

CREATIVE BUSINESS

ERASMUS EXCHANGE HANDBOOK 2024- 2025

DISCOVER YOUR WORLD

Introduction

Hello and welcome to Creative Business (CB)!

CB was first founded in 2002 with the aim to educate management professionals for the broad industry field of media and entertainment. Our education is focused on a wide variety of media and management related subjects. We pay special attention to the international orientation of the media industry and this is also reflected in the composition of both our students and our staff. Approximately 33% of our students have an international background, while more than 50% of CB's lecturing staff have joined the academy from a number of places around the world.

In keeping with our international nature, and in order to ensure transparent communication within the academy, the language of both instruction and communication is English.

Students who would like to attend CB for an exchange programme of one or two semesters are welcome to join courses from either the first, second or third year in **either** the Spring semester or Fall semester. Exchange students in CB get added to a regular class of our students which insures greater integration and participation in student life outside of the classroom.

Key Dates

2 nd September 2024:	Start of first semester
21 st October 2024 – 25 th October 2024:	Autumn Holiday
23 rd December 2024 – 3 rd January 2025:	X-mas Holiday
31 st January 2025:	End of first semester
3 rd February 2025:	Start of second semester
3 rd March 2025 – 7 th March 2025	Spring Holiday
28 th April 2025 – 2 nd May 2025:	May Holiday
27 th June 2025	End of second semester

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How is CB structured?

- Years one, two and three have two semesters (Fall and Spring).
- It is important for exchange students to be present during the entirety of the semester, as classes and testing are distributed throughout the semester.
- Attendance of classes is mandatory, so, unfortunately, it is not possible to travel during school weeks. However, there are a number of holiday weeks throughout the year that are suitable for travelling which ensures that our exchange students get plenty of chances to travel around Europe.
- The minimum passing grade in CB is a 5.5 out of 10.
- One study credit (1 ECTS) represents 28 hours of study. For a course of 3 ECTS a student will therefore spend approximately 84 hours (3 x 28 hours), which includes time spent in class (i.e., attending lectures and tutorials) as well as time required for self-study (i.e. homework, revision for exams).

Whom is CB suitable for?

CB is most suitable for exchange students with a management, AV-production, film, media, communication, advertising/PR or media-marketing major as the courses have a strong focus on these subjects.

Additional CB information

- If you are planning on joining CB in the Fall semester, classes are scheduled to commence in the week beginning 2nd September 2024. In order to ensure that you settle in properly and familiarize yourself with Breda and our university, we advise you to arrive well in advance. In the week prior (26th August 2024–30th August 2024), an Introduction Week will be held and more information on this will be made available to you.
- If you are joining CB in the Spring semester, classes are scheduled to commence in the week beginning 3rd February 2025. Please make sure to arrive before 27th January 2025 to ensure you have enough time to settle in Breda before the beginning of classes.
- As an exchange student you are welcome to choose a CB Study Package per semester. Each package consists of courses from either the first, second, or third year. Unfortunately, it is not possible to choose courses from different study years within the same semester as this results in scheduling conflicts.
- Please bear in mind that exchange students might need prerequisite knowledge in order to join a course, especially with our AV production classes. If that is the case, please contact our Academic Coordinator, Anna Voinova at voinova.a@buas.nl and she will explain what needs to be done.
- We welcome our exchange students to join the Dutch for Foreigners course which will teach you the basics of the Dutch language. Beginner's level is offered in Fall and Spring semester, runs across the whole semester, and is worth 3 ECTS.
- It is essential to bring your own laptop when studying in CB.



Choosing a CB Study Package

As an exchange student joining CB for a semester, you are welcome to choose from one of a number of CB Study Packages. *Please be aware that we are undergoing a minor restructuring of our curriculum and there may be some minor changes between what is described and what runs in the 2024-2025 academic year.*

1.1 Fall Semester

In the Fall semester students are able to select one of the following study packages (see Appendix A for full course information):

- **Year 1, First Semester.** In this package, students can take courses in narrative, project management, image editing, pitching, career coaching, marketing, management, media literacy, and academic writing, as well as gaining foundational knowledge of the media industry. A total of 30 ECTS are available within this package. Important to note, is that some of these courses fall under the Production House (PRH) project, meaning that you either take all of these courses that fall under Production House, or none at all.
- **Year 2, First Semester.** In this package, students can participate in three projects; *Design Thinking*, *Short Form Drama Development*, and *Trends; Opinion and Expression*. In addition, students participate in the multi-disciplinary Production House, and are able to take a Free Elective. A total of 30 ECTS are available within this package. It is also possible to take Dutch for Foreigners for an additional 3 ECTS.
- **Year 3, First Semester.** In this package, students can participate* in one of two projects: *Data Driven Decision Making* or *Trend Driven Innovation*. Each one of these projects is worth 18 ECTS. In addition, Year 3 and Year 4 also offers *Entrepreneurship* and Production House. A total of 30 ECTS are available within this package. It is also possible to take Dutch for Foreigners for an additional 3 ECTS.

1.2 Spring Semester

In the Spring semester students are able to select one of the following study packages (see Appendix A for full course information):

- **Year 1, Second Semester.** In this package, students take courses in scriptwriting, financial management, career management, audio visual production, marketing, media legislation, camera and audio, and principles of research. A total of 30 ECTS are available within this package. Important to note, is that some of these courses fall under the Production House (PRH) project, meaning that you either take all of these courses that fall under Production House, or none at all. In this semester, Production House counts for 24 ECTS, so you either take the full 24 ECTS or you choose a different year.
- **Year 2, Second Semester.** In this package, students can participate in three projects: *Brand Development & Site*, *Live TV Show*, and *Trends; Ethical Debate and Podcast*. In addition, students participate in the multi-disciplinary Production House, and are able to take a Free Elective. A total of 30 ECTS are available within this package.
- **Year 3, Second Semester.** In this package, students can participate* in only one of four projects: *Data Driven Decision Making*, *Creative Producing*, *Cross-Platform Thinking* or *Trend Driven Innovation*. Each one of these projects is worth 18 ECTS. In addition, Year 3 also offers *Entrepreneurship* and Production House. A total of 30 ECTS are available within this package. It is also possible to take Dutch for Foreigners for an additional 3 ECTS.

The full details of all study packages and their course content can be found in Appendix A (Study Package Details).

Please ensure that you obtain approval from your home university before applying for a study package.

It is important to realize that some course packages might require prerequisite knowledge. If you have any questions about the content of the packages, please get in touch with Anna Voinova (voinova.a@buas.nl).

**Because the Creative Business program at Breda University of Applied Sciences is a small-scale and intensive education program, there are limited spaces available for the project packages in Year 3 in both the Fall and Spring Semester. Specifically, the four projects consisting of Data Driven Decision Making, Creative Producing, Cross-Platform Thinking or Trend Driven Innovation all require prerequisite knowledge and skills and work with a maximum number of students. Finally, you can only choose these courses if you are a third- or fourth-year student. As such, if you intend to choose one of these, please consult with Anna Voinova (voinova.a@buas.nl).*

FAQ

I am doing a Film degree at my home university, can I still do a Media management exchange at CB?

Yes, you can. If you are a Film production student at your home university, you have to check with the study advisor of your university whether you are allowed to take our courses as they cover a broad range of media related subjects including management, marketing, production, content and research.

I wish to do an exchange at CB, but my home university does not have a partnership with Breda University of Applied Sciences. What do I have to do?

Please ask the International Office at your home university to contact Anna Voinova (voinova.a@buas.nl) to discuss possibilities to set up a partnership with CB.

Appendix A: Study Package Details

In this section you can find out a full breakdown of courses contained within each of the CB study packages. *Be aware that, due to a curriculum update, there may be some slight changes to the details published within this appendix. Please bear in mind that it is essential to follow all the courses as they are interconnected with each other. Courses marked with an * means they are part of Production House. This means that they are considered a core component of Production House and that students cannot pick some of these courses. All the courses marked with an * need to be followed. Courses marked with a ** mean that they require prerequisite knowledge and skills, and you need to be a third- or fourth year student. Please check with the International Coordinator to see if you can choose this course during your exchange.*

1.3 Year 1, First Semester

Course code	Course name	ECTS
PRH1-CON1	Principles of Storytelling	3
PRH1-MAN1	Project Management	2
PRH1-PCM1	Professional Career Management	2
PRH1-PRO1	Image Editing	3
PRH1-MAR1	Principles of Marketing	3
PRH1	Magazine Project	3
MED1	Introduction to the Media and Entertainment Industry	3
MED2	Pitching	2
MAN2	Principles of Management	5
CON2	Media Literacy	2
RES1	Academic Writing and Research	2
	TOTAL	28

1.3.1 PRH1-CON1: Principles of Storytelling (3 ECTS)

In this study unit the following content is covered:

- Storytelling as foundation for culture
- Ancient story genres (mythology, fairy tales, etc.)
- Storytelling in modern media
- Story structure, character and conflict
- Stories as teaching vehicles; social messages

1.3.2 PRH1-MAN1: Project Management (2 ECTS)

In this study unit the following content is covered:

- Project characteristics and lifecycle
- Project communication: Meeting Agendas, Minutes, and Progress Reports
- Project Planning
- Risk management
- Project Closure

1.3.3 PRH1-PCM1: Professional Career Management (2 ECTS)

In this study unit, the following content is covered:

- Professional attitude
- Feedback
- Reflective writing
- Goal setting

1.3.4 PRH1-PRO1: Image Editing (3 ECTS)

In this study unit the following content is covered:

- Introduction to the vocabulary of design principles and elements in order to create a framework for usage when producing and managing visual communication
- Adobe Photoshop; with a key focus on working with image extensions, exploring the tool set, optimization of images, and work with multiple images in layers and layer masks
- Adobe Illustrator; with a key focus on importing images from different sources, creating and modifying vector images, exporting and optimizing vector content
- Adobe InDesign with key focus on introduction to user interface and document properties, work with key tools, working with templates and masters, working with grids, frames and pages

1.3.5 PRH1-MAR1: Principles of Marketing (3 ECTS)

In this study unit, the following content is covered:

- General introduction to marketing
- Marketing environment / situation analysis
- Consumer behaviour
- Segmentation, targeting and positioning
- Product and branding
- Price

1.3.6 PRH1: Magazine Project (3 ECTS)

Production House is a professional environment in which the five disciplines of content, production, marketing, management and professional career management (general) come together. All five units focus on one project: creating a magazine.

1.3.7 MED1: Introduction to Media & Entertainment Industry (3 ECTS)

In this study unit, the following content is covered:

- Historical, current and future perspectives on the media industry
- Media industry business models
- Media consumption

- Media distribution
- Media creation
- Media impact on society

1.38 MED2: Pitching (2 ECTS)

In this study unit, the following content is covered:

- Pitch structure
- Audience analysis
- Audience interaction
- Personal skills
- Constructive Feedback

1.3.9 MAN2: Principles of Management (5 ECTS)

In this study unit the following content is covered:

- What managers do
- Management Theory and Perspective
- Management Roles: Interpersonal, Informational, Decisional
- Global Environment Assessment
- Organizational Culture
- Decision Making and Bias
- Managing Change
- Social Responsibility and Ethics

1.3.10 CON2: Media Literacy (2 ECTS)

In this study unit the following content is covered:

- Film and story structure
- Intertextual links and finding sources
- Stylistic devices
- Film as moral institution

1.3.11 RES1: Academic Writing and Research (2 ECTS)

In this study unit the following content is covered:

- Guidelines academic English / Formal English

- Essay structure
- Logical argumentation
- APA style citation and referencing
- Writing strategies
- Critical reflection and constructive feedback

1.4 Year 2, First Semester

Course code	Course name	ECTS
PRJ1	Design Thinking	2
PRJ2	Short Documentary Development	6
PRJ3	Trends; Opinion and Expression	3
PRH3	Production House 3	17
FREE	Free Elective	2
	TOTAL	30

1.4.1 PRJ1: Design Thinking (2 ECTS)

Upon successful completion of this project, the student is able to:

- Apply the Design Thinking methodology to solve problems of the media industry
- Produce low fidelity prototypes for concepts of the media industry
- Conduct user testing

1.4.2 PRJ2: Short Documentary Development (6 ECTS)

Upon successful completion of this project, the student is able to:

- Develop and script a short documentary film project from a specified genre.
Deliver a complete creative package for a short documentary film from a specified genre.
- Deliver a complete production bible and audiovisual material for a short documentary film to demonstrate viability of project to stakeholders.
- Develop a full marketing plan and marketing communication plan based on the SOSTAC method where all marketing decisions are justified based on market research and relevant marketing theories independently in a relatively clearly arranged situation.
- Deliver a Promotion Kit which is pitched to a broadcaster of your choice. The student is able to apply persuasive writing techniques to formulate a convincing message that entices the audience to become involved in the documentary.

1.4.3 PRJ3: Trends; Opinion and Expression (3 ECTS)

After successful completion of this project, the student will be able to:

- Apply professional writing techniques including APA style of referencing and persuasive writing techniques in an academic essay that identifies a trend or innovation in the creative business industry and society and argues its relevance to media

1.4.4 PRH3: Production House (17 ECTS)

Working in multidisciplinary teams in a specific Production House departments, student work for external clients on a variety of projects. After successful completion of this study unit, the student will be able to:

- Establish effective professional working relationships with peers and supervisors within the context of Production House departments and/or projects
- Establish and maintain a professional working relationship with clients, showing accountability, independence, professional communication skills, producing professional documentation and a product for the client within the context of Production House departments and/or projects
- Show ownership of improving self-management and development skills through identifying gaps in your own learning and development, formulating goals towards closing this gap and reflecting critically on the development within the context of Production House departments and/or projects
- Identify and conduct quantitative applied research and present its research outcome and the on this outcome based well informed (creative) recommendations for the further development of the Production House in the form of an Applied Research Report
- Support first year students in their Production House projects by guiding them through the process, providing them with feedback and answering questions related to the process or project
- Based on your choice of a media-related company and one product/service, define and analyse its business model and identify connections between the building blocks. Furthermore, you will be able to propose improvements to the business model based on consumer insights and analyse the financial feasibility of the company

1.4.5 FREE: Free Elective (2 ECTS)

The Free Elective course enables you to undertake a project or assignment of your choice, which represents 56 hours of workload and which expands your knowledge and/or skills in the field of Media and Entertainment.

1.5 Year 3, First Semester

Course code	Course name	ECTS
DD1**	Data Driven Decision Making	18
TDI1**	Trend Driven Innovation	
MAN1	Entrepreneurship	4
PRH5	Production House 5	8
	TOTAL	30

1.5.1 DD1: Data Driven Decision Making (18 ECTS)

After successful completion of the project the student will be able to:

- Make data-driven recommendations for future campaigns by analyzing an existing marketing campaign
- Present research outcomes and recommendations after independently conducting research, selecting fitting methods and making use of all previously acquired research skills

1.5.2 TDI1: Trend Driven Innovation (18 ECTS)

After successful completion of the project the student will be able to:

- Apply findings of creative business trend analysis in new innovative concepts taking into account all stakeholders
- Develop and execute original media concepts fitting within the future market and technical landscape by analyzing media trends
- Present research outcomes and recommendations after independently conducting research, selecting fitting methods and making use of all previously acquired research skills

1.5.3 MAN: Entrepreneurship (4 ECTS)

After successful completion of the project the student will be able to:

- Create an entrepreneurial business plan for a new small creative business company

1.5.4 PRH5: Production House 5 (8 ECTS)

After successful completion of the project the student will be able to:

- The student is able to adjust leadership styles in order to steer towards a favorable outcome through motivated collaboration in the context of a professional working environment
- The student can apply findings of creative business trend analysis in new innovative concepts taking into account all stakeholders
- The student can promote cross-platform exploration by audiences in a (branded entertainment) transmedia concept
- The student can develop and execute original media concepts fitting within the future market and technical landscape by analyzing media trends
- The student can make data-driven recommendations for future campaigns by analyzing an existing marketing campaign

These final four ILO's are dependent upon which department the student works at.

1.6 Year 1, Second Semester

Course code	Course name	ECTS
PRH2-CON3*	Scriptwriting	4
PRH2-MAN3*	Financial Management	6
PRH2-PCM*	Professional Career Management	4
PRH2-PRO3*	Audio Visual Production	5
PRH2-MAR2*	Principles of Marketing 2	3
PRH2-MED3*	Introduction to Media Legislation	2
PRO2	Camera and Audio	3
RES2	Introduction to Applied Research	3
	TOTAL	
		30

1.6.1 PRH2-CON3: Scriptwriting (4 ECTS)

In this study unit, the following content is covered:

- Observing a specific (dramatic) arena and its inhabitants and writing an observation report on it
- Developing a dramatic idea and turning it into a clear premise and a logline
- Creating character(s) that can live up to the demands of the premise, to prove the validity of your premise by your story
- Creating a story structure and scene breakdown to tell the story in the most appealing and efficient way
- Write scenes (action, dialogue, location etc.) and complete it in a full script in a professional industry format

1.6.2 PRH2-MAN3: Financial Management 1 (6 ECTS)

In this study unit, the following content is covered:

- Budget creation
- Budget management
- Project Investment :
- Correlation between investment and financing issues
- Capital budgeting Sources funding
- Equity and liabilities

1.6.4 PRH2-PCM2: Professional Career Management (4 ECTS)

In this study unit, the following content is covered:

- Professional attitude
- Feedback
- Reflective writing
- Goal setting

1.6.5 PRH2-PRO3: Audio Video Production (5 ECTS)

In this study unit, the following content is covered:

- Production Management of a short film
- Pre-production Paperwork and Production Workflow of a short film
- Advanced Camera and Video Recording Skills
- Advanced Audio Recording Skills
- Advanced Video Editing Skills and Continuity Editing
- Short Film Production
- Teamwork in a short film production

1.6.6 PRH2-MAR2: Principles of Marketing 2 (3 ECTS)

This study unit is part of Production House 4 (15 ECTS) and the following content is covered:

- Services Marketing
- Integrated Marketing communications
- Advertising
- PR
- Sales and Sales promotion
- Retail and Distribution
- Sales Tactics

1.6.7 PRH2-MED3: Introduction to Media Legislation (2 ECTS)

In this study unit the following content is covered:

- Regulation of the Media Industry
- Basics of Intellectual Property Law: Copyright and Trademarks

- Other Forms of Protection e.g. Trade Secrets
- Contract Law and Rights Clearance for Media Production

1.6.8 PRO2: Camera and Audio (3 ECTS)

In this study unit the following content is covered:

- Production Management
- Pre-production Paperwork and production workflow
- Camera and Video Recording Skills
- Audio Recording Skills
- Video Editing Skills

1.6.9 RES2: Introduction to Applied Research (3 ECTS)

In this study unit the following content is covered:

- Searching for pertinent literature
- Writing a theoretical framework
- Developing a research problem, research goal, research questions and a hypothesis
- Writing a method section of a research proposal
- Create a complete research proposal

1.7 Year 2, Second Semester

Course code	Course name	ECTS
PRJ3	Trends; Ethical Debate and Podcast	3
PRJ4	Brand Development	8
PRJ5	Live TV Show	9
PRH4	Production House 4	10
FREE	Free Elective	2
	TOTAL	32

1.7.1 PRJ3: Trends; Ethical Debate and Podcast (3 ECTS)

After successful completion of this project, the student will be able to:

- Apply rhetorical techniques including use of pathos, ethos, and logos in a persuasive recorded speech that provides a substantiated opinion on a trend or innovation in the creative business industry and society
- Identify an ethical dilemma related to a creative business trend, analyse it by using the Potter Box model, discuss and construct a substantiated argument to justify an ethical standpoint

- Apply audio recording skills for the formats defined in the project brief

1.7.2 PRJ4: Brand Development (8 ECTS)

After successful completion of this project, the student will be able to:

- At the end of this project, the student is able to develop an immersive brand concept and translate the brand vision and values into an adequate visual identity and relevant media content for the intended target audience, independently using the instructions given in class.
- At the end of this project the student is able to design, test and develop a simple website and the associated file assets independently on the basis of templates in the context of showcasing a brand.
- At the end of this project, the student is able to execute a communication & media strategy for their own brand, independently demonstrating insight in the marketing mix in a relatively clearly arranged situation.
- At the end of this project, the student is able to analyse a brand using the Lean Start up methodology for the chosen brand.

1.7.3 PRJ5: Live TV Show (9 ECTS)

After successful completion of this project, the student will be able to:

- Distinguish between fictional and non-fictional storytelling techniques and apply non-fiction storytelling skills in order to create content for a live non-fiction TV show that is targeted towards the intended audience by applying journalistic research and journalistic interview techniques
- Apply the roles and processes for live/multi camera production in contrast to Electronic Field Production (EFP) by linking previously acquired audio-video skills to the newly acquired non-fiction storytelling techniques
- Analyse and interpret their executed promotion campaign that was based on a developed communication/media plan, in order to reflect and provide future recommendation(s) regarding a promotional campaign relevant to the project
- Assess the legal ways they can share and protect their format and draft a licensing agreement for the production of the show

1.7.4 PRH4:

Production House 4

(10 ECTS)

Working in multidisciplinary teams in a specific Production House departments, student work for external clients on a variety of projects. After successful completion of this study unit, the student will be able to:

- Establish effective professional working relationships with peers and supervisors within the context of Production House departments and/or projects
- Establish and maintain a professional working relationship with clients, showing accountability, independence, professional communication skills, producing professional documentation and a product for the client within the context of Production House departments and/or projects
- Show ownership of improving self-management and development skills through identifying gaps in your own learning and development, formulating goals towards closing this gap and reflecting critically on the development within the context of Production House departments and/or projects
- Identify and conduct quantitative applied research and present its research outcome and the on this outcome based well informed (creative) recommendations for the further development of the Production House in the form of an Applied Research Report
- Support first year students in their Production House projects by guiding them through the process, providing them with feedback and answering questions related to the process or project
- Based on your choice of a media-related company and one product/service, define and analyse its business model and identify connections between the building blocks. Furthermore, you will be able to propose improvements to the business model based on consumer insights and analyse the financial feasibility of the company

1.7.5 FREE:

Free Elective

(2 ECTS)

The Free Elective course enables you to undertake a project or assignment of your choice, which represents 56 hours of workload and which expands your knowledge and/or skills in the field of Media and Entertainment.

1.8 Year 3, Second Semester

Course code	Course name	ECTS
CP1**	Creative Producing	18
CPT1**	Cross Platform Thinking	
DD1**	Data Driven Decision Making	
TDI1**	Trend Driven Innovation	
MAN1	Entrepreneurship	4
PRH6	Production House 6	8
	TOTAL	30

1.8.1 CP1: Creative Producing (18 ECTS)

After successful completion of the project the student will be able to:

- Develop and execute original media concepts fitting within the future market and technical landscape by analyzing media trends
- Present research outcomes and recommendations after independently conducting research, selecting fitting methods and making use of all previously acquired research skills

1.8.2 CPT1: Cross Platform Thinking (18 ECTS)

After successful completion of the project the student will be able to:

- Create creative content
- Promote cross-platform exploration by audiences in a (branded entertainment) transmedia concept
- Apply findings of creative business trend analysis in new innovative concepts taking into account all stakeholders
- Independently and individually identify and conduct applied research and present the gained knowledge and recommendations for the project

1.8.3 DD1: Data Driven Decision Making (18 ECTS)

After successful completion of the project the student will be able to:

- Make data-driven recommendations for future campaigns by analyzing an existing marketing campaign
- Present research outcomes and recommendations after independently conducting research, selecting fitting methods and making use of all previously acquired research skills

1.8.4 TDI1: Trend Driven Innovation (18 ECTS)

After successful completion of the project the student will be able to:

- Apply findings of creative business trend analysis in new innovative concepts taking into account all stakeholders

- Develop and execute original media concepts fitting within the future market and technical landscape by analyzing media trends
- Present research outcomes and recommendations after independently conducting research, selecting fitting methods and making use of all previously acquired research skills

1.8.5 MAN: Entrepreneurship (4 ECTS)

After successful completion of the project the student will be able to:

- Create and entrepreneurial business plan for a new small creative business company

1.8.6 PRH6: Production House 6 (8 ECTS)

After successful completion of the project the student will be able to:

- The student is able to adjust leadership styles in order to steer towards a favorable outcome through motivated collaboration in the context of a professional working environment
- The student can apply findings of creative business trend analysis in new innovative concepts taking into account all stakeholders
- The student can promote cross-platform exploration by audiences in a (branded entertainment) transmedia concept
- The student can develop and execute original media concepts fitting within the future market and technical landscape by analyzing media trends
- The student can make data-driven recommendations for future campaigns by analyzing an existing marketing campaign

These final four ILO's are dependent upon which department the student works at.



Games



Media



Hotel



Facility



Built Environment



Logistics



Tourism



Leisure & Events



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