



An Introduction to Breda University of Applied Sciences

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CREATING MEANINGFUL EXPERIENCES

BUas Facts & Figures



Breda, the Netherlands



Since **1966**



7,068 students

1,854 international students (26%)

102 countries of origin



885 employees

182 international employees (21%)



178 partner universities

BUas student data October 2023



Our Degree Programmes



Data Science & AI

> Applied Data Science and Artificial Intelligence | BA



Hotel

> Hotel Management | BA



Media

> Creative Business | BA
> Master Media Innovation | MA | ALSO EXECUTIVE



Built Environment

> Built Environment | BA



Leisure & Events

> Leisure & Events Management | BA
> Bachelor of Science Leisure Studies | BA
> Master of Science Leisure and Tourism Studies | MA | ALSO PRE-MASTER
> Master Strategic Events Management | MA | PART-TIME



Tourism

> Tourism Management | Ad
> Tourism Management | BA
> Bachelor of Science Tourism | BSc
> Master Tourism Destination Management | MA
> Master Sustainable Outdoor Hospitality Management | MA



Facility

> International Facility Management | BA



Games

> Creative Media and Game Technologies | BA
> Master Game Technology | MA



Logistics

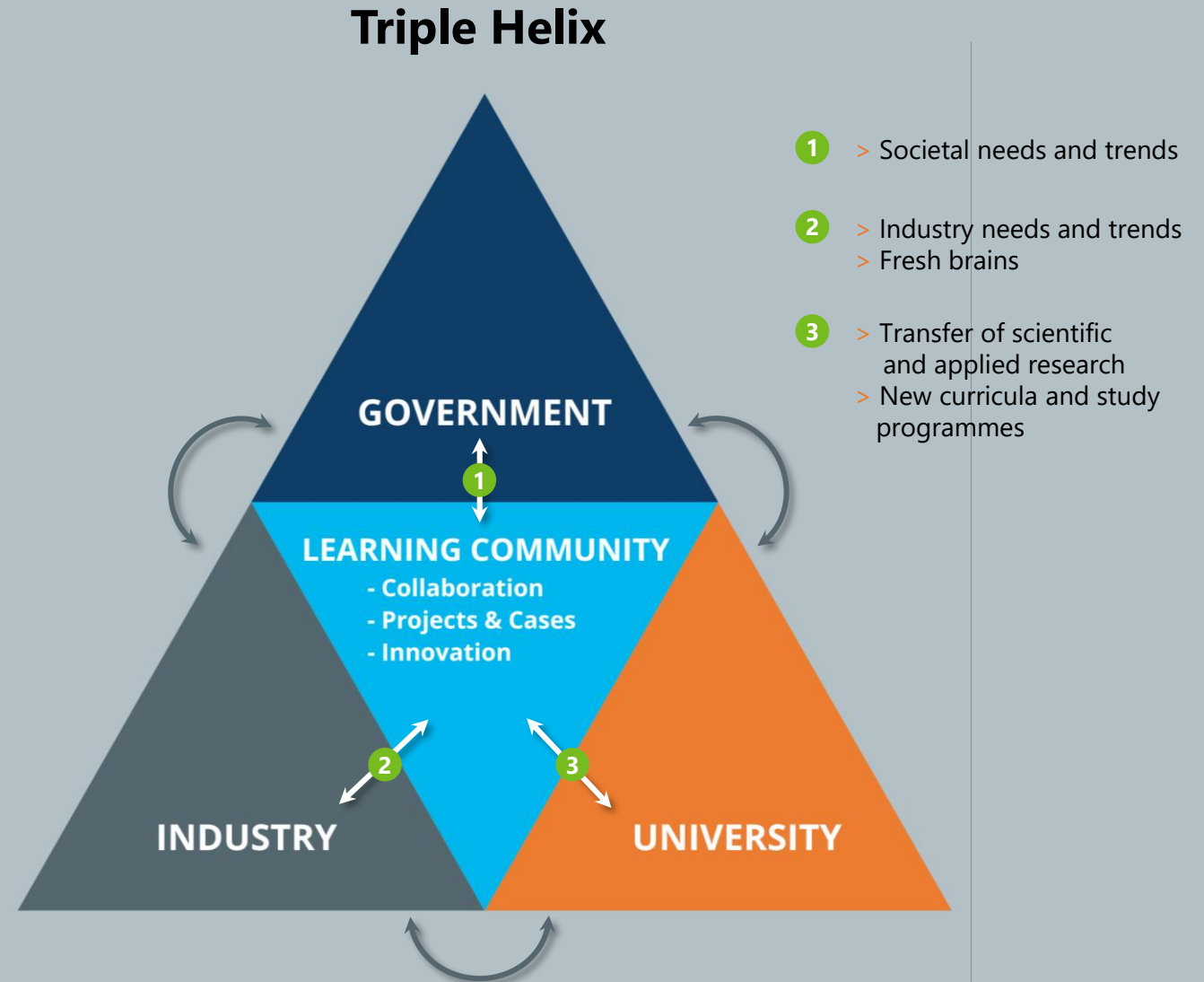
> Logistics Management | BA
> Logistics Engineering | BA
> Master Supply Chain Management | MA

Other BUas programmes

> Master Imagineering | MA | ALSO EXECUTIVE
> Strategic Business Management and Marketing | PRE-MASTER
> Arts and Creative | PD
> Leisure Tourism & Hospitality | PD

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: In-Domain and Cross-Domain Research Themes

Our domains of expertise

Our strength and uniqueness derive from our intense collaborative processes within our strongly related domains, but also from sharing, enhancing, challenging and cultivating knowledge across the boundaries of these domains.



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

Research | Key themes

Our BUas-wide research programme has five cross-domain key topics. It addresses current and future societal challenges and focuses on research that has local relevance within the global context.

Experiences

Every day, in all places, people feel, sense and live experiences

Understanding their nature and motivations allows us to support experiences for cultural understanding, social inclusion, and social transition

Digital Realities

More and more, people also interact in digital realities

Understanding their potential enables us to contribute to using digital realities for better governance and management of societal challenges

Places and Flows

People come together in physical places and they organise flows of goods and services to facilitate their lives

Understanding these interactions enables us to contribute to liveable places and sustainable flows

Artificial Intelligence

BUas aims to leverage AI as a transformative tool, while keeping ethical consideration at the forefront, and bring about meaningful outcomes

Sustainability Transitions

BUas supports (current and future) professionals in identifying, crafting, and implementing sustainability transition pathways

Our Research & Development programme is:

- + beyond applied
- + guided by societal challenges
- + cross-domain and transdisciplinary
- + connected to education
- + connected to industry



Our key topics in research

- + **Creative and Entertainment Games**
Content, creation, and cultural context of artistic/entertainment video games.
- + **Smart Cities and Logistics**
The role and place of city logistics innovations in transition towards smarter and sustainable cities.
- + **Digital Media Concepts**
Creating and testing new immersive media strategies and content (VR, AR, MR).
- + **Storytelling**
Storytelling research and design, with and for the leisure, tourism and hospitality industry.
- + **Digital Transformation in Cultural Tourism**
Researching the application of digital realities within the realm of cultural tourism
- + **Sustainability, Tourism and Transport**
The mitigation of tourism and transport impacts on the environment.
- + **Leisure and Tourism Experiences**
Measurement and design of leisure and tourism experiences and their impacts.
- + **Sustainability Transitions**
Supporting (current and future) professionals in identifying, crafting, and implementing sustainability transition pathways
- + **Placemaking and Events**
Analysing the relationship between people, places and events.
- + **Tourism Impacts on Society**
The impacts of tourism on society.
- + **Serious Games, Innovation & Society**
Playful organisations and learning systems.
- + **Urban Mobility Planning**
Research on the interaction between the built environment and mobility.

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.



Industry:

Connected to the industry

Breda University of Applied Sciences has strong collaborations with industry partners around the globe. Together we provide students with relevant and up-to-date education within full-time and executive degree programmes.

Built Environment



Facility



Games



Hotel



Innovation Square

Entrepreneurial and innovative industry professionals are welcome guests to us. Innovation Square is a platform for students, graduate students, researchers and industry professionals from Breda and far beyond. You will find seats-to-meet facilities, room for brainstorming sessions, as well as flexible workspaces. It is also possible to hire a space for your business or event.

Leisure & Events



Logistics



Media



Tourism





Games

Our Featured Projects in Games & Media



Consortium: 56 partners: NETCOMPANY – INTRASOFT (BE), Norwegian University of Science and Technology, Sapienza University of Roma, Technical University of Varna, Thales (FR), University of Edinburgh, etc.

When

Feb 2022 – Jan 2025

Funding

HORIZON 2020

More information: <https://ocean-twin.eu>

CREATING MEANINGFUL EXPERIENCES



Leisure &
Events

Our Featured Projects in Leisure & Events



BRABANT IN WORLD WAR II

CROSS ROADS

75 LIFE CHANGING WAR STORIES

Consortium

Visit Brabant, Brabant Remembers, Erfgoed Brabant, Stichting Crossroads

When

2015-2020

Funding

Regional

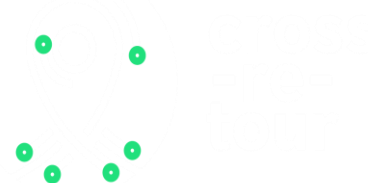
[More information](#)

CREATING MEANINGFUL EXPERIENCES



Tourism

Our Featured Projects in Tourism



Consortium

7 partners: CAMBRA, New Insights for Tourism, INOVA+, Baltic Country Holidays, Malta Tourism Authority, ARCTUR, Regionalna Razvojna Agencija

When

Sep 2023 – Sep 2026

Funding

COSME

More information

<https://crossretour.eu>

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Hotel

Our Featured Projects in Hotel & Facility



Consortium

10 partners: KU Leuven, BUas, University of Split, University of Lapland, MODUL University Vienna, Ca' Foscari Università di Venezia, UNESCO, IAMZ-CIHEAM, Visit Flanders, Quantitas

When

May 2023 – November 2026

Funding

European Union's Horizon2020 research and innovation programme

More information

<http://www.smartcultour.eu/>

CREATING MEANINGFUL EXPERIENCES





Our Featured Projects in Built Environment & Logistics



Consortium

47 partners: cities, technology and service providers, industry and SMEs, real estate companies, research organisations and universities, and network organisations

When

May 2023 – November 2026

Funding

European Union's Horizon Europe research and innovation programme

More information

<https://discoprojecteu.com/>



Our Featured Projects in Built Environment & Logistics

GREENGAGE

ENGAGING CITIZENS - MOBILIZING TECHNOLOGY - DELIVERING GREEN DEAL

Consortium

14 partners: SMEs & IT providers, research organisations and universities, cities and NGO's

When

Jan 2023 – December 2025

Funding

European Union's Horizon Europe research and innovation programme

More information


<https://www.greengage-project.eu/>

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 



More information?

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