

A roller coaster car with a red and black textured body is shown from a high angle, tilted as it moves along the white track. Several passengers are visible, some holding onto the safety bars. The background shows a clear blue sky and some greenery.

Exchange at Academy for Leisure (ALE)

Attractions and Theme Parks Management

Year 3 - semester 5 (Fall semester)



DISCOVER YOUR WORLD



Breda
University
OF APPLIED SCIENCES

Important to read first

The Academy for Leisure and Events Management offers international students the opportunity to take part in an exchange programme. We are grateful that you have chosen to explore the possibilities!

Please see the overview below for which programmes can be followed when. You will see that a matching procedure may be part of the process. We find it important to ensure you make the right choice and stand a good chance of succeeding, so we may ask you to motivate your choice in a portfolio or in an interview. This varies per programme.

Please note that 'year 3' programmes are open to incoming exchange students who are in year 2 in their own country. If you are not sure, if the level is appropriate, please contact the coordinator via LEMexchange@buas.nl

	Fall semester	Spring semester	Extra information
Leisure and Events Management- regular track	x (year 2)	x (year 3)	
Sports and E-sports	x (year 2)	x (year 3)	There may be a matching procedure when you apply for the spring semester
Urban Life and Placemaking	x (year 2)	x (year 2 and 3)	
Music and Dance Events	x (year 2)		A matching portfolio may be required.
Events for Business	x (year 2) 3 incoming exchange students max	x (year 2) 3 incoming exchange students max	A matching portfolio may be required.
Attraction and Theme Park Management	x (year 3) 6 incoming exchange students max	x (year 3) 6 incoming exchange students max	
Social Innovation		x (year 2 or 3)	

If you are interested, please let us know via incomingexchange@buas.nl and we will contact you.

We wish you good luck making your choice and look forward to welcoming you to you BUAS – Academy for Leisure and Events!

Attractions and Theme Parks Management

Year 3 – semester 5 (Fall semester) - 2024-2025

1.1 Key dates

To be decided	Introduction International students
2 September 2024	Start Academic Program
21 - 25 October 2024	Autumn Break
23 Dec 2024 – 3 Jan. 2025	Christmas Break
24 January 2025	End of semester

1.2 Course codes

Please note that the codes might change. The specialisation is currently being developed. Students will be able to obtain 30 EC and course details such as names and codes will be available at the start of the semester.

Code	Title	EC
Due to the new set-up Buas -wide, all Projects need to be 15 ects per Block.		
Project 4. Operational Management & Finance - in total 15 EC		
<i>Project OPE.FIN consists of the following elements</i>		
ATPM3.P4OPE.FIN-01P	Project Operational Management & Finance	12 EC
ATPM3.P4OPE.FIN.RES-01C	Research project 4	
ATPM3.P4OPE.FIN.ENG4-01C	Communications (English 4)	1 EC
ATPM3.P4OPE.FIN.PDL-01C	Professional Development and Leadership	2 EC
Project 5. Digital Marketing & Communication - in total 15 EC		
<i>Project DIG.MAR consists of the following elements</i>		
ATPM3.P5DIG.MAR-01P	Project 5 Digital Marketing	10 EC
ATPM3.P5DIG.MAR.RES-01C	Research project 5	2 EC
ATPM3.P5DIG.MAR.PDL-01C	Professional Development and Leadership	1 EC
ATPM3.P5DIG.MAR.ENG5-01C	Communications (English 5)	2 EC
AAVT.BDC-01	<i>Basic Dutch (optional and subject to change)</i>	2 EC
Total		30 EC / (32 EC)

1.3 Course information

COURSE - Compulsory	
Course code	ATPM3.P4OPE.FIN-01P
Course title	Project 4. Operational Management & Finance
Course organiser	Mr Roel van Dijk/ Mr Klaus Hoven
Mode of delivery	Face-to-face
Number of EC	12 (out of 15 EC)
Language	English
Course content (<i>incl. planned learning activities and teaching methods</i>)	<p>This course is part of the Attractions and Theme Park management program (ATPM). In every future management position in the Attractions and Theme Park industry you will need to understand the basics of Financial Accounting and Management Accounting. Operational Management influences the Financial Accounting and Management Accounting can be applied.</p> <p>At the start of OPE.FIN we will reflect on operational experiences in real life business and refresh/update what is learned in terms of Operational Management. You will bring with you your own operational experiences and critically apply this knowledge.</p> <p>During this course you will learn from lectures, workshops, boot camps and lab meetings about the complex role of a manager responsible for Finance and Operations in an attractions and theme park context.</p> <p>As a manager you will need to know which financial elements are relevant to take into consideration when you are planning a (small or large) project or new investments. Therefore, being able to do an in-depth financial analysis of a business or project is key.</p> <p>In this project you will come to an understanding on how to create a financial feasibility plan for a project, while integrating the operational management aspects.</p> <p>The project will be executed in relation with a real-life client in the Attractions and Theme Park industry. Integrated in the project will be elements of Research Design and Communications (English). (see below)</p> <p>End product: the project delivery is a financial feasibility study for a new project in relation with the real-life client.</p>
Learning Outcomes	<p><i>after completing this project, you will be able to:</i></p> <ul style="list-style-type: none"> • Understand and create the financial statements (statement of financial position, statement of cash flows, income statement) • Analyze and interpret the financial statements, financial ratio analysis. • Make decisions about what represents a worthwhile investment; making capital investment decisions. • Being able to make a cost-volume-profit analysis (e.g. break even analysis) • Understand and apply revenue management in a project • Draw conclusions and give recommendations on the financial feasibility of a project

	<ul style="list-style-type: none"> • Explain how operations Management influences effectiveness and customer satisfaction in several types of industry and identify the concepts appear in attraction and theme parks. • Define and locate basic principles of material management and the relation between capacity and demand. • Apply and interpret different tools of quality management to organize and control operational processes. • Use tools for process improvement from Lean management & TQM • Classify and choose quality models and instruments in analysing and redesign operational processes. • Identify and reduce risks involved in operational processes by using models. • Reproduce and illustrate different aspects of safety and security for people and buildings. • Know the function and use of safety systems and main regulations related to Safety Systems within Theme Parks • Argue, choose and interpret a lot of data on e.g. operating rides, catering and retail, assembled during observation, by internet search to develop new solutions and/or improvements in operational activities • Organize project activities in a group in an effective way. • Be able to recognize and describe one's role in a team • Distinguish and interpret different styles of management and leadership within the own group.
Literature	<p>Accounting and Finance for Non-Specialists + MyLab Accounting; Atrill, P., McInaney, E., Edition: 11th ed/. ; 2019, Pearson Education Limited; ISBN /EAN 9781292244099</p> <p>Operations Management, Slack, Nigel Brandon-Jones, Alistair, Pearson, 2019; Edition: 9ed.; ISBN/EAN: 9781292253961</p> <p><i>Please note:</i></p> <p>for this course mastering a basic level of the MS office excel program is very helpful. Students are expected to be able to work with excel during the course. Students can self-learn the basics of excel via free online materials from MS office during the course.</p> <ul style="list-style-type: none"> ✓ Articles and forms handed out during lectures. ✓ Presentations in PowerPoint, Prezi or similar as far as published in Electronic Learning System (Brightspace) ✓ Articles and reports published in or referred to by e-link or pdf in Electronic Learning System (Brightspace)
Assessment and criteria	<p>Written exam 2 EC (of total 15 EC)</p> <p>project report and presentation (group assignment) 5 EC (of total 15 EC)</p> <p>oral exam (individual) 5 EC (of total 15 EC)</p>
Additional information	<p>In week 1, there will be an introduction day outside Breda. Pls. arrange your own transport. An IAAPA EXPO visit is scheduled for Thursday 26/09 in Amsterdam. Membership needs to be obtained.</p>

COURSE - COMPULSORY -	
Code	ATPM3.P5DIG.MAR-01P
Course title	Project 5 Digital Marketing and Communication
Course coordinator	Mr Klaus Hoven
Number of EC	10 EC (of 15 EC)
Language	English
Course content	Choosing the right strategy and translate it into the internal objectives and external objectives geared to the guest is one of the most important tasks of the Marketing Manager. This course is related to a few professional competences of which marketing will be put central. In understanding the principles of strategic marketing planning and how to apply quantitative research techniques to gain more insight in consumers to the latest insights in digital marketing tools used for sales promotions and brand engagement.
Learning outcomes	<p><i>after completing this project, you will be able to:</i></p> <ul style="list-style-type: none"> • To get a good insight in the marketing processes, • the context and market in which attractions and theme parks operate; • strategic marketing planning, and writing a marketing and communications plan; • the development of theme park resorts as tourist destinations; • international marketing of visitor attractions in Europe); • marketing trends and development in the global industry; • online and digital marketing aspects (websites, search engine marketing, social media marketing); • trends in digital and mobile marketing (apps, mobile sites, virtual reality); • to deal with index numbers, macro-economic figures, industry reports.
Mode of delivery	Lectures, workshops, group work, consultancies
Literature	<p><i>Handbook on E-marketing for Tourism Destinations</i> – Fully revised and extended version 3.0 ISBN printed version UNWTO: 378-92-844-1574-8 ISBN electronic version UNWTO: 978-92-844-1575-5 Link to this document is made available in Online Learning System</p> <p><i>Marketing for Hospitality and Tourism, 8th edition.</i> Published by Pearson (July 14, 2021) © 2021. Philip Kotler ... ISBN-13: 9780137499014.</p>
Assessment	50% individual written exam 50% project report and presentation
Additional information	There will be a Google digital test involved, that needs to be completed.

COURSE – COMPULSORY– Integrated elements of OPE.FIN and DIG.MAR	
Course code	ATPM3.P4OPE.FIN.RES-01P/ ATPM3.P5DIG.MAR.RES-01P
Course title	Research Operational Management & Finance
Course organiser	Ms Monique Schulte
Mode of delivery	Face-to-face
Number of EC	2 EC
Language	English
Course content <i>(incl. planned learning activities and teaching methods)</i>	<p>Research is part of the Attractions and Theme Park management program. Knowing how to do proper research is essential for a manager within the Attraction and Theme Park industry. The process of doing research takes quite some time. You first need to write a plan (a research proposal), after that the plan needs to be executed (execute the research) Finally, all the data need to be analysed, conclusions drawn and, the process concluded with a written advise.</p> <p><i>Semester Fall</i></p> <p>During the project a start is made with this process and therefore the focus of this course is on this first stage of doing research. Part of this project is to write a research proposal.</p> <p><i>In all projects, the topics described in the research proposal are:</i></p> <ul style="list-style-type: none"> > background and cause; > problem analysis <ul style="list-style-type: none"> a. Analysis of management problem / b. Analysis of research problem > problem definition ;> research objective ;> research questions ; > theoretical framework > proposed research methodology: desk research and/or field research, qualitative and/or quantitative research, data collection method and operationalization > Choices in the proposal have been clearly illustrated and accounted for. <p>Furthermore, students will work on insights and skills related to (Marketing) Research:</p> <p>Research will focus on quantitative research design and methodologies. Next to desk research (getting consumer data out of statistical reports, existing marketing reports etc.), it is also important to get reliable consumer insights related to the marketing assignment. During this project you will learn how collect those insights using an online survey.</p> <ul style="list-style-type: none"> > Observations and desk research; Interviews and desk research; Quantitative research or big data analysis
Mode of delivery	Lectures, workshops, group work, consultancies
Learning Outcomes	<p><i>The student is able to:</i></p> <ul style="list-style-type: none"> • Express ideas in a methodical way such that there is coherence between: subject/problem – analyses/sources – arguments – conclusions, in the context of third year assignments. • Reflect on and analyse (the approach to) a problem and from there gain insight into the relevance of a problem. • Translate this into an approach on what information needs to be gathered in order to come to a sound advice • Go through an iterative process with the awareness that problem solving and research are not linear processes • to gain insights in quantitative research. • to develop a research plan (problem analysis, theoretical framework, research methodology); • to design an online survey using Qualtrics.

	<ul style="list-style-type: none"> to gain knowledge and skills in processing data in SPSS. to write research factsheets based on the data results of the online survey (using SPSS); to present and share research factsheets to the group. to process research results in the marketing plan. <p><i>The learning objectives are:</i></p> <ul style="list-style-type: none"> > Learn to research, analyse and interpret desk data. > Understand the different sections of a research proposal > Know and understand the different quantitative methods (sample sizes) > Write a research proposal for a quantitative research > Be able to take a sufficiently objective and unbiased stance (so be critical)
Literature	<p>Book: Baarda, B. (2014). Research, this is it! Groningen/Houten: Noordhoff Uitgevers.</p> <p>Knowledge clips: a number of online knowledge clips are available for this course in which the different steps of a research proposal are explained.</p> <p>SPSS & Qualtrics</p>
Assessment and criteria	<p>(1): individual SPSS test (50%) and critical research reflection (50%) (min. Grade 4.5, Value 50%)</p> <p>Group assessment</p> <p>(2): research factsheet + appendix (min. Grade 4.5, Value 50%)</p>

COURSE – COMPULSORY – Integrated elements of OPE.FIN / DIG.MAR	
Course code	ATPM3.P4OPE.FIN.ENG4-01C /ATPM3.P5DIG.MAR.ENG5-01C /
Course title	Communications (English) 4, 5,
Course organiser	Ms Lorianna Hummel
Mode of delivery	Face-to-face
Number of EC	1 EC (of total 15 EC) 2 EC (of total 15 EC)
Language	English
Course Content	<i>English will complement the other courses and comprises a variety of skills (Speaking, Reading, Writing), focusing on professional communication skills. Students will obtain 1 and 2 credits for various assignments.</i>
Literature	Available via online learning system
Assessment and criteria	Assignments

COURSE – COMPULSORY – Integrated elements of OPE.FIN /DIG.MAR	
Code	ATPM3.P4OPE.FINPDL-01C / ATPM3.P5DIG.MAR.PDL-01C
Course title	Professional Development and Leadership (PDL)
Course coordinator	Mr Arian van der Werff Mr Iskander Khairoutdinov
Number of EC	3 EC - 2 EC (part of 15 EC) and 1 EC (part of 15 EC)
Language	English
Course content	During the year, you will work on your personal portfolio. The Portfolio consists of a number of parts and is a helpful tool to track your personal development during the track. In PDL, an interview must be conducted with a manager in the industry on how to act as a leader, what skills are needed and what does the daily work consist of. As a future manager you need to be on top of trends & developments. Furthermore, a reflection on your own future is part of PDL.
Learning outcomes	<i>In PDL year 3 you will gain insight on:</i> <ul style="list-style-type: none"> • Trends and developments and knowledge of the industry • The importance of group dynamics • Professional job roles in the industry • The importance of intercultural communication in the industry • Networking in the European industry • Define a personal vision on a future role in the industry
Mode of delivery	Lectures, Expert lectures, Workshops, Coach meetings
Literature	Given during the workshops
Assessment	The portfolio should show you can also understand how the competences are used in the profession of an Attractions or Theme Parks manager. Each exam is divided into three elements on the basis of: <ul style="list-style-type: none"> - Your knowledge of the field of ATPM - Your view on ATPM and your own performance in the field relating to the Competences - Developing your long-term vision in the field of ATPM

COURSE – optional and provisional – LIMITED PLACES AVAILABLE	
Course title	Basic Dutch
Course code	AAVT.BDC-01
Course coordinator	Mr Frank van Heijningen
Number of EC	2 EC
Language	English
Content	<p>Basic Dutch is a language course for absolute beginners which is offered to all incoming exchange students at BUAS. It will lead you up to A1 level according to the Common European Framework of Reference Modern Languages 1996)</p> <p>It is not part of the curriculum of the Academy for Leisure and only offered to incoming exchange students.</p>
Mode of delivery	14 lessons of 1.5 hour, between October and January. The lessons are usually planned at the end of the day or in early evening so that students from different academies can join.
Additional information	For enrolment, students are asked to pay 100 Euro which will be refunded upon successfully completing the course.
Assessment	Exam

More information

Please contact Annet Ghering if you would like more information.

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Games



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