

Bachelor's Degrees

PROFESSIONAL & ACADEMIC DEGREE PROGRAMMES



Built
Environment



Creative
Business



Data Science
& AI



Facility



Games



Hotel



Leisure &
Events



Logistics



Tourism

CREATING MEANINGFUL EXPERIENCES

2024-2025



Breda
University
OF APPLIED SCIENCES



Breda University of Applied Sciences

- > Professional and academic bachelor's and master's programmes
- > International outlook
- > Small-scale education at the heart of society

You're more than welcome in Breda!

Some 7,000 students from about 80 countries are studying at Breda University of Applied Sciences. Our higher education institute is situated in Breda, the Netherlands, only one hour by public transport from both Amsterdam and Brussels.

We prepare students for management-level positions in an international setting and work together with leading institutes from all over the world. While we take a global perspective in all we do, our education is small in scale. We work in small project groups and lecturers are very accessible.

This prospectus gives you an insight into our degree programmes, admission requirements, study costs, learning environment and, of course, our campus and Breda student city.

Did we spark your enthusiasm? Take a look at page 29 for all orientation possibilities.

See you in Breda!



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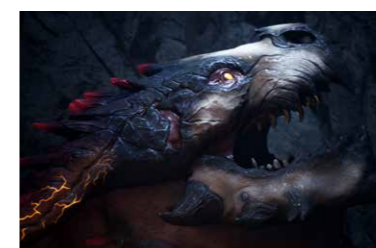
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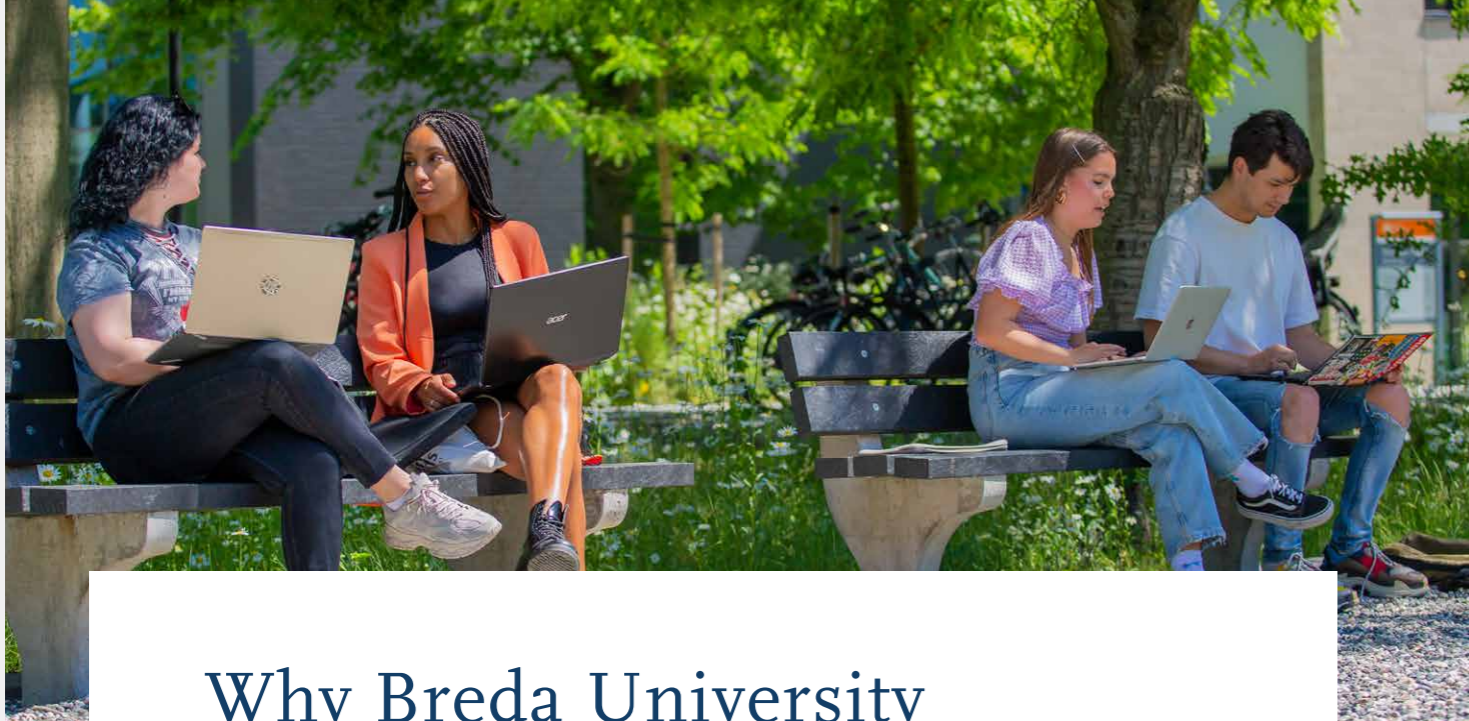


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Looking for a master's programme?
Please check [BUas.nl/en/masters](https://www.buas.nl/en/masters)



Why Breda University of Applied Sciences?

After your graduation in Breda, you are competent and qualified for entry-level positions and you have an international view of the world and your profession. To achieve this, creativity, entrepreneurship, personal and professional responsibility, global engagement, and sustainability are key focus areas in our study programmes.

Learning communities

Effective learning is not something you do alone. That is why we have adopted the teaching model of the learning community. In our learning communities, students, lecturers and professionals from the industry work together on real-life, complex and current issues in order to contribute to innovation of professional practice and to help solve societal issues. There is time for exploring the subject matter in detail, and for guidance and feedback.

Opportunities abroad

We consider international experience of great importance. That is why we encourage you to go abroad during your studies for a work placement or exchange programme. Lecturers often have an international background. We think it is important that they participate in international networks. In many cases, lecturers are also active in the professional field in addition to teaching. As a result, you as a student are well aware of what is happening in the international professional field.

BUas skills for life

We always encourage you to choose your own path within your study programme. Student counsellors and dedicated lecturers can help you make your choices. In all our professional programmes for instance, you can choose to develop your entrepreneurial skills. It is even possible to do a graduation project within your own start-up! After your graduation, you are self-managing and self-responsible, creative and innovative!

Continuously changing world

To keep up with a fast-changing world, it is important to keep developing yourself. With a master's degree, for example! Our master's programmes have been developed with companies and educational institutions all over the world. You can often move on to one straight after your bachelor's. We also offer master's programmes for professionals who are already working. Check [BUas.nl](https://www.buas.nl) for more information.

At [BUas.nl](https://www.buas.nl)
students and graduates tell
you all about what it is like
to study at BUas

 SINCE 1966, FORMERLY KNOWN AS NHTV BREDA

 SOME 7,000 STUDENTS FROM OVER 80 COUNTRIES

 MORE THAN 36,000 GRADUATES



All things considered...

Every study programme has its own **pluses**, but what is so special about BUas as a university of applied sciences? We have made a list for you, look and see what comes out on top for you!

You study on our green campus

Our campus is located near the centre of student city Breda and has been designed specifically to facilitate interaction and find inspiration. The city itself is fun, safe and internationally oriented.

BUas is an internationally recognised university

We are acknowledged by, among others, UNWTO, WLO and the International Facility Management Association. We also have an ECA certificate for Quality in Programme Internationalisation.

You develop into a global citizen

In our large international network we cooperate with other universities and companies. To you this means a lot of opportunities abroad. Just think of exchanges, research projects and field trips.

The Netherlands has a high score in rankings

The Netherlands has high rankings in the Global Innovation Index, the Global Competitiveness Report, and the World Happiness Report of the UN Sustainable Development Solutions Network.

You work with top companies

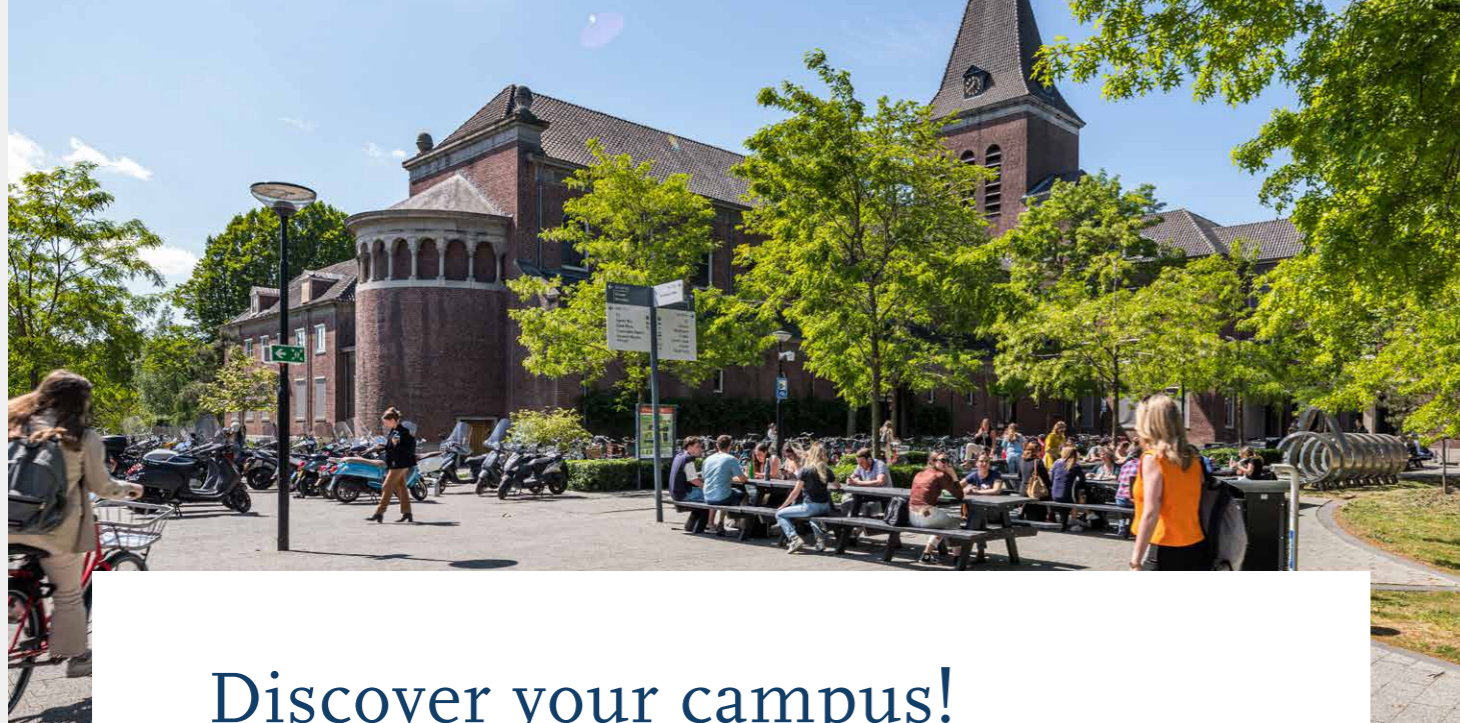
We cooperate with businesses which are at the top of their field. This means that you can get work placement positions at some of the big names in your field of expertise such as Samsung, Disney, Google, KLM and Hilton.

Dutch education has an excellent reputation

The Dutch teaching style can be described as interactive and student-centred, providing students with the attention and freedom they need to develop their own opinions and creativity while applying their acquired knowledge.

You learn to be an entrepreneur

Entrepreneurship is at the core of our learning community. You learn how to convert ideas into concrete goals, actions and end results. You are encouraged to start your own business or project.



Discover your campus!

All degree programmes of Breda University of Applied Sciences can be found on our campus at the Mgr. Hopmansstraat in Breda, the Netherlands. The campus consists of three buildings including a former convent. The buildings are situated in a green, park-like environment at the edge of the city centre. The city itself is fun, safe and internationally oriented.

Meet people and get inspired

There are many opportunities to meet and inspire each other on campus. Working together, even with students and lecturers from other degree programmes, is easy because everything is in one place. In this way, you can learn a lot from each other.

Study landscape

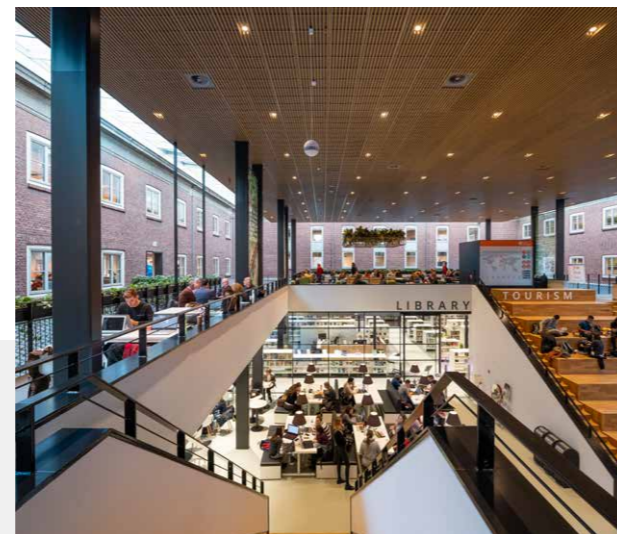
In the former convent you can find the library, a study landscape but also the in-school training company of the hotel management school, a restaurant and the Service Desk. You can find places to eat, quietly study or kick back everywhere around campus.

Creative place for entrepreneurs

All degree programmes have their own project spaces, labs and workshop areas where you can work on your assignments and projects. There is also space for enterprising graduates and start-up entrepreneurs. The Innovation Square offers the necessary facilities for creativity and innovation.

Campus activities

Kicking a ball, playing the piano, a game of chess. There are all kinds of sports and recreational facilities on campus for students and staff. Check out The HIVE, our new e-sports and gaming hub. We also have our own radio station and you can make music in the Music Room!



How am I going to feel at home?

Introduction days

At the start of your first academic year, all study programmes organise introduction days to familiarise you with the campus as well as the city. An excellent way to get to know your fellow students.

Student associations and clubs

You can also join a student association. They organise parties, sports days, excursions and other events. Fun to participate, even more fun to help. Furthermore, BUAs facilitates various social clubs in specific areas of interest. Just to name a few: vintage game club, cooking club and book club.

Erasmus Student Network

We are a member of the international student network ESN. ESN's mission is to represent international students according to the principle of Students Helping Students. More information can be found at esn.org.

Student well-being

BUAs encourages and helps you to get the best out of yourself, whatever the circumstances. Do you need extra support or guidance, please check BUAs.nl/en/studentwellbeing.

Housing facilities

You are encouraged to start your search early for the best chance of finding accommodation in Breda. Most students find a place to live through housing groups on Facebook, klikvoorkamers.nl (Click for Rooms) or a commercial company located in Breda. The rent of a student room in Breda ranges from €400 to €600+ per month.



"You study in a casual and small-scale environment that is at the same time very international, that's what I like so much about BUAs."

Sophie
International Facility Management student



PROFESSIONAL BACHELOR'S PROGRAMME

Applied Data Science and Artificial Intelligence

Virtual assistants such as Siri and the Netflix home screen are made possible by using big data and artificial intelligence. It goes beyond that, just think of better diagnoses and treatments in healthcare, smarter energy networks and sustainable food production. Fascinated by new technology? Then this is your study programme!

ABOUT THE STUDY PROGRAMME

IN SHORT	Project-based learning on our campus is supported by a strong digital learning environment in which you will learn how to gain knowledge and insights from data using specific methods, processes and systems. You will gain a broad knowledge of applications of artificial intelligence.
SPECIALISATION AREAS	You will work in teams and develop yourself into a data specialist, project manager/consultant, or AI programmer.
DATALAB	In year 1 and year 2 you will study theory and work on practical assignments in our DataLab. Examples of projects: Sustainable Development Goals in Data, Image Recognition, Data-Driven Decision Making, Computer Vision & Robotics, Natural Language Processing and Recommender Systems.
GRADUATION	In year 3 or in year 4 you will do a work placement and in the final year you will complete a graduation project. You will work on projects for external companies and organisations, build up a portfolio and can also work on your own business plan. Going on exchange abroad is also an option.

The pluses of this BUas programme

- + Small-scale education, lecturers from the international industry
- + Project-driven education with real-life projects in our DataLab
- + Fully English-taught degree programme in an international classroom



* Please check BUas.nl for detailed information

YEAR 1 OF THE PROGRAMME

Block A

Our World in Data: Using data to understand global issues

- > Introduction to AI & Data Science
- > Introduction to data-driven storytelling with Power BI
- > Introduction to Programming in Python

Block B

Predictive Analytics using Machine Learning

- > Introduction to Machine Learning Algorithms
- > Data Governance (ethical & legal framework)

These are examples of courses and projects. Check out the full details at BUas.nl



Examples of jobs after graduation

- > Data Scientist
- > Machine Learning Expert
- > AI Consultant
- > Data Consultant
- > Analytics Translator
- > AI Engineer
- > Machine Learning Engineer

Or you can opt for a master's degree, either at BUas or at another educational institute. More information: BUas.nl/en/masters



Chat with a student?

Do you have questions about the programme, admission requirements or selection procedure? Ask them via BUas.nl/en/chat or send them to agmapplication@buas.nl

Check out more student and graduate stories at BUas.nl

In my first year, I already got to build projects for real customers!

"I chose to study Applied Data Science and AI to kick-start my career in the Computer Science field. The programme structure focuses on learning by using state-of-the-art technologies. I find it amazing that I already got to build projects for real customers even in the first year. A great learning experience, if you ask me! In the future, I would like to work for companies such as Tesla or IBM."

Santiago
Third-year student





PROFESSIONAL BACHELOR'S PROGRAMME

Built Environment

Our society is changing all the time. The call for a liveable and sustainable living environment is loud and clear. The challenge is to organise our cities, towns and infrastructure as optimally as possible. In the Built Environment programme you will learn to (re)develop urban and regional areas, create sustainable and innovative traffic and transport systems, and translate plans into spatial designs. Design your own future!

 4 years
3-year track for pre-university (vwo) students

 ENG
English-taught

 Bachelor of Science

 appr. 175 first-year students, 25% of which international

 25 contact hours per week

 EEA tuition fee *
€2,530 (2024-2025)

* Please check BUas.nl for detailed information

ABOUT THE STUDY PROGRAMME	
IN SHORT	You will learn to come up with sustainable and innovative solutions for spatial and societal challenges in cities and urban regions. In addition, how to design attractive cities, manage urban planning, influence people towards making smart transport choices and think & design strategically.
SPECIALISATION AREAS	After the first semester of year 1 , you will specialise in one of the following areas: Mobility, Urban Planning or Urban Design. In year 2 you can deepen or widen your knowledge by choosing topics like Sustainability, Trends & Transitions or Architecture.
WORK PLACEMENT	Year 3 starts with a half-year placement at a government authority, consultancy, or other organisation of your choice. Or you work on a research projects within our Research & Business Innovation (RBI) programme.
FIELD TRIPS & EXCHANGE	You will partake in national and international field trips. You will visit urban projects and organisations that operate in the field. This way you can observe how your future profession literally shapes society. You can also do an exchange, minor or graduation project abroad.
GRADUATION	In year 4 you follow an in-depth or an extended minor. After that you will work on your graduation project. For example: researching travel time estimations in traffic jams with the help of GSM signals or planning for water management in coastal cities.

The pluses of this BUas programme

- + Unique and integrated combination of mobility, urban planning and urban design
- + Real-life practical assignments in an informal learning community
- + Small-scale education with one-to-one coaching

YEAR 1 OF THE PROGRAMME

Semester 1

Explore your Environment

- > Introduction into Built Environment
- > Analysis and Design
- > Humans, Society & the Built Environment
- > LAB1: Explore your Environment
- > Personal & Professional Development
- > Field trips: visiting urban projects and organisations

After semester 1 you will choose one of the following specialisation areas:

- > Mobility
- > Urban Planning
- > Urban Design

Semester 2

Living in Cities

- > Government, Politics & Law
- > Research & Reporting
- > LAB2: Living in Cities
- > Personal & Professional Development

Specialisation area courses:

- > Mobility: Urban Traffic System
- > Urban Planning: Spatial Development
- > Urban Design: Urban Design Toolbox

These are examples of courses and projects. Check out the full details at BUas.nl



Chat with a student?

Do you have questions about the programme, admission requirements or something else? Ask them via BUas.nl/en/chat or send them to abelapplication@buas.nl



Examples of jobs after graduation

- > Traffic or Mobility Manager
- > Policy Advisor/Urban Manager
- > Planning Economist
- > Sustainability & Climate Adaptation Consultant
- > Area Developer
- > Urban Designer

Possible employers are multinationals, government services and consultancy agencies.

Or you can opt for a master's degree, either at BUas or at another educational institute. More information: BUas.nl/en/masters

Check out more student and graduate stories at BUas.nl

Make a positive social and environmental impact

"I chose this study programme because I want to make a positive social and environmental impact, and cities are the perfect place to facilitate meaningful change. Being able to be critical and conduct research, while also being creative and learning technical skills makes this programme very dynamic and exciting. All in an international setting to learn from each other's different (cultural) perspectives."

Rachel
Fourth-year student



PROFESSIONAL BACHELOR'S PROGRAMME

Creative Business

In the media world, things are changing super fast. Do you follow the latest media trends and are you curious about how media concepts work? Do you have ideas about what people want to see and hear, and how and where? And do you want to make these products yourself? If so, choose the Creative Business programme which focuses on creativity, technology and commercial thinking!



ABOUT THE STUDY PROGRAMME

IN SHORT	Lecturers with experience in the media industry will teach you all about creative concepts, consumer experiences, trends and developments, scripts and management. You will explore the world of VR/AR, online media platforms, as well as radio, TV, podcasts and (online) magazines.
PRODUCTION HOUSE	You will work on practical assignments for industry clients in our Production House, the programme's training company. You also make virtual productions for the BUas HUB, the campus entertainment network. We also have our own radio studio and everything is run by students!
STUDY TRIP	In year 2 you can go to Bournemouth University in the UK or Northern Arizona University in the USA to work in a professional television studio. You can also opt for a destination in the Netherlands.
GRADUATION	In year 3 and the first half of year 4 you determine your own study route. During this period, you must do at least one project and one work placement, but you are free to decide what and when. You can also opt for an exchange or minor or for yet another project or work placement. You will complete your studies with a graduation project of your choice in the second half of year 4 .

The pluses of this BUas programme

- + Small-scale, intensive, with multidisciplinary projects
- + Production House where you work on real industry cases
- + Ultramodern XR Stage for virtual productions

4 years
3-year track for
pre-university (vwo)
students

ENG
English-taught

Bachelor
of Arts

appr. 180 first-year
students,
50% of which
international

23 contact hours
per week

EEA tuition fee *
€3,160 (2024-2025)

* Please check BUas.nl
for detailed information

YEAR 1 OF THE PROGRAMME

Semester 1

- Project**
- > Producing a digital magazine
- Modules**
- > Storytelling
 - > Project Management
 - > Introduction to Marketing
 - > Consumer Behaviour
 - > Media & Culture

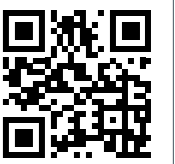
Semester 2

- Project**
- > Making a short film
- Modules**
- > Script Writing
 - > Audio Video Production
 - > Media Legislation
 - > Marketing Communication
 - > Finance

These are examples of courses and projects. Check out the full details at BUas.nl



Take a look at the
BUas HUB: the campus
entertainment network



Examples of jobs after graduation

- > Content Manager at Unilever
- > Producer at ViacomCBS
- > Media Planner at Talpa
- > Marketing Strategist at Wieden+Kennedy
- > Communication Manager at Warner Bros Movie World
- > Online Marketeer at PostNL

Or you can opt for a master's degree, for example Media Innovation.
More information: BUas.nl/en/masters



Chat with a student?

Do you have questions about the programme, admission requirements or selection procedure? Ask them via BUas.nl/en/chat or send them to agmapplication@buas.nl

Check out more student
and graduate stories at BUas.nl

The world at my feet

"I chose BUas because of its personal and international focus. I like the idea of having the world at my feet. I regularly spar with lecturers and discuss various options. I've always been interested in media and since I have been taking classes in marketing I also like that very much. Every company uses marketing, so you can find a job in many industries!"

Benthe
Fourth-year student





PROFESSIONAL BACHELOR'S PROGRAMME

Hotel Management

Can you turn a hotel stay into an unforgettable experience? The hospitality industry is all about creating experiences which guests perceive as special and authentic. Can you exceed guest expectations with new, sustainable concepts and ongoing digitisation? Check in to our Hotel Management programme and you'll find out. As a manager in the hospitality industry, you will soon be the leading expert in a 24/7 organisation!

 4 years
3-year track for pre-university (vwo) students

 ENG
English-taught

 Bachelor of Arts

 appr. 200 first-year students, 20% of which international

 18-24 contact hours per week

 EEA tuition fee * €2,530 (2024-2025)

* Please check BUas.nl for detailed information

ABOUT THE STUDY PROGRAMME

IN SHORT	You will learn about the hospitality industry and improve your skills. You will take courses, workshops, on-the-job training and work on projects for real international industry clients. Apart from proficiency in English, you are required to choose French, German, Spanish or Dutch.
TRAINING COMPANY SIBELICIOUS	In year 1 you will start in our in-house training company Sibelicious. You will work in several outlets such as visitor centre, catering, kitchen and restaurant. You will organise and provide services to all kinds of guests who come in for lunch, dinner, a meeting or a conference.
WORK PLACEMENT	In year 2 or 3 you will do a five-month work placement abroad at, for instance, one of our top hotel chains: Marriott, Hilton, Accor or Sircle.
FIELD TRIPS	To experience the theory in the real world, you will go on three international field trips. You can also do a five-month exchange abroad.
GRADUATION	In the final year you will write your bachelor's thesis and have the possibility to complete a personalised curriculum component. For instance, a minor, work placement, advisory report or business plan.

The pluses of this BUas programme

- + Top rated programme in cooperation with international industry
- + Hilton Class in cooperation with Hilton Worldwide for talented students
- + One-to-one coaching and a personal development programme

YEAR 1 OF THE PROGRAMME

Semester 1

Understanding the Hotel Industry

- > Economics & Finance
- > Business Law & Ethics
- > Research & Design
- > Marketing
- > English + French/German/Spanish/Dutch
- > Field Trip in Europe

Semester 2

Knowing the Fundamentals of Hotel Management Operations

- > Hotel Operations Management
- > Management Information Systems
- > English + French/German/Spanish/Dutch
- > Sibelicious Training Company including wine certificate
- > Management Development Programme

Final project

Practical final project to apply all learnings from year 1: managing the Emerald Forest Hotel and improving current operations

These are examples of courses and projects. Check out the full details at BUas.nl



Examples of jobs after graduation

- > Guest Service Manager at Sir Albert Hotel
- > Food & Beverage Manager at Rotterdam Marriott Hotel
- > Talent Manager at CitizenM Hotels
- > Commercial Manager at London Hilton on Park Lane
- > Beer & Cider Account Manager at Heineken
- > Human Resource Manager at ABInBev

Or you can opt for a master's degree, either at BUas or at another educational institute. More information: BUas.nl/en/masters



Chat with a student?

Do you have questions about the programme, admission requirements or selection procedure? Ask them via BUas.nl/en/chat or send them to hotelmanagement@buas.nl

Check out more student and graduate stories at BUas.nl

Hilton Class was a great way to start my network!

"The Hotel Management programme is very broad. My favourite course was Marketing, more specifically the different marketing instruments used in the industry. Teamwork was a significant pillar of my studies. It taught me a lot about group dynamics and how to engage with people from different backgrounds. Because I joined the Hilton class, I met with professionals from Hilton & Marriott. A great way to start my network!"

Nikolas
Fourth-year student





PROFESSIONAL BACHELOR'S PROGRAMME

International Facility Management

Are you a go-getter who knows how to inspire people? As a Facility Manager you make sure that the people within a company can work together effectively and efficiently, while keeping them happy and healthy. You are a key player in retaining and attracting talent by creating an inspiring work environment. What's more, you make sure the organisation contributes to sustainable development.

 4 years
3-year track for
pre-university (vwo)
students

 ENG
English-taught

 Bachelor
of Science

 appr. 120 first-year
students,
10% of which
international

 18-24 contact hours
per week

 EEA tuition fee *
€2,530 (2024-2025)

* Please check BUas.nl
for detailed information

ABOUT THE STUDY PROGRAMME	
IN SHORT	This programme focuses on creating pleasant and sustainable workplaces. You will obtain more facility industry knowledge. You will take courses, workshops, on-the-job training and real-life projects, together with Hotel students.
TRAINING COMPANY SIBELICIOUS	In year 1 you will start in our in-house training company Sibelicious. You will work in several outlets such as visitor centre, catering and restaurant. You will organise and provide services to all kinds of guests who come in for lunch, dinner, a meeting or a conference.
WORK PLACEMENT	In year 2 or 3 you will do a five-month work placement abroad for instance at Adidas, Netflix, JLL Aecon, Sodexo, Hospitality Group en Universal Music Group.
FIELD TRIPS	To experience the theory in the real world, you will go on three international field trips. You can also do a five-month exchange abroad.
GRADUATION	In the final year you will write your bachelor's thesis and have the possibility to complete a personalised curriculum component. For instance, a minor, work placement, advisory report or business plan.

The pluses of this BUas programme

- + Internationally accredited and top programme in the Netherlands for 10 years in a row
- + International team of lecturers with extensive experience in the facility sector
- + One-to-one coaching and personal development programme

YEAR 1 OF THE PROGRAMME

Semester 1

Understanding the Facility Management Industry

- > The World of Facility Management
- > Economics & Finance
- > Business Law & Ethics
- > Research & Design
- > Marketing
- > English for Business
- > Field Trip in Europa

Semester 2

Knowing the Fundamentals of Facility Management Operations

- > Facility Operations Management
- > Management Information Systems
- > Sibelicious Training Company including Health & Safety (BHV)
- > Management Development Programme

Capstone project

Practical final project to apply all learnings from year 1.

These are examples of courses and projects. Check out the full details at BUas.nl



Examples of jobs after graduation

- > Workplace Manager at Netflix
- > Facility Manager at Schiphol, Unilever or Rabobank
- > Workplace Designer at JLL Aecon
- > Real Estate Innovation Manager at Philips
- > Purchase Manager at Heineken
- > Consultant at Hospitality Group

Or you can opt for a master's degree, either at BUas or at another educational institute. More information: BUas.nl/en/masters



Chat with a student?

Do you have questions about the programme, admission requirements or something else? Ask them via BUas.nl/en/chat or send them to facilitymanagement@buas.nl

Check out more student and graduate stories at BUas.nl



In Vietnam I learned a lot about different cultures

"For my work placement I went to Ho Chi Minh City in Vietnam to work as an Operations Management Trainee at HMSHost International. A company that can be found worldwide with food & beverage outlets at airports, train stations, along highways and in shopping malls. In addition to my acquired professional knowledge. I also learned a lot about different cultures. Very valuable!"

Sophie
Fourth-year student



PROFESSIONAL BACHELOR'S PROGRAMME




Leisure & Events Management

The world of Leisure & Events is all about **LIVE** experiences. Moments that stay with you and have a positive impact on our quality of **LIFE**. As a future entrepreneur or manager in the leisure industry, it is up to you to make sure that people have experiences that enrich their lives. And it is you who will create these experiences. Made for **LIVE**!

 4 years
3-year track for pre-university (vwo) students

 **ENG**
English-taught

 Bachelor of Arts

 appr. 425 first-year students, 20% of which international

 15-20 contact hours per week

 EEA tuition fee * €2,530 (2024-2025)

* Please check BUas.nl for detailed information

ABOUT THE STUDY PROGRAMME	
IN SHORT	You will take theoretical subjects, work on assignments for industry clients, and you will work on social issues. You will learn a lot in practice and build up a network during your studies. In year 1 you will work on five challenges to get to know the professional field and yourself.
SPECIALISATION AREAS	In year 2 you can choose a specialisation area: Attractions & Theme Parks Management, Social Innovation, Sports & Esports, Live Music & Dance Events, Events for Business, or Urban Life & Placemaking. You can also opt for the broad-based Leisure & Events Management programme. After the first year, you can also continue onto the Bachelor of Science Leisure Studies (see page 18/19).
WORK PLACEMENT	In year 2 or year 3 you will do a placement at a company or in an organisation in the Netherlands or abroad.
STUDY TRIPS	Study trips are part of your studies. You can also spend some time on exchange in another country.
GRADUATION	In year 4 you will choose a minor in which you explore a specific theme, such as esports, crowd safety or the live music industry, and you will do an individual graduation research project.

The pluses of this BUas programme

- + A great international network for placements and exchanges
- + Working on real-life assignments, coaching by experienced lecturers
- + BUas is one of the seven World Leisure Centres of Excellence

YEAR 1 OF THE PROGRAMME

Semester 1

- ##### Leisure Productions
- > **Soft Landing Challenge**
Introduction to research and creating meaningful experiences
 - > **Entertainment Challenge**
Working towards an event
 - > **Impact Challenge**
Working on a social issue with Design Thinking
 - > **Business Challenge**
Researching an organisation in the leisure industry
 - > **Congresstival Challenge**
Working together in a project organisation

Semester 2

- ##### Experience Design
- > **Operating Live Experiences**
Guest Experience Management
 - > **Managing Live Experiences**
Management Game
 - > **Designing Live Experiences**
Business Innovation
 - > **Producing Live Experiences**


These are examples of courses and projects. Check out the full details at BUas.nl



Examples of jobs after graduation

- > Events Coordinator
- > Conference Organiser
- > Concept Developer for societal events
- > Marketing Manager at a pop concert venue or festival
- > Project Manager at a sports association
- > Operations Manager at a theme park

You can also continue studying! BUas has two pre-master's tracks that give you direct access to the academic master's in Leisure and Tourism Studies. More information: BUas.nl/en/masters

 Chat with a student?

Do you have questions about the programme, admission requirements or something else? Ask them via BUas.nl/en/chat or send them to alesupport@buas.nl

Check out more student and graduate stories at BUas.nl

It's creative and practical at the same time

"In my first year, I really enjoyed Production and Business Innovation because it's creative and practical at the same time. I love the concept development part; it is very challenging but also rewarding once you turn the final idea into reality. After my studies, I'd like to grow the company I recently founded and be in charge of the creative and events production aspects."

Isabella
Graduated in Social Innovation





ACADEMIC BACHELOR'S PROGRAMME

Bachelor of Science Leisure Studies

In cooperation with:



Leisure is all around us: from neighbourhood parties to music festivals, from amateur sports to urban projects around sports stadiums and venues, and from classical art to gaming and esports. But what lies behind all this? Why do people choose a particular leisure activity? What new business models are needed in the dynamic leisure sector? You will explore these issues in the (only!) academic bachelor's programme in the field of leisure in the Netherlands.

ABOUT THE STUDY PROGRAMME

IN SHORT	This multidisciplinary academic study programme offers you courses on the importance of sports, culture and music events, on innovation, sustainability and well-being, and you will learn how policy and strategy regulate the leisure sector. You will study on our campus in Breda, but you will also take courses at Tilburg University during your studies.
ASSIGNMENTS	In year 1 and year 2 you will work together with other students on assignments for real industry clients. You will learn about research methods and techniques, and will attend theoretical and practical seminars.
GRADUATION	In year 3 you will choose a minor, which you can complete at another university, either in the Netherlands or abroad. You can also work as a research assistant or choose a work placement in the field. In the last semester you will write your thesis. Upon completion of this academic bachelor's programme you will have direct access to our Master of Science Leisure and Tourism Studies.

The pluses of this academic programme

- + Interdisciplinary and intercultural study environment
- + BUas is one of the seven World Leisure Centres of Excellence
- + Straight on to an academic master's degree!

THE PROGRAMME

Year 1

- > Introduction to Leisure & Leisure Networks
- > Social Science courses in Sociology, Anthropology, Psychology
- > Economics, Marketing
- > Courses in Research, Statistics & Academic Skills

Year 2

- > Ethics and Sustainability
- > Stakeholder Management
- > Innovation
- > Storytelling
- > Experience Design
- > Placemaking

Year 3

In the third year, you will dive deeper into the complex organisation of leisure activities; you can choose a minor or work placement, and will write your graduation thesis

These are examples of courses and projects. Check out the full details at BUas.nl



Examples of jobs after graduation

- > Marketeer or Market Researcher
- > Strategic Manager in the leisure industry
- > Researcher at a research agency
- > Strategic Consultant for an innovative museum
- > Policy Officer in the field of culture, sport or recreation at a provincial authority
- > Marketing Expert or Data Specialist in the commercial sector

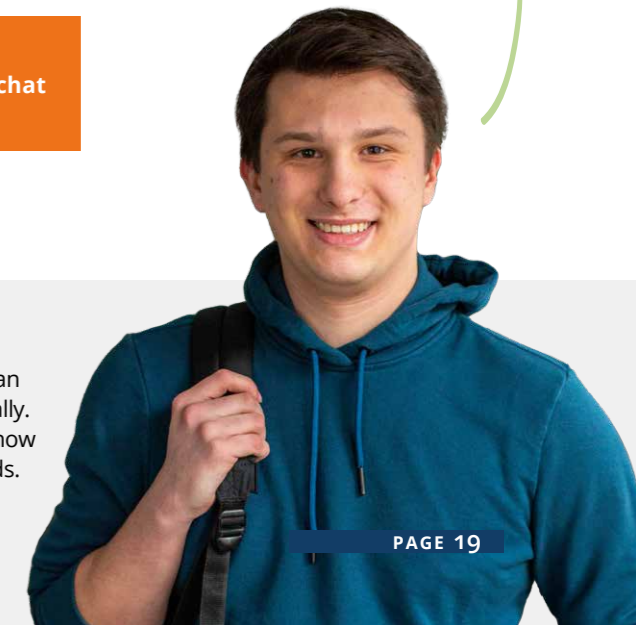
You can also continue studying. Upon completion of this academic bachelor's programme you will have direct access to our Master of Science Leisure and Tourism Studies. More information: BUas.nl/en/masters



Chat with a student?

Do you have questions about the programme, admission requirements or something else? Ask them via BUas.nl/en/chat or send them to alesupport@buas.nl

Check out more student and graduate stories at BUas.nl



Research for one of the largest museums in the Netherlands

"The focus in this study programme is on academic skills. Thus, each subject has an assignment that again challenges you to take yourself to the next level academically. You learn how to research and analyse complex issues in the leisure sector, and how to advise on them. I did a study for one of the largest museums in the Netherlands. That was about the guest experience and how many visitors like to come back."

Frank
Second-year student



3 years



English-taught



Bachelor of Science



appr. 20 first-year students, 45% of which international



approx. 15 contact hours per week



EEA tuition fee * €2,530 (2024-2025)

* Please check BUas.nl for detailed information



PROFESSIONAL BACHELOR'S PROGRAMME

NO.2
IN OWN CATEGORY
LOGISTICS MANAGEMENT
KEUZEGIDS 2023

NO.3
IN OWN CATEGORY
LOGISTICS ENGINEERING
KEUZEGIDS 2023

Logistics Management | Logistics Engineering

Logistics is all about smart organising! How do you get goods, information or people from A to B in the fastest, cheapest and most sustainable way? And what do you have to take into account along the way? How do you ensure that processes run as efficiently as possible? That is what we will focus on in these study programmes. At BUAs, you can explore either the economic or technical side of Logistics.

ABOUT THE STUDY PROGRAMMES	
IN SHORT	Logistics Management focuses on marketing, law, and economics aspects. In Logistics Engineering there is more attention for technology, data and IT. In both programmes you will learn all about planning and organising logistics processes, as well as care and events logistics.
THEME	In year 2 you will expand your knowledge of intermodal transport, process analysis and automation techniques. At the end of the year, you can gain in-depth knowledge on a specific theme: supply management, transport, warehousing, health care, event or production logistics.
WORK PLACEMENT	In year 3 you will go on a work placement for a period of 18 weeks at, for example, a production company, trading enterprise, hospital, or transport company.
FIELD TRIPS & EXCHANGE	You will explore your field of study during field trips in the Netherlands and abroad. The cities of Stuttgart, Prague and Barcelona are recurring destinations. You can also spend a part of the fourth year studying abroad.
GRADUATION	In year 4 you follow an in-depth or an extended minor. After that you will carry out a graduation assignment for a company with complex logistics flows. For example: carrying out research into changing the mode of transport or improving the supply chain.

The pluses of this BUas programme

- + Small-scale degree programme with lots of personal contact with lecturers
- + Focus on physical distribution, production, event and care logistics
- + Serious gaming plays a part in gaining insights into logistics processes

4 years
3-year track for pre-university (vwo) students

ENG
English-taught

Bachelor of Science

appr. 100 first-year students, 35% of which international

25 contact hours per week

EEA tuition fee *
€2,530 (2024-2025)

* Please check BUas.nl for detailed information

YEAR 1 OF THE PROGRAMME

Semester 1

Basics of Supply Chain Management

- > Getting Started
- > Basics of Supply Chain Management
- > Experience Supply Chain Management
- > Modelling & Planning
- > Personal & Professional Development

Semester 2

Physical Distribution

- > Material Logistics – Basics
- > Material Logistics – Improvement & Innovation
- > Connection to Industry & Research
- > International Week: you will see how logistics is applied in all sorts of companies
- > Service Logistics – Basics & Innovation
- > Personal & Professional Development

These are examples of courses and projects. Check out the full details at BUas.nl



Examples of jobs after graduation

- > Supply Chain Manager
- > Transport or Production Planner
- > Logistics Consultant
- > Logistics Data Analyst
- > Production Planner
- > Events Logistics Manager
- > Health Care Logistics Specialist

Or you can opt for a master's degree, for example Supply Chain Management. More information: BUas.nl/en/masters



Chat with a student?

Do you have questions about the programme, admission requirements or something else? Ask them via BUas.nl/en/chat or send them to abelapplication@buas.nl

Check out more student and graduate stories at BUas.nl



I really love figuring things out

"I was a transportation intern at Thermo Fisher Scientific. That was an eye-opening experience, because I was able to see how theory learned in class is applied in the real world. After my studies I want to do something with problem solving; I love figuring things out! Something like Trade Logistics Coordinator. Initiating improvement projects to optimise supply chain processes along with building customer relationships in an international setting would be ideal."

Mateo
Fourth-year student



PROFESSIONAL BACHELOR'S PROGRAMME



Tourism Management

People travel, want to discover the world and go on adventures. Tourism is fantastic – you study developments and trends in tourism, leisure and hospitality and create meaningful experiences for travellers and guests. Tourism is also complex – you look at digital changes, you study the impact on local people and you consider the environment, because you want to leave the world a better place for future generations.

ABOUT THE STUDY PROGRAMME

IN SHORT	You will get to know the fascinating world of tourism through theory courses and practical assignments. You will take subjects in online marketing, research, design thinking, consumer behaviour, financial management and languages. You develop your digital skills, needed for creating a website or podcast, for example.
SPECIALISATION AREAS	In year 2 you will learn about destinations, travel and aviation, and about recreation and hospitality. You can also specialise in Attractions & Theme Parks Management. In year 3 you will develop into an expert in e-Tourism, Design & Development, Tourism Business or Tourist Experience.
WORK PLACEMENT	In year 3 you will do a 20-week placement in the Netherlands or abroad at one of our partner companies, for instance TUI, ANWB, Booking.com, Center Parcs, Visit Brabant, Efteling, Transavia, AsiaDirect in Thailand or EF Education First in Australia.
STUDY TRIPS	Excursions, company visits and study trips in the Netherlands and abroad are part of your studies. You can also spend several months on exchange in another country.
MINOR AND GRADUATION	In year 4 you will choose a minor such as Tourism Impact Lab, Aviation Management, Newways (student training company), Destinations & Placemaking, or Digital Marketing in Tourism. After this, you will start your graduation project, traineeship or research project. You will receive guidance in finding an industry client.

4 years
3-year track for pre-university (vwo) students

ENG
English-taught

Bachelor of Arts

appr. 250 first-year students, 25% of which international

14-18 contact hours per week

EEA tuition fee *
€2,530 (2024-2025)

* Please check BUas.nl for detailed information

The pluses of this BUas programme

- + Internationally acknowledged; +55 years of experience
- + High-quality international network with some 65 partner universities
- + Focus on social impact, digitisation in tourism and sustainability

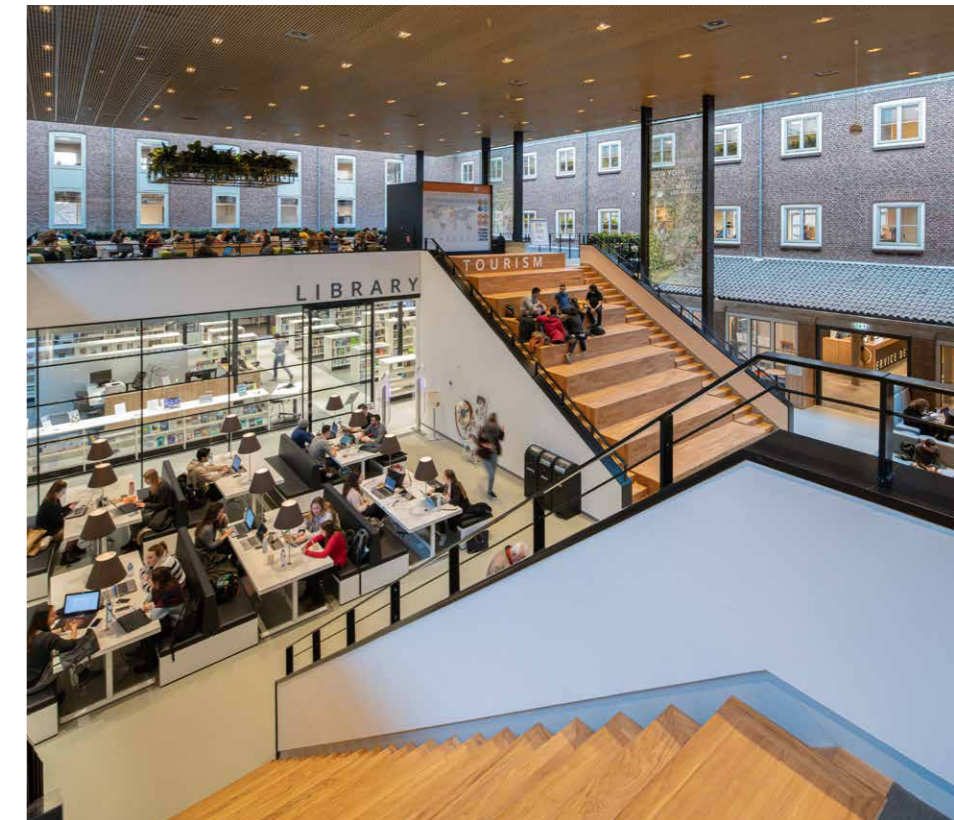
YEAR 1 OF THE PROGRAMME

- Intro Tourism**
Get to know the astonishing world of Tourism
 - Consumer Behaviour**
Explore consumer behaviour and trends
 - Research & Design Project**
Develop your research ability
 - Experience Design**
Become an adventure designer
 - E-Business Fundamentals**
Learn to work with digital tools
 - Tourism Contexts**
Reflect on how tourism is intertwined with the environment
 - Field Trip**
Discover a destination
 - Travel Industry Producers**
Explore the world of tour operating
 - E-Lab**
Experiment with your digital skills
 - Modern Languages**
Opt for French, German or Spanish, and Dutch for internationals (depending on your level of proficiency and the courses on offer)
- These are examples of courses and projects. Check out the full details at BUas.nl



Chat with a student?

Do you have questions about the programme, admission requirements or something else? Ask them via BUas.nl/en/chat or send them to atsupport@buas.nl



Examples of jobs after graduation

- > Online Marketeer at Expedia Group
- > Sustainability Manager at Sunweb
- > Event Coordinator at Beekse Bergen
- > PR & Communications Professional at Eurail
- > Allround Marketeer at Vakantiepark Slagharen
- > Sales Performance Manager at KLM
- > City Marketeer at Breda Marketing
- > Yield Manager at Corendon
- > Programme Manager Destination Development at NBTC
- > Area Director Europe at Aruba Tourism Authority
- > Park Manager at Landal GreenParks

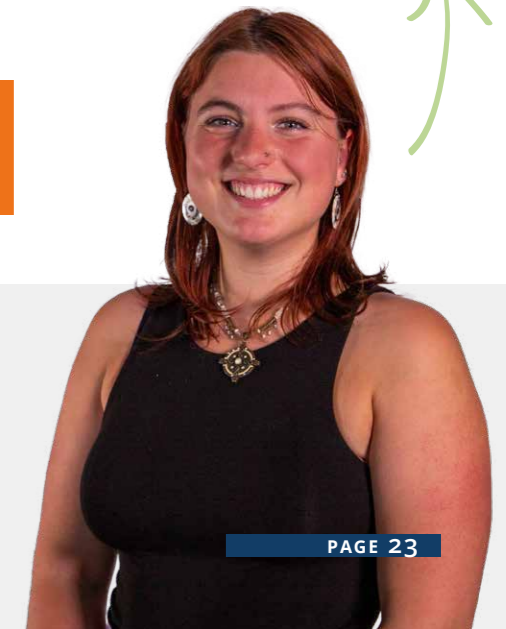
Or you can opt for a master's degree, for example Sustainable Outdoor Hospitality Management or Tourism Destination Management.
More information: BUas.nl/en/masters

Check out more student and graduate stories at BUas.nl

I feel happy when I am travelling

"I chose this study programme because I feel happiest when I am travelling. Why is that? This is something you learn, for example, in a course like Consumer Behaviour. The projects really bring you a lot, especially because we are all in the same class with different cultures. We had workshops by companies in the Business Week and I think I want to go into sustainable tourism."

Susanna
Third-year student



ACADEMIC BACHELOR'S PROGRAMME

Bachelor of Science Tourism

Joint degree with:



Together with Wageningen University & Research we offer an academic study programme where you will research the complex tourism phenomenon and its consequences for society, the environment and the economy. Sustainable development is a key topic in this unique and only academic bachelor's programme in the field of tourism in the Netherlands.

ABOUT THE STUDY PROGRAMME

IN SHORT	You will explore sustainable tourism development through combining economic, social and environmental sciences. You will study theories and concepts, receive intensive training in research methods and techniques, and learn to critically evaluate these. You will also get practical experience.
BREDA	You will study in Breda for the first two years. In year 1 you will experience through fieldwork in the Netherlands what it is like to research tourism. In year 2 you will apply intercultural skills as well as knowledge about sustainable tourism to a research project at an international destination.
WAGENINGEN	Year 3 is offered in Wageningen. In the first semester you can also select courses at any other university in the Netherlands or you can opt for an exchange to one of our partner institutes abroad. You will complete your degree by writing a dissertation.

The pluses of this academic programme

- + Interdisciplinary degree programme with challenging international research projects
- + Relevant topics: sustainability, climate change, globalisation, quality of life
- + Small-scale, intercultural study environment focusing on personal development



3 years



English-taught



Bachelor of Science



appr. 35 first-year students, 15% of which international



15-18 contact hours per week



EEA tuition fee * €2,530 (2024-2025)

* Please check BUas.nl for detailed information

THE PROGRAMME

Year 1 | Breda

Introduction

- > Tourism Principles & Practice
- > Society, History & Globalisation
- > Tourism & Environment
- > Tourism & Economics
- > Tourism Geography
- > Research Design
- > Statistics & Mathematics
- > Sociology & Tourism
- > Consumer Behaviour
- > National Field Project

Year 2 | Breda

Deepening your knowledge

- > Cross-Cultural Studies
- > Policy, Governance & Law
- > Tourism Planning & Development
- > Research Methods
- > Philosophy of Science
- > International Research Project

Year 3 | Wageningen

Broadening your view

- > Minor
- > Environmental Economics
- > Environmental Policy
- > Risk Communication
- > Designing Innovative Governance Arrangements
- > Bachelor's Thesis

These are examples of courses and projects. Check out the full details at BUas.nl



Examples of jobs after graduation

- > Strategic Policy Advisor
- > Business Analyst at TUI
- > Consultant at the European Commission
- > Social Impact Consultant at Think Impact
- > Sustainable Tourism Consultant
- > Project Leader at the Ministry of Economic Affairs and Climate Policy

Or you can opt for a master's degree, either at BUas, WUR, or at another educational institute. More information: BUas.nl/en/masters

Check out more student and graduate stories at BUas.nl



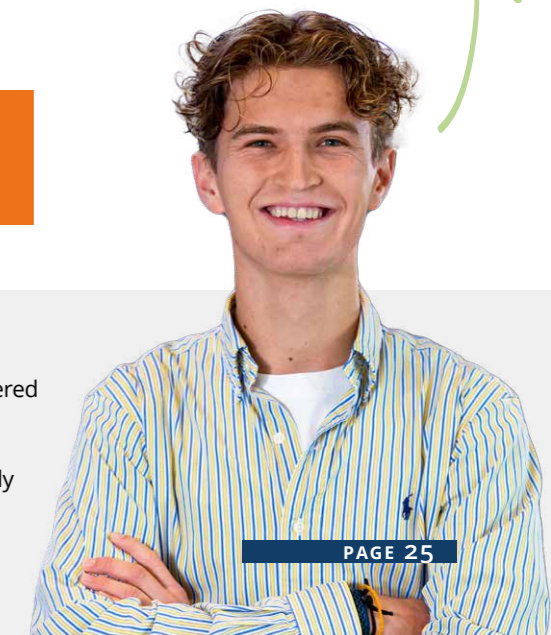
Chat with a student?

Do you have questions about the programme, admission requirements or something else? Ask them via BUas.nl/en/chat or contact the study advisor of WUR via bto.bsc@wur.nl

The unfiltered truth about tourism

"I chose this academic study programme because I wanted to be faced with the unfiltered truth about tourism. I did my second-year field project in Montenegro which has seen an enormous rise in mass tourism in recent years. Together with my classmates, I examined the quality of life of the locals in relation to tourism development. Hopefully our research report will contribute to an all-embracing tourism policy in the region."

Christian
Third-year student



PROFESSIONAL BACHELOR'S PROGRAMME



Creative Media and Game Technologies

Is it your dream to work in the games industry? Come and study in Breda. Our games programme is one of the best in the world. Whether you want to be the best gameplay programmer, an award-winning character artist, a game designer who creates Triple-A titles, or a pro in special effects, it all starts at Creative Media and Game Technologies in Breda.

4 years
3-year track for
pre-university (vwo)
students

ENG
English-taught

Bachelor
of Science

appr. 220 first-year
students,
50% of which
international

20 contact hours
per week

EEA tuition fee *
€3,160 (2024-2025)

* Please check BUas.nl
for detailed information

ABOUT THE STUDY PROGRAMME

IN SHORT	You will learn from international professionals who have extensive experience in the games industry. You will work on real games in our simulated Game Studio; will be taught fundamental to expert skills and apply these in real projects towards released games.
STUDY TRACKS	Before you start in year 1 , you will choose your study track: Visual Arts , Programming , Design & Production , or Film Visual Effects . In year 2 , you will learn more about the various specialisations within your study track. You are encouraged to try different things. In year 3 , you are free to choose a specialisation to focus on, for instance character artist, graphics programmer, or level designer.
TOOLS	You will explore the game technology of the future and you will create games using the latest software and hardware such as Unreal Engine, SideFX Houdini, PlayStation 5, and various VR headsets.
GUILDS	To give you more freedom to specialise, we offer guilds and masterclasses, so you can quickly broaden your knowledge, for example in procedural content generation, deep learning, animation, level design, and more.
GRADUATION	In year 4 , you can do a personal project or a work placement at companies such as Guerrilla, Ubisoft, DICE and many more. During your studies you will develop your portfolio, which will help you start your career in the game industry.

The pluses of this BUas programme

- + Start building a portfolio from day one until graduation
- + Partnerships with (among others) Sony, Epic Games, SideFX and Ubisoft
- + Small-scale education; lecturers from the international industry

YEAR 1 OF THE PROGRAMME

Visual Arts

- > Drawing Skills
- > Modelling
- > Texturing
- > Lighting/Rendering
- > Animation
- > Technical Art

Programming

- > Programming Design Patterns
- > Fundamentals C++
- > Practical Mathematics
- > Software Architecture

Design & Production

- > Physical Prototyping
- > Team Management
- > Essentials of Gameplay Design

Film Visual Effects

- > Art Theory
- > Drawing Skills
- > Modelling
- > Texturing
- > Lighting/Rendering
- > Animation

These are examples of courses per study track. Check out the full details at BUas.nl



Check out
what our students
have created



Examples of jobs after graduation

- > Character Artist at Hangar 13
- > Graphics Programmer at Massive Entertainment
- > Engine Programmer at Larian Studios
- > Animator at Guerrilla
- > Technical Designer at Splash Damage
- > Producer at Elite 3D
- > Gameplay Designer at Epic Games

Or you can opt for a master's degree, for example Game Technology. More information: BUas.nl/en/masters

NEW | Film Visual Effects

In September 2023, a new study track within the Creative Media and Game Technologies programme started - focusing on Film Visual Effects. Read more on the following page.



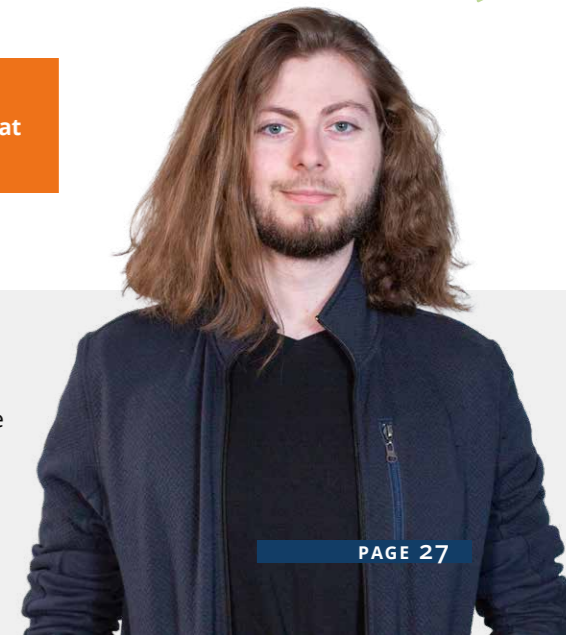
Chat with a student?

Do you have questions about the programme, admission requirements or selection procedure? Ask them via BUas.nl/en/chat or send them to agmapplication@buas.nl

During the Showcase Day I presented my game to the industry

"I chose BUas because it offers the most unique and highly-rated course within this field. One of the best experiences I had during my studies, was our annual Showcase Day - a day where we play all the games made by fellow students and can present them to the industry who visit. A great opportunity to show our skills and network for the future. It is also very inspiring to see what everybody made during the year."

Radu
Fourth-year student



NEW!



A STUDY TRACK OF THE CREATIVE MEDIA AND GAME TECHNOLOGIES PROFESSIONAL BACHELOR'S PROGRAMME

Film Visual Effects

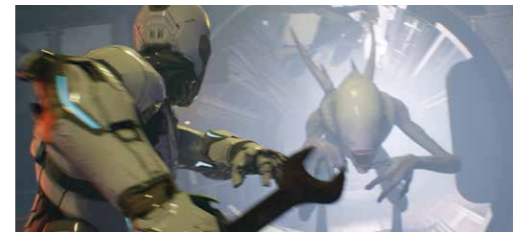
Are you a film fanatic who loves visual effects? Can you see yourself creating new environments for Disney's *The Mandalorian*? Working on the next monster in the Netflix hit series *Stranger Things*? Or working on animations at top studios worldwide? With BUAs' new creative and technological Film Visual Effects study track, it's all possible!

What are you going to do?

- > Using the technological infrastructure on our campus, you will learn all relevant techniques for VFX production from professionals from the international film world.
- > You will work on real cinematic and film projects in our simulated Film Studio; you will be taught a range of fundamental to expert skills and apply these in real projects towards released films.
- > You will create visual effects using the latest software and hardware such as Unreal Engine, SideFX Houdini and our in-house XR Stage and motion capture system.
- > You will explore the film technology of the future, for example face capture, light and volume capture, photogrammetry, motion tracking, animation, and rigging.
- > During your entire studies, you will develop your portfolio that you will finalise during your graduation year.
- > In your graduation year, you do a work placement at a company such as Framestore, Ubisoft or Ghost VFX.

XR Stage at BUAs

BUAs is the first university of applied sciences in Europe to have a ultramodern XR (Extended Reality) stage with LED screens available for its students.



The LED screens can display real-time content which allows actors to see what's going on in the scene instead of green screen walls.

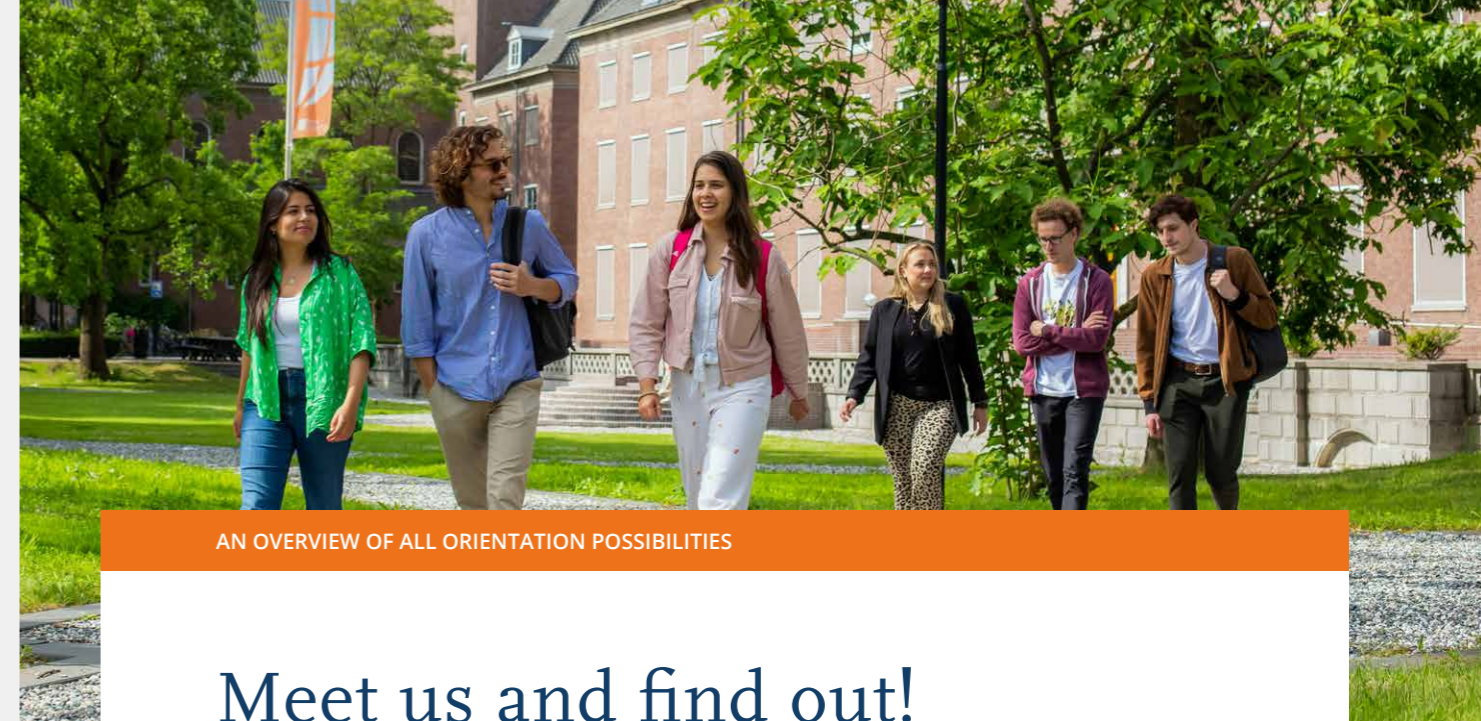


I found my way into visual effects

"After graduating from the Visual Arts track I found my way into visual effects and have worked on projects such as *Shadow and Bone*, *Star Trek: Piccard*, and *The Mandalorian*. It's exciting to see BUAs launch a dedicated VFX track so more people can pursue their goals in the movie industry."

Max

Currently working as Lead Lighting Artist at Ghost VFX



AN OVERVIEW OF ALL ORIENTATION POSSIBILITIES

Meet us and find out!

How can you find out if BUAs is the right university of applied sciences for you? Watch the videos at BUAs.nl and discover which degree programme appeals to you the most. Or take an online quiz to find your match. Of course, you are also welcome at one of the study choice activities on our campus. Check out the list at BUAs.nl/meetus.

Online | Digital Discovery Days

During these Online Open Days you can watch presentations of staff and students about what it is like to study at BUAs and live in Breda. Furthermore, you get lots of practical information and there is room to ask questions.

Online | BUAs Quiz

Is BUAs the right choice for you? Take the quiz at BUAs.nl/meetus to find out in just five minutes if BUAs is your match.

Online | Study Orientation Videos

What does the programme involve and what can you do after graduation? You will hear it all from a student and a lecturer in our on-demand informative video presentations.

Online | BUAs Live Q&A

There will be live Q&A sessions with students, sometimes even in your own language. In this way, you can connect with fellow students from your country and get the latest information. Keep an eye out on Instagram.com/Bredauniversityas. On our socials you will also find stories by our students about studying, placements, travel and more!

Online | Chat with students or staff

Do you want quick and personal answers to your questions? If so, go to BUAs.nl/en/chat.

On Campus | Open Day

Discover the vibe on our campus! Listen to the stories and talk to students and lecturers. Our doors will be open on:

- > Saturday 18 November 2023
 - > Saturday 3 February 2024
 - > Thursday 11 April 2024 (subject to change)
- Please register via BUAs.nl/openday.

On Campus | Campus Tour

Would you like to take a look around and get a feel for the atmosphere on campus? A student will give you a tour and answer your questions about the degree programme and studying at BUAs.



"I wouldn't want to have missed the open day; I discovered so much about the study programme."

Danique

Hotel Management student



What else do we offer?

In this prospectus we have given a lot of information about our professional and academic bachelor's programmes, but there is more. We also have special tracks for pre-university (vwo) students as well as **master's programmes** and pre-master's programmes.

Pre-university education completed successfully?

After having completed your pre-university education successfully (e.g. vwo, Abitur, International Baccalaureate), you can opt for an academic bachelor's programme or a professional bachelor's fast track at Breda University of Applied Sciences. After three years you can move on to further study at master's level.

Learning does not stop with a bachelor's degree

In order to be able to keep pace with developments in society, lifelong learning is required. That is why we also offer (executive) master's programmes.

Our professional master's programmes

- > Master Game Technology
- > Master Imagineering
- > Master Media Innovation
- > Master Strategic Events Management
- > Master Supply Chain Management
- > Master Tourism Destination Management
- > **NEW** | Master Sustainable Outdoor Hospitality Management

Our academic master's programme

- > Master of Science Leisure and Tourism Studies

Check our master's programmes at [BUAs.nl/en/masters](https://www.buas.nl/en/masters)



A great opportunity

"I believe this new master's programme is a great opportunity as it combines multiple studies, and sustainability is a key topic in the industry. The staff were very helpful and supportive during the application process, and their passion and devotion to contribute to the improvement of the outdoor hospitality industry assured me that this is the right fit for me."

Danica

Sustainable Outdoor Hospitality Management master's student



Get an academic master's degree!

When you are studying at BUAs, two pre-master's degrees are open to you – the perfect preparation for an academic master's programme. With such a **pre-master's degree** you can seriously speed up your journey from a professional bachelor's degree to an academic master's degree.

Pre-master Strategic Business Management and Marketing

We offer all our students the opportunity to attend the academic pre-master's programme of Strategic Business Management and Marketing (SBM) in their final year of study. Upon completion you will have direct access to as many as 35 Master of Science degree programmes in business-related studies at our university partners, such as Nyenrode Business Universiteit and the universities of Amsterdam, Rotterdam and Maastricht. This will save you one year!

Entrepreneurship worldwide

The SBM programme prepares you for entrepreneurship worldwide, in other words, you will learn how to do business. You will also learn how to conduct research in a field of your interest. This may be e-tourism or hospitality, the sports and cultural sectors, media and creative industries, games, logistics and management, or urban development. You will set to work on Research Methods, Consumer Behaviour, Business Administration, Strategic Marketing, and Research Practicals. In addition, you will work throughout the year on your graduation project at a company of your choice.

Pre-master Leisure and Tourism Studies

After your professional bachelor's degree in the fields of Leisure & Events, Tourism or Hotel, this one-year pre-master's programme will give you direct access to the academic Master of Science Leisure and Tourism Studies. This MSc also lasts one year. In other words, if you obtained your professional bachelor's degree in three years, you can already have an academic master's degree in your pocket two years later!

Working on your master's skills

In this pre-master's programme, you will not only work on a good theoretical basis, but also on your research skills. The programme consists of two semesters. In the first one you will attend subject-specific lectures, learn how to do research, and work on a real-life project. In the second semester you will get involved in data analysis and carry out research for your thesis.

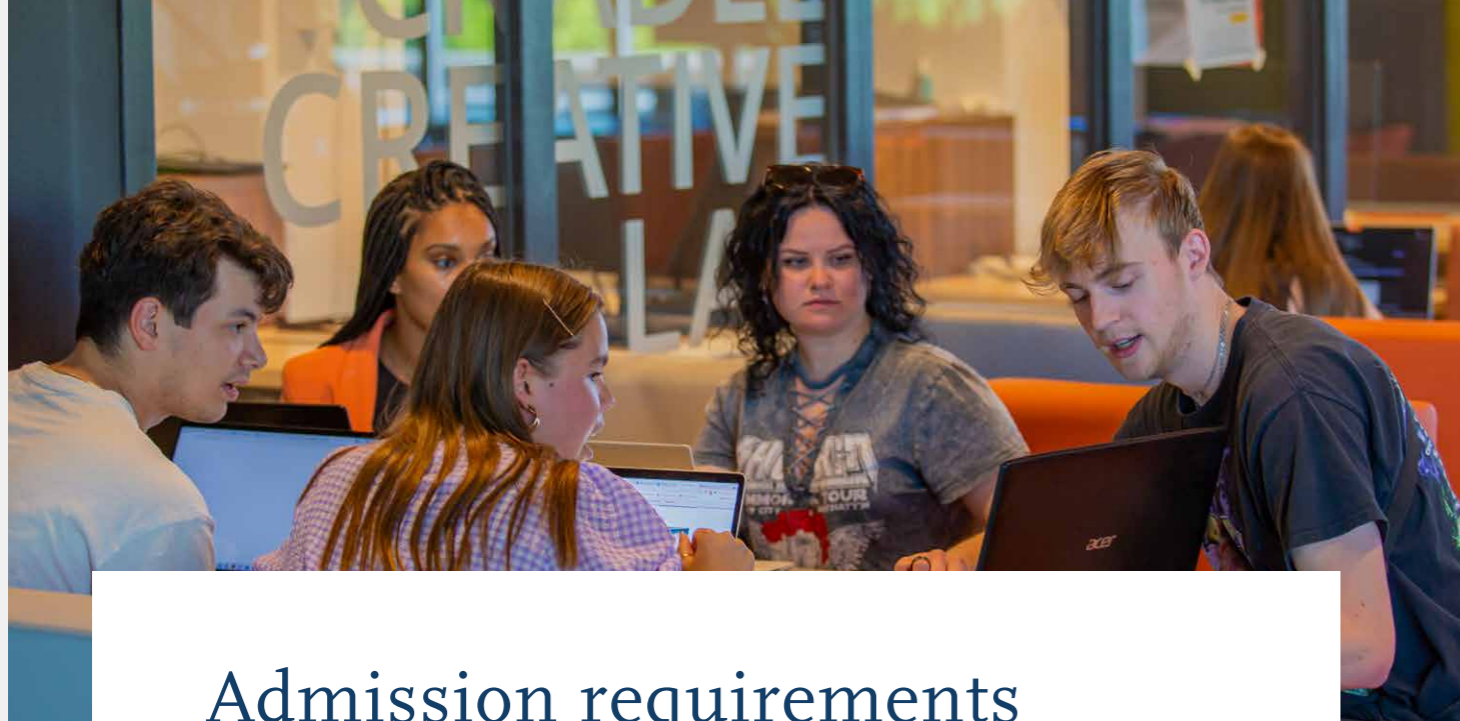
Completing SBM made me grow as a person

"Completing SBM enabled me to gain access to the 'Business Intelligence Management' Master of Science programme at Maastricht University. Moreover, SBM made me grow as a person; I learned to work under pressure, to prioritise tasks and work more academically in general."

Lisa

Completed Strategic Business Management and Marketing





Admission requirements

Professional bachelor's programme	Apply before	Admission requirements
Applied Data Science and Artificial Intelligence	1 May	<p>An equivalent of a Dutch diploma of higher general secondary education (havo) or pre-university education (vwo) is required. You can also be admitted with an equivalent of a Dutch level-4 mbo diploma.</p> <p>If you are not sure if your diploma (to be obtained) meets the admission requirements, we advise you to apply for the study programme anyway. The admission officer will inform you if you (conditionally) meet the admission requirements of the programme of your choice.</p> <p>As an international applicant, you may also be required to submit English test results.</p> <p>Please check the English language requirements of the study programme of your choice at BUas.nl to make sure if you will need to submit an English test and for an overview of the accepted tests and required results.</p>
Built Environment	1 May* / **	
Creative Business	1 May	
Creative Media and Game Technologies	1 May	
Hotel Management	1 May	
International Facility Management	1 May* / **	
Leisure & Events Management	1 May* / **	
Logistics Engineering	1 May* / **	
Logistics Management	1 May* / **	
Tourism Management	1 May* / **	
Academic bachelor's programme (vwo)	Apply before	
Bachelor of Science Leisure Studies	1 May* / **	
Bachelor of Science Tourism***	1 May* / **	

* If you apply after 1 May (at least before 1 September) a selection committee of the study programme will decide on your admission.
 ** Applications of non-EEA students without a valid residence permit will not be processed after 1 May.
 *** Application and enrolment for this programme goes through Wageningen University & Research. Please check [BUas.nl](https://www.buas.nl) for all information.



Practical information

Tuition fee

BUas is a government-funded institute. Bachelor's students from the EEA (or of Surinamese or Swiss nationality) pay the statutory fee of €2,530 (2024-2025). A higher statutory tuition fee of €3,160 applies to Creative Business, Data Science & AI and Games because of extra facilities and equipment.

Please check [BUas.nl/en/tuition-fees](https://www.buas.nl/en/tuition-fees) for detailed information.

Other costs *

You should also take into account the costs of textbooks, readers, study trips, a laptop and your daily expenses and costs of living.

Here's an indication:

- > Introduction: €90 - €135 (in total)
- > Books and materials: €100 - €785 (per year)
- > Laptop: €600 - €750 (in total)
- > Field trips/excursions: €100 - €1,900 (in total)
- > Housing: €400 - €600+ (per month)
- > Health & Liability insurance: appr. €500 (per year)
- > Visa/Study Permit legal fees: appr. €215
- > VisaCare application fee: appr. €110

* The amounts differ per study programme

Grants and scholarships

EEA students can apply to the Dutch Ministry of Education for a student grant or a loan for tuition fees. Please check duo.nl for detailed information. For non-EEA students we offer a number of bachelor's scholarships. Go to [BUas.nl/scholarships](https://www.buas.nl/scholarships) for detailed information.

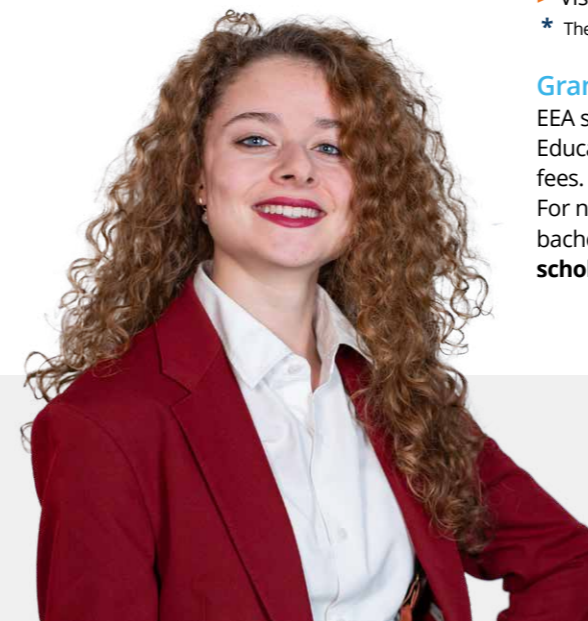
How to apply?

All applicants are required to apply through Studielink, the national administration system for higher education in the Netherlands. Once your enrolment application via Studielink is completed, you will receive an invitation to continue your application in 'My online application'. Here you will be asked to upload documents about your (current) studies and answer some questions.

For more detailed information on the admission requirements and the application procedure, please check the admission information of the study programme of your choice at [BUas.nl](https://www.buas.nl).

Support

Our Student Office assists international students with a wide range of practical matters related to their studies and their stay in Breda, including application and admission, scholarships, incoming exchanges, housing and visa and/or study permit applications for non-EU students. Please feel free to contact our Student Office via studentoffice@buas.nl.



"The most important thing is that you feel good in the place where you are learning"

Annemoon
Graduate of Master Media Innovation





Welcome in the Netherlands!

The country's formal name is Kingdom of the Netherlands, but it is also referred to as Holland or the Netherlands. Netherlands means 'low countries'. Much of the land is at or below sea level. The lowest altitude is 6.76 metres below sea level.



CAPITAL CITY: AMSTERDAM

Amsterdam is known for its tolerance and diversity. It has all the advantages of a big city: culture, nightlife, international restaurants, good transport – but is relatively quiet, and largely thanks to its extensive canals, has little road traffic.



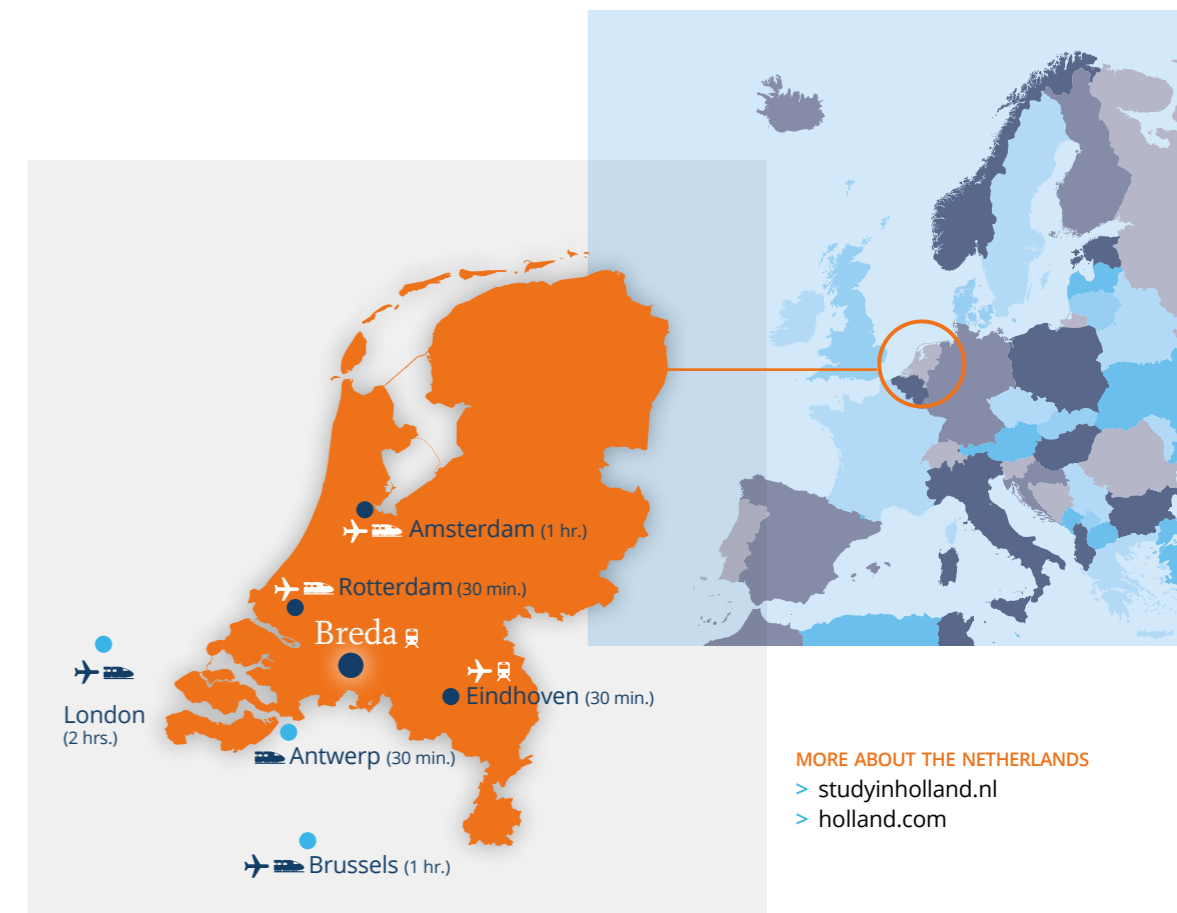
THE NETHERLANDS: A KINGDOM

The Kingdom of the Netherlands is a constitutional monarchy with a bicameral parliament. On 27 April we celebrate the birthday of our King Willem-Alexander. In Breda we do so with the 538 King's Day event.



TYPICAL DUTCH SNACK

The 'kroket' is a deep fried roll with meat ragout inside, covered in breadcrumbs. Enjoy!



MORE ABOUT THE NETHERLANDS
studyinholland.nl
holland.com



CHEESE COUNTRY

The Dutch produce 650 million kilos of cheese every year. Two-thirds are exported, which makes Holland the largest cheese exporter in the world. On average the Dutch eat 14.3 kilos of cheese per person per year.



BIKING

The bicycle is the cheapest and easiest way to get around, especially if you live in the city. Most Dutch people, regardless of their professional status, own a bicycle.



WATER, WIND AND COWS

The country of the Netherlands is extremely flat; you can see for miles around. While looking around, you will see a broad, unbroken expanse of sky, bright green meadows with hundreds of cows and water everywhere.



Experience Breda!

Discover Breda as your new student city! You will find lots of trendy shops and coffee bars. Sports, culture, events - Breda has it all. And there are also more than enough great places to chill out with your friends, have a drink on an outdoor terrace, or for a night out. So, there's no need to get bored and as a student you get discounts in many places.

- 1 Discover the city of Breda from the water**
Hire a boat, put your sunglasses on, sunscreen ready, picnic basket and drinks to hand and enjoy the canals!
- 2 Do you like sports?**
Then sign up with BRESS. A BRESS sports card offers you choice from more than 60 sports for one year! Check out www.bress.nl.
- 3 Fancy some green?**
You can find it close by in Valkenberg city park, and the forest is only a short bike ride away. Walking is super fun on the boardwalk path in the Mastbos forest!
- 4 Catch a film?**
You can do so at Pathé in the city centre, but also at Belcrum Bios and Kinopolis in Breepark. Events, concerts and festivals also take place there. Or enjoy the music at MEZZ!

- 5 Have a good laugh?**
Ready to step into another world and have a good laugh in the theatre? You can do so at Holy Moly, the Avenue or Chassé Theater.
- 6 Hotspots**
These include the Grote Markt, the Havermarkt, FoodHall Breda, as well as beer bar Brack, and Stek, Breda's circular hotspot. Near Stek you will also find Skatepark Pier 15.



"Breda has a chill vibe"
Sieme
Leisure & Events Management student



Have a look at
welkominbreda.nl/en
You can also download the
Breda Student App



EDITORS
Maaïke Dukker-'t Hart | BUAs
Suzanne Dingemans | BUAs

GRAPHIC DESIGN
Arno van der Linden | BUAs

PHOTOGRAPHY
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ONLINE
Open Days
DIGITAL DISCOVERY DAYS

07 DECEMBER 2023

08 FEBRUARY 2024

18 APRIL 2024

Check our on campus Open Days at
[Buas.nl/openday](https://buas.nl/openday)

ADDRESS

Mgr. Hopmansstraat 2
4817 JS Breda | The Netherlands

WEBSITE

www.BUas.nl

E-MAIL

communications@buas.nl

TELEPHONE

+31 76 533 22 03

CREATING MEANINGFUL EXPERIENCES



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University
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