

A photograph of a roller coaster car, designed to look like a red dragon, moving along a white track. The car is filled with passengers, including children and adults, who are smiling and holding onto the safety bars. The background shows a clear blue sky and some greenery.

Exchange at Academy for Leisure (ALE)

Attractions and Theme Park Management

Year 3 Semester 6 Spring 2023-2024



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.

	Fall semester	Spring semester	Extra information
Leisure and Events Management- regular track	x (year 2)		
Sports and E-sports	x (year 2)	x (year 3)	There will be a matching procedure when you apply for the spring semester
Urban Life and Placemaking	x (year 2)	x (to be confirmed) (year 2)	
Music and Dance Events	x (year 2)		A matching portfolio may be required.
Events for Business	x (year 2)	x (year 2)	A matching portfolio may be required.
Attraction and Theme Park Management	x (year 3)	x (year 3)	
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 6 (Spring semester) - 2023-2024

1.1 Key dates

To be decided	Introduction International students
29 January 2024	Start Academic Programme
12-16 February 2024	Spring Break
29 April - 3 May 2024	May Holidays
12 July 2024	End of semester

1.2 Course codes

Please note that the codes might change.

Code	Title	ECT
		Spring
ATPM3.P6MRC-01P	Project Marketing and Communication	10
ATPM3.P6RES-01C	Research project 6	2
ATPM3.P7MAN-01P	Project Managing Change in Attractions	10
ATPM3.P7RES-01C	Research project 7	2
ATPM3.CE2-01	PDL Competency Exam	3
ATPM3.ENG5-02C English 5 (Business Proposal)	English 5	1
ATPM3.ENG6-02C English 6 (Business Proposal pitch)	English 6	2
AAVT.BDC-01	Basic Dutch (optional and subject to change)	2
CITM2.DCS-05	Dutch Culture and Society (optional and subject to change)	2
	Field trip	
Total ECTS		30 (34)

The specialisation is currently being developed which is why the exact structure is not clear yet. 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.

1.3 Course information

COURSE - COMPULSORY	
Code	ATPM3.P6MRC-01P
Course title	Project Marketing and Communication
Course coordinator	Mr. Klaus Hoven Supervisors Ms Margo Askes, Ms Christel Siefken
Number of EC	10 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	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	Kotler, P & John T. Bowen Marketing for Hospitality & Tourism Pearson, 2013 ; ISBN10/ 1292020032 ISBN13 /9781292020037 UNWTO Handbook on E-marketing for Tourism Destinations – 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
Assessment	50% individual written exam 50% project report and presentation
Additional information	There will be a one-week fieldtrip in the week of 10 - 14 April 2023. The field trip is related to the project and compulsory for regular students Estimated cost: € 550, -. If participation is not possible due to certain reasons/ circumstances, an alternative program is offered in the Netherlands.

COURSE - COMPULSORY	
Code	ATPM3.P6RES-01C
Course title	Research project 6
Course coordinator	Ms Monique Schulte
Number of EC	2 EC
Language	English
Course content	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.
Learning outcomes	To get a good insight into research within the Attraction and Theme Park industry; Furthermore, students will work on insights and skills related to (Marketing) Research: <ul style="list-style-type: none"> □ to gain insights in quantitative research; □ to develop a research plan (problem analysis, theoretical framework, research methodology); □ to design an online survey using Qualtrics; □ 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.
Mode of delivery	Lectures, workshops, group work, consultancies
Literature	SPSS and Qualtrics
Assessment	Individual assessment (1): individual SPSS test (50%) and critical research reflection (50%) (min. Grade 4.5, Value 50%) Group assessment (2): research factsheet + appendix (min. Grade 4.5, Value 50%)

COURSE - COMPULSORY	
Code	ATPM3.P7MAN-01P
Course title	Project Managing Change in Attractions
Course coordinator	Mr Bart Stadhouders Ms Margo Askes
Number of EC	10 EC
Language	English
Course content	You will dive deeper into the change process and learn how to manage change. Change has an effect on the stakeholders of the organization. The theories that are provided during the lectures are in close connection with your practical assignment. You are going to work on for a client.

Learning outcomes	During this course you will learn what the various steps of a change process are, how to use various business models to make a thorough analysis of the current and desired situation. You will learn how to define change goals, how to write a change management plan of approach. You will gain insight into change transition, the role of leadership You will learn how to write an advisory report about change management within the Attraction and Theme Park industry.
Mode of delivery	Lectures, workshops, group work, consultancies
Literature	Making Sense of Change Management, A complete guide to the models, tools & techniques of organizational change; E. Cameron & M. Green, 5th edition 2019, Kogan Page Limited - ISBN-10 : 0749496975 ISBN-13 : 978-0749496975 • Exploring Strategic Change, Julia Balogun, Geryy Johnson, ISBN-13: 978-0273708025 • Learning to change; A Guide for Organization Change Agents, de Caluwé, L. & Vermaak, H. Kluwer, second edition, June 2006
Assessment	50% individual written exam 50% project report and presentation

COURSE - COMPULSORY	
Code	ATPM3.P7RES-01C
Course title	Research project 7
Course coordinator	Ms Monique Schulte
Number of EC	2 EC
Language	English
Course content	The lectures and workshops aim to introduce students into mainly Design Research and next to that Qualitative Research. Students will learn what design research is, what advantages and strengths of design research are, and they learn to choose and use the best possible method for the assignment.
Learning outcomes	After the course students will: <ul style="list-style-type: none"> • understand the different concepts and process of design research • be able to design qualitative research and/or design research • be able to identify weak and strong points of the different methods • be able to execute the desired research • be able to analyse the outcomes of the research • present ideas/outcomes in a creative way (ACTIVE)
Mode of delivery	Lectures, workshops, group work, consultancies
Literature	Rooijackers, Marée, Camago-Borges, Weber (2016) Toolkit for Design Research & Interventions. Breda, Raalte: Veldhuis Media. 2. Website: http://nhtv.libguides.com/designresearch 3. Lecture slides

Assessment	<p>Individual assignment: 100%</p> <p>No structure, apply what you've learnt!</p> <p>Present the research (why, how, what) in a creative way.</p> <p>You can think of a knowledge clip, website, vlog, blog, pictures, movie....</p> <ul style="list-style-type: none"> • It should take 5 minutes max (in case of a vlog, movie, clip).• <p><i>You need to show or tell about:</i></p> <p>A. Why (e.g.: relevance, understanding of the challenge, background, management problem)</p> <p>B. How (show how you did the (design) research: give proof of the TWO methods) (most important!)</p> <p>C. What (show the results and/or analysis and/or conclusions and/or your advice)</p>
-------------------	---

COURSE - COMPULSORY	
Code	ATPM3.PDL2-01C
Course title	Professional Development and Leadership
Course coordinator	Mr Bart Stadhouders Ms Wesley van der Put
Number of EC	3 EC
Language	English
Course content	<p>During the year, you will work on your personal portfolio which was already started in year 2.</p> <p>The Portfolio consists of a number of parts and is a helpful tool to track your personal development during the track.</p> <p>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.</p> <p>As a future manager you need to be on top of trends & developments. Furthermore, a reflection on your own future is part of PDL.</p>
Learning outcomes	<p><i>In PDL year 3 you will gain insight on:</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Trends and developments and knowledge of the industry <input type="checkbox"/> The importance of group dynamics <input type="checkbox"/> Professional job roles in the industry <input type="checkbox"/> The importance of intercultural communication in the industry <input type="checkbox"/> Networking in the European industry <input type="checkbox"/> Define a personal vision on a future role in the industry <input type="checkbox"/> Learning goals for year 4
Mode of delivery	Lectures, Expert lectures, Workshops, Coach meetings, Study trip (during Project 6)
Literature	Given during the workshops

Assessment	<p>The portfolio .</p> <p>The competency exam (30 min) sees to it that you will not only master the separate competences within the ATPM curriculum, but that you can also understand their use in the profession of an Attractions or Theme Parks manager.</p> <p>Each exam is divided into three elements on the basis of:</p> <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 - COMPULSORY	
Course title	English 5 and 6
Course coordinator	Ms Lorianna Hummel and Ms Emmi Bravo Palacios
Number of EC	3 EC in total
Language	English
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 4 credits for various assignments.</i>
Mode of delivery	face-to-face
Literature	Available on Electronic Learning System
Assessment	Assignments

COURSE - optional and provisional	
Course title	Basic Dutch
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

COURSE - optional and provisional	
Course title	Dutch Culture and Society
Course coordinator	Ms Frederike van Ouwkerk

Number of EC	2 EC
Language	English
Content	<p>Acquiring knowledge of the most important aspects of Dutch culture and society to generate awareness, understanding and respect for the different characteristics of Dutch culture.</p> <p>Dutch culture and society will be a practical guide for exchange students. We want you to <i>apply</i> the knowledge and understanding of Dutch Culture and society obtained in the DCS-course as well and <i>reflect</i> on your own experience of living in the Netherlands.</p>
Mode of delivery	<p>5 lectures Presentation session Excursion (provisional)</p>
Literature	N.A.
Assessment	Paper and a Vlog

More information

Please contact Annet Ghering if you would like more information.

Annet Ghering
Ghering.a@buas.nl



Games



Media



Hotel



Facility



Built Environment



Logistics



Tourism



Leisure & Events



Mgr. Hopmansstraat 2
4817 JS Breda

P.O. Box 3917
4800 DX Breda
The Netherlands

PHONE

+31 76 533 22 03

WEBSITE

www.buas.nl

DISCOVER YOUR WORLD