



An Introduction to the BUas Community

CREATING MEANINGFUL EXPERIENCES

BUas Facts & Figures



Breda, the Netherlands



Since 1966



7,089 students

1,822 international students (26%)

103 countries of origin



885 employees

182 international employees (21%)



177 partner universities

BUas student data October 2023



Location Breda



- Close to Belgium boarder
- 100 km's from Amsterdam
- 60 km's from Eindhoven airport
- Green and Hospitable
- 180.000 inhabitants



BUas system UAS

Structure:

Bachelor: 4 years
/ 240 ECTS

Master: 1 – 1/5 - 2 year: 60
ECTS

Professional Doctorate
4 years

Semester system:

Autumn: Sep - Jan

Spring: Feb - June

5 ECTS

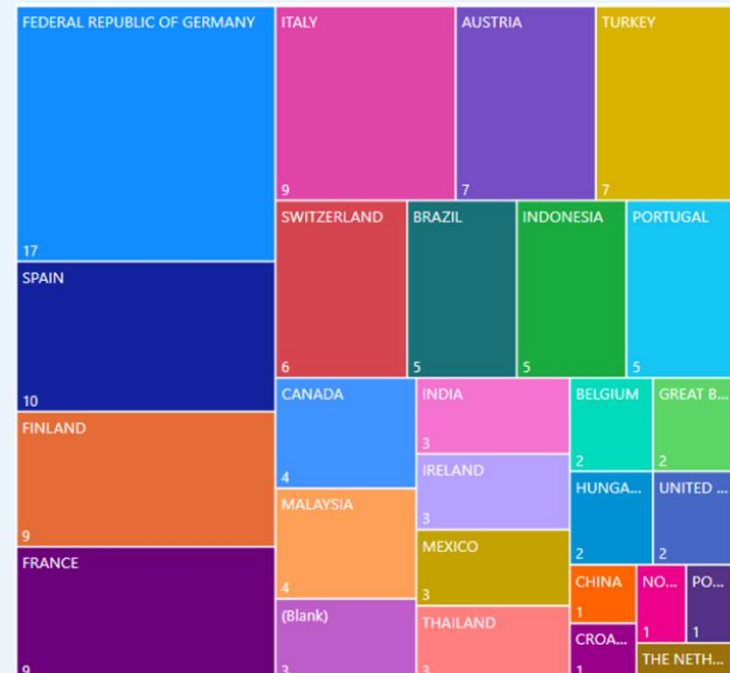


International students

Degree



Incoming exchange





BUas Domain Expertise

- High-level expertise and research in 9 domain specialisations
- Leading to practical and relevant solutions, strongly connected with the industry
- Guided by societal challenges
- Beyond applied
- Cross-domain and transdisciplinary



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

Degree programmes

		LANGUAGE	NEW ENROLMENTS	TOTAL STUDENTS	INTERNATIONAL STUDENTS
BUILT ENVIRONMENT					
BSc	Built Environment	English	80	264	160
BSc	Built Environment	Dutch	90	376	2
DATA SCIENCE & AI					
BSc	Applied Data Science & Artificial Intelligence	English	164	229	145
FACILITY					
BSc	International Facility Management	English	117	352	33
GAMES					
BSc	Creative Media and Game Technologies	English	177	686	215
MSc	Game Technology	English	17	28	17
HOTEL					
BA	Hotel Management	English	218	811	134
LEISURE & EVENTS					
BA	Leisure & Events Management	English	189	664	243
BA	Leisure & Events Management	Dutch	302	884	4
BSc	Leisure Studies Academic	English	3	15	4
MSc	Leisure and Tourism Studies Academic	English	13	17	8
MBA	Imagineering	English	10	21	11
MA	Strategic Events Management	English	15	30	13
Pre-M	Pre-Master Leisure & Tourism Studies	English	15	17	7

Degree programmes

		LANGUAGE	NEW ENROLMENTS	TOTAL STUDENTS	INTERNATIONAL STUDENTS
LOGISTICS					
BSc	Logistics Engineering	English	26	66	49
BSc	Logistics Engineering	Dutch	13	73	
BSc	Logistics Management	English	46	98	73
BSc	Logistics Management	Dutch	33	147	2
MSc	Supply Chain Management	English	35	39	23
MEDIA					
BA	Creative Business	English	177	793	313
MA	Media Innovation	English	34	75	37
TOURISM					
Ad	AD Tourism Management	Dutch	110	231	12
BA	Tourism Management	English	125	536	212
BA	Tourism Management	Dutch	101	471	4
BSc	Tourism Academic	English	24	84	17
	Joint degree with Wageningen University				
MA	Tourism Destination Management	English	41	55	24
MA	Sustainable Outdoor Hospitality Management	English	6	6	3
Pre-M	Pre-Master Strategic Business Management	English	21	21	7



Minor tracks

In our multidisciplinary minors, students and lecturers from various degree programmes work on issues from professional practice. Our multidisciplinary minors are:

- + Crowd Safety in Hubs & Events
- + Change Management: how to successfully drive change in organisations
- + Duurzame Gebiedsontwikkeling (Dutch only)
- + A Supply Chain Challenge in the Bicycle Industry
- + International Urban Redevelopment: Towards Sustainable Cities and Mobility
- + Last Mile in the City
- + Bridging your Field of Expertise with Data Science & Artificial Intelligence
- + A Minor for Interdisciplinary Innovation and Collaboration
- + Building Your Own Business
- + Esports Event & Media Management
- + How to Shape a Sustainable World?
- + The Business of Hotels
- + Design and Strategies for Themed Entertainment
- + Co-Creating Events & Designing Experiences
- + Storytelling in Experience Design
- + Designing Processes for Societal Impact Making
- + Live Music & Dance Events
- + Strategic Events Management
- + Designing Future-Proof Liveable and Attractive Destinations
- + Aviation Management
- + Newways Training Company: practical experience in (business) events and travel
- + Digital Marketing in Tourism
- + Tourism Impact Lab

For detailed information on our multidisciplinary minor offerings, check BUas.nl/en/programmes/minors.

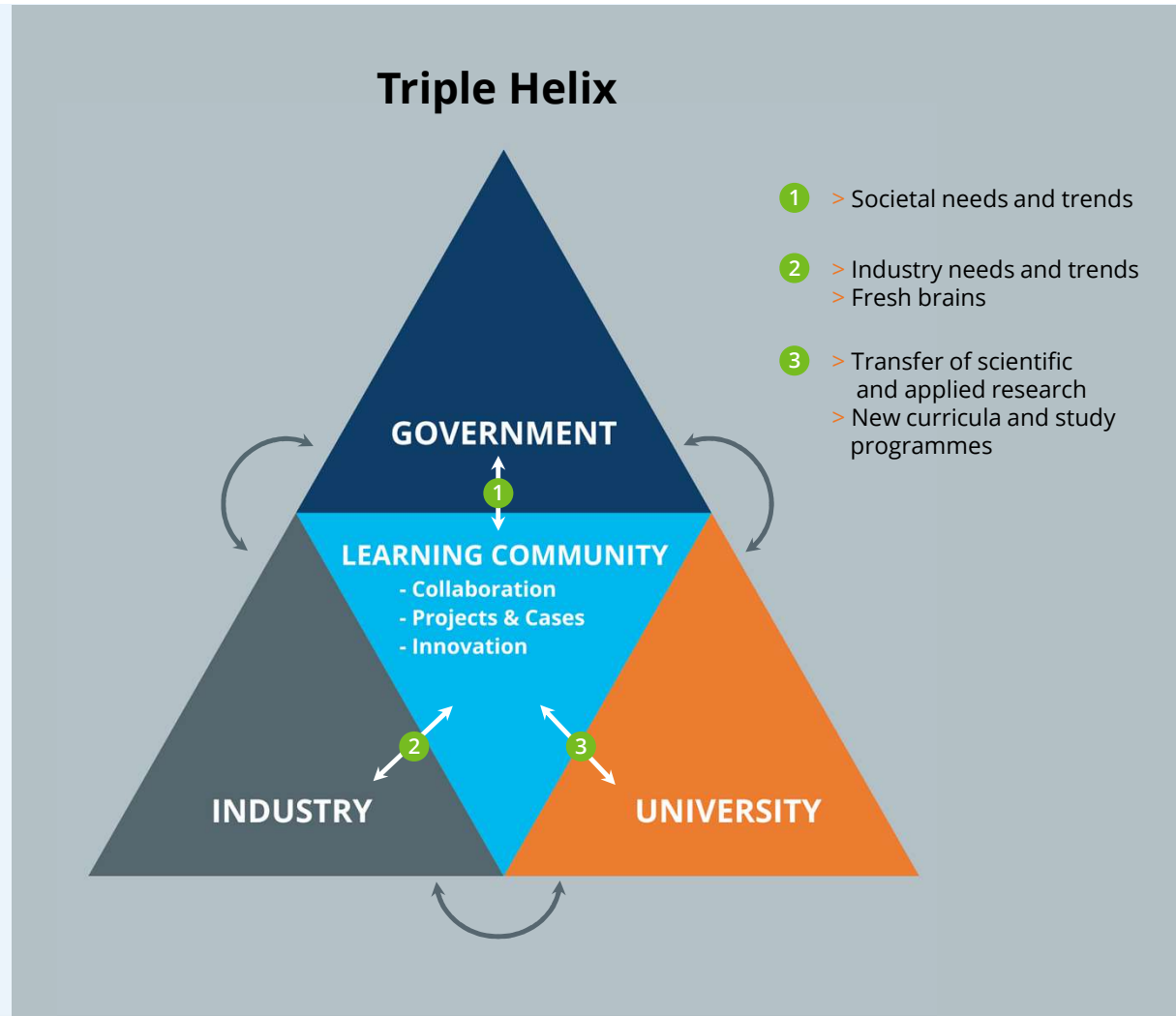
Our Campus

- An inspiring, high-quality and park-like environment
- Keywords: transparency, openness, connection, sustainability, togetherness
- Historical building and new structures combined into state-of-the-art educational facility
- All degree programmes and support services in one place



State-of-the-Art Education

- Small-scale intensive education
- Student-owned learning
- Based on (future) industry/society needs
- BUas Skills for Life
- Educating globally aware professionals
- Supported by Learning Communities



Research Themes

We see

Experiences as catalysts,

Digital realities as a means,

Places as platforms,

Sustainability as a goal of essential societal innovation and transformation, and *Artificial Intelligence* with the aim to bring about meaningful outcomes.



Centres of Expertise

- **CELTH:** Promoting public-private partnerships between higher education and industry partners in the field of leisure, tourism and hospitality
- **LCB:** Bringing entrepreneurs, education, government and research together to create logistics innovations for today and tomorrow
- **THE-ICE:** Global organisation for expertise, accreditation and quality enhancement in tourism, hospitality, events and culinary arts education
- **WLO:** Global network of leisure expertise organisations founded on the belief that well-selected leisure experiences improve quality of life for all
- **KennisDC Logistiek:** Higher education, research and industry cooperating in Greening Corridors, Liveable Cities Logistics, Healthcare Logistics, and Circularity & Sustainability.



Strong Connections to the Industry

Built Environment



Facility



Games



Hotel



Leisure & Events



Logistics



Media



Tourism



Data Science & AI



Community & Organisation

- Strong and agile BUas+ Organisation
 - Professional autonomy and leadership
 - Team-based working
 - Cross-domain and BUas-wide teams and guilds
- Strong and vibrant BUas+ community
 - Student and staff well-being
 - Mindset focused on increasing internal and external global engagement
 - Strong connections with industry and alumni
 - Commitment to Diversity & Inclusion



Top Ratings

- The quality of education and research at BUas is demonstrated by high ratings in recognised international and national league tables.



Recognition & Accreditation

- Our education and research is highly valued by a wide range of international organisations
- Our degree programmes are accredited at national level by the NVAO



ACCREDITED MEMBER



Accredited to meet THE-ICE Standards of Excellence



Sustainability

BUas has committed to the worldwide Sustainable Development Goals (SDG) Charter

- **Education** a course about climate change and sustainability as a cross-curricular topic
- **Research** contributing to making society a better place
- **Operations** 2035 climate positive, solar panels, beehives, water points, green campus
- **Community engagement** extra-curricular activities for students, alumni and staff in cooperation with our student-organised Green Office



Artificial Intelligence

- To leverage AI as a transformative tool in education, research and operations, while keeping ethical considerations at the forefront.



Diversity and Inclusion

- BUas promotes diversity and inclusion in the broadest sense, within our educational curricula, research agenda and internal organisation, as well as society at large.





Thank you and welcome to our Campus

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