Events Management

The professional bachelor's programme of Leisure & Events Management is taught in English and prepares students for careers in the international world of leisure and events. The programme has a practical orientation and is delivered by highly qualified and international lecturers with years of experience in the industry.

Our students are trained to become Leisure & Events Managers, capable of operating in national as well as international professional settings, using creativity, business acumen and organisational skills to develop leisure products and services. During their course of study, students work on real-life industry assignments and projects. We inspire our students to develop their talents and personal capacity for innovation and apply all this to practice straight away. As a result, they will arrive at innovative, meaningful solutions, tailored to your organisation.

We are Breda University of Applied Sciences

Some 7,000 students from over 100 countries are studying at our international higher education institute. Our campus is situated in the south of the Netherlands, in the city of Breda, only 100 km from both Amsterdam and Brussels. Our institute, formerly known as NHTV Breda, was founded in 1966 as a provider of bachelor's courses in tourism and leisure, and in this field it is currently the largest and leading education institute in the world. New professional and academic bachelor's and master's programmes have been developed since then. Today we offer degree programmes in the domains of Games, Media, Hotel, Facility, Logistics, Built Environment, Tourism and Leisure & Events.

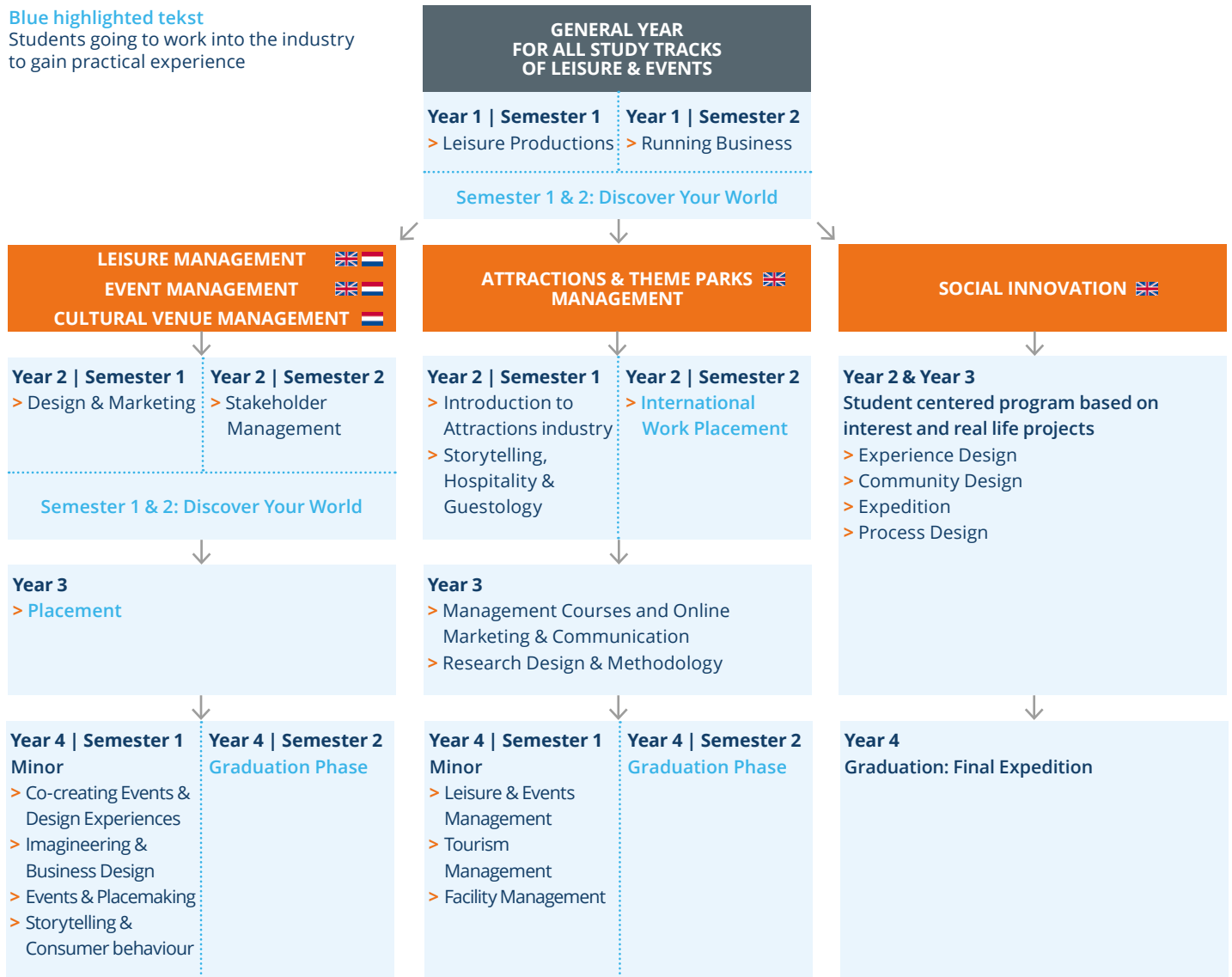
PROGRAMME FACTS

- > English-taught
- > 4 years, 3-year track available to pre-university graduates
- > 20- to 40-week work placement in the third year
- > Graduate research project of about 20 weeks
- > Degree title: Bachelor of Arts
- > Career examples: event coordinator, conference organiser, concept developer, policy advisor, programme manager at a theatre, project manager at a sport federation, operations manager at a theme park



Blue highlighted tekst

Students going to work into the industry to gain practical experience



I will never forget my work placement at Disney World!

I am passionate about the theme entertainment business and that is why I chose Leisure & Events Management and specialised on Attractions & Theme Parks Management. My work placement position was with the **WALT DISNEY WORLD** resort in Orlando, Florida. What an unforgettable experience! I did my graduate research project for **VAN ASSENDELFT & PARTNERS**. While doing this project I learned that there is little theory about themed entertainment. That is when I made the decision to continue my studies. After the pre-master's programme I have obtained the Master of Science Leisure and Tourism degree. After that I commenced the doctoral process at Breda University of Applied Sciences where I research the neuropsychology behind the emotions that people have while on a themed entertainment experience."

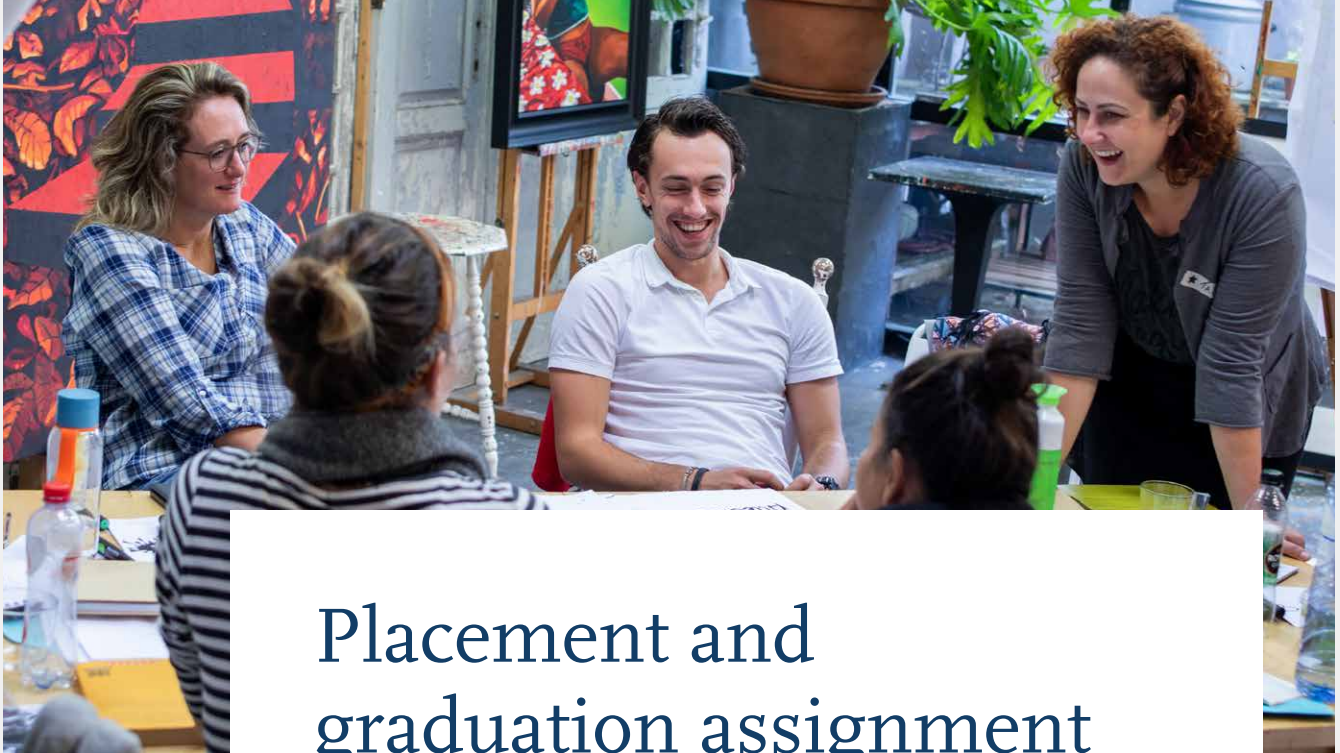
Wim Strijbosch

Graduate Leisure & Events Management and Master of Science Leisure and Tourism Studies
 Currently pursuing a PhD degree at Breda University of Applied Sciences



Good to know

- > Learning to do business is central to our learning community. We encourage our students to start their own business; a setting in which they may even graduate.
- > We received international recognition from, among others, the UN World Tourism Organization and the World Leisure Organization; WLO designated us as one of the five World Leisure Centres of Excellence.
- > With 50 years of experience, we have an extensive international network. We cooperate closely with companies in the industry who help us shape the curriculum and who supply practical assignments for this purpose.
- > Students have the opportunity to attend a special study track in cooperation with the Efteling theme park. This track is called Efteling Academy.
- > The Leisure & Events Management programme has the special feature of 'imagineering', awarded by the NVAO (Accreditation Organisation of the Netherlands and Flanders).



Placement and graduation assignment

Students, lecturers and companies together in one learning community.

The entire third year is devoted to collaborative learning. Students, lecturers and companies together make up a learning community, allowing them to learn from and with each other. With your knowledge and experience, you know exactly what it takes to teach our students what working in the leisure industry is all about. The guiding principle is for the student to use your knowledge and experience during his or her placement, thus lifting his or her knowledge and competencies to a higher level. As our cooperation partner in the learning community, you will have access to the knowledge and creativity of our young professionals and specialist lecturers.

During the graduation assignment, the student will work on a complex assignment in your organisation. The student performs the role of imagineer, marketer, project manager or operations manager within the leisure & events industry.

Student availability

Our students are available for a work placement of 20 to 40 weeks in their third year of study. The placements start every year in September and February. Alternative start dates can be arranged. In their fourth year of study, students are available from February onwards for a 20-week graduation project (research).





How can our students help you?

To give you an idea of how our students can help you, here is a brief overview of workday activities and assignments that students can carry out in their work placements or graduation projects.



Placements

- > Organising a festival, event, conference or trade show
- > Developing a leisure concept that fits in with the values of the organisation and the target group(s); putting the concept in place, focusing on market attractiveness
- > Developing a marketing plan or a communication plan (for social media and/or other channels); using online and offline communication resources for maximum target group reach
- > Drawing up roadmaps, scenarios, and/or personnel or financial plans/schedules
- > Making budgets, acquiring sponsorship funding, writing policy plans regarding volunteer involvement
- > Stakeholder Management: directing cooperation and managing co-creation
- > Design Thinking: human-centred innovation; this approach supports the development of relevant, original and creative solutions
- > Analysis: network analysis, stakeholder analysis, contextual analysis, support base analysis and feasibility analysis to contribute to the development of a project plan, concept or marketing plan

Graduation assignments

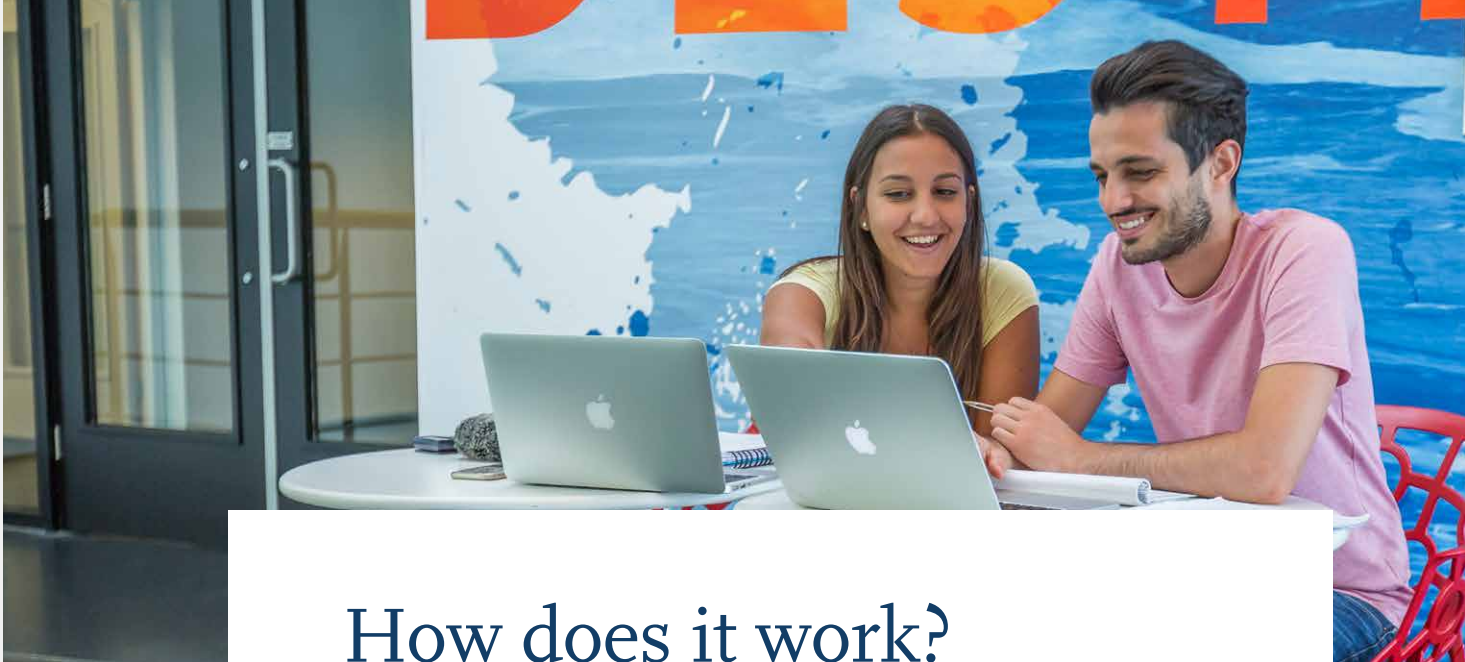
Design/consultancy assignment

- > Social media plan
- > Project plan

Finished product

- > Production plan
- > Policy proposal
- > Storyline for a visitor attraction





How does it work?

Placement and graduation assignments:
the practical details.

The placement and the graduation assignment are important components of the study programme, aimed at giving students the opportunity to gather information about relevant trends and developments that give them a good insight into the industry. During this phase of their study, students also build up a network in the leisure & events industry.

During the placement period, the student incorporates his or her innovative and relevant ideas into a portfolio, demonstrating the accomplishment of his or her main personal development aims. During the graduation period, the student will work on a complex assignment in your organisation.

On the part of the degree programme, the student will be supervised by a lecturer. In addition to supervising the student, the role of this supervising lecturer comprises sharing knowledge and acting as a sparring partner. The supervising lecturer gives advice to both student and host company about the specific details of the placement and the execution of the placement or graduation assignment and monitors the progress and production process.

If you are interested in working with our students, please be aware of the following requirements that apply to placement and graduation host companies:

- > You will appoint a company supervisor who has ample experience in the leisure and events industry and who is willing to share his or her knowledge with the student.
- > Together with the student, the company supervisor will discuss the possible assignment(s) and workday activities, which are a balanced mix of routine tasks and more complex challenges. In the case of a graduation assignment, the company supervisor will discuss the graduation proposal including assignment description(s) with the student.
- > The company supervisor will spend time on the student (minimum of three hours per week) to explain things, use the student as a sounding board, take the student out into the professional world, and give critical feedback.
- > The host company offers a professional workplace and preferably a reimbursement for costs incurred (travel expenses, accommodation).





Full immersion in real-life cases

A key component of the tracks of (International) Leisure Management, Event Management and Cultural Venue Management involves students working on real-life cases drawn from professional practice. You, as a client, have an important role to play in this respect.

Discover Your World

In the Discover Your World track, the first-year students get to know the leisure and event sector, gain work experience, and get a head start on building a network. They do so by means of operational activities and company visits.

Projects in year 1 or 2

In the first and second years of study, you may commission students to do a project for you. Students will work on your assignment in groups for an average five weeks. Just think of assignments in the area of event management, consumer behaviour, storytelling, business innovation, and guest experience. In the past few years, our students completed projects for, among others, De Koninck Stadsbrouwerij Antwerp, Breepark, Coca Cola, DGTL festival, Extrema, and Plopsaland.

Minor in the final year

In the final year of study, students choose a broadening or deepening minor. Part of this minor is carrying out a research assignment for a company. The students do so in groups, for a duration of five months. Just think of assignments in the area of storytelling, imagineering or event management. In the past few years, our

student completed projects for, among others, De Doelen Theatre in Rotterdam, Visit Brabant, De Efteling, Coca Cola, Europa-Park, Erfgoed Brabant, and VVV Biesbosch Linie.

If you are interested in working with our students, please be aware that the following is expected of you:

- > a clearly defined assignment including instructions, and a briefing at your company
- > consultation with the students about the approach
- > feedback during and after the project
- > hosting the students at your company for their final presentation

How to submit your vacancy or case

If you have a suitable and challenging placement, graduation assignment or case, please inform us by submitting your offer via **businessdesk@buas.nl**.

Do you have any questions or would you like to discuss what would best suit your company or assignment? Please feel free to contact us via +31 76 533 24 90.



We would be happy to work for you!

Practical experience in the leisure industry is very valuable to us. Do you have an interesting placement position, a challenging case or an intriguing research assignment? We would be happy to work with you.

Mgr. Hopmansstraat 2
4817 JS Breda

P.O. Box 3917
4800 DX Breda
The Netherlands

PHONE

+31 76 533 24 90

E-MAIL

businessdesk@buas.nl

WEBSITE

www.buas.nl

EDITORS

Breda University of Applied Sciences
Marketing and Communication

GRAPHIC DESIGN

Waldo van Bokhoven | BOWfor
Arno van der Linden | BUas

PHOTOGRAPHY

Andy van Tilborg
Jan-Kees de Meester
Shutterstock

PRINT

Notten Grafische Oplossingen

June 2019 edition

No rights can be derived from
the information in this prospectus



DISCOVER YOUR WORLD



Breda
University
OF APPLIED SCIENCES

BUas.nl