Nicole de Leeuw

ERIM (Education, Research & Information Management office)

Breda University of applied sciences

A specialised university, the domains that BUas covers: Tourism, Leisure & Events, Hotel, Facility, Built Environment, Logistics, Games, Data Science & AI, and Media.

We offer 12 bachelors, 7 masters, 1 AD

Special track (bachelor) in Attractions & Theme Parks Management.

Breda University OF APPLIED SCIENCES

BUas, the international perspective

BUas has adopted a holistic approach to internationalisation in education, research and community organisation.

In this strategic period a shift towards a more robust European focus in internationalisation in line with our sustainability goals. We want to improve our European visibility and impact we have on Europe.

This aligns with the EU call for enhanced collaboration between higher education institutions in Europe=> BUas participates in the EUA KreativEU.

Goals regarding Education:

- Investing in increasing the quality of existing partnerships
- Leveraging available funding opportunities at both national and international levels.

IDEAS Master Programme

IDEAS (Innovative Design of themed Entertainment and Attractions for Sustainability) aims to be a master programme in the fields of tourism, hospitality, entertainment, leisure, sustainability and international business management to educate students towards senior and executive level management positions in the themed entertainment and attractions industry.

IDEAS

Partner Universities

UNIVERSITAT ROVIRA i VIRGILI

Coordinating Institution

Breda University OF APPLIED SCIENCES

IULM università iulm

Funded by the European Union

The universities have prepared the academic programme with funding from the Erasmus Mundus Design Measures programme of the European Commission. The project, presented in 2022 was awarded with a score of 97 out of 100 points.

Industry support for the design of the master:

IAAPA

TEA THEMED ENTERTAINMENT ASSOCIATION

PortAventura WORLD PARKS & RESORT

Efteling

Gardaland RESORT

Parchi Permanenti Italiani

FEDERTURISMO CONFINDUSTRIA

MILANO ACQUAWORLD

ZAMPERLA

adventurelab

mycotoo the entertainment development company

IDEAS Timeline

2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027

EMDM application
Start Project

EMDM award

IDEAS master project design
Project design and preparation

European Approach
Accreditation

EMJM application

EMJM award?

IDEAS Master
Preparatory year

IDEAS Master
First edition of IDEAS students

Deliverables, EMDM design phase

Project Implementation

Coordination of the project team, planned activities and outcomes, financial and administrative management

Academic programme

Joint programme design, detailed structure including modules, subjects, internship/s, master thesis, mobility track.

Partnership agreement

Letter of intent, consortium agreement

Application, selection, promotion, student matters

Joint promotion and awareness-raising strategy, joint student admission requirements and application, selection, monitoring, examination/ performance evaluation rules/ procedures.

Accreditation

European Approach for Quality Assurance of Joint Programmes

IDEAS Master

Joint programme, 3 institutions

Programme leading to a joint degree (Spain, The Netherlands, separate degree from Italy).

Professional Master's Programme

Close cooperation with industry, Industry Associated Partners will be involved throughout the 2 year - programme.

Industry contributions in the design phase:

- VILA-SECA Dec'22
- BRUSSELS Mar'23
- **IAAPA** (International Association of Amusement Parcs and Attractions) Common Body of Knowledge 2022 (CBoK)
- MILAN Jan'25

Executive skills

Mobility track

Innovative Design of themed Entertainment and Attractions for Sustainability

YEAR 1		YEAR 2	
Semester 1	**Semester 2**	**Semester 3**	**Semester 4**
UNIVERSITAT ROVIRA i VIRGILI	Breda University of Applied Sciences	IULM università iulm	

European Approach Accreditation

- AQU leading accreditation agency, cooperation with the Dutch and Italian accreditation agencies
- Self evaluation and annexes, submitted to AQU
- Panel composition and decisions on how/ what for site visit
- Online site visit

Challenges

Accreditation

- European approach new for all.
- How much detail possible in documents seeing the projected start date of the programme.
- Sometimes it was not clear what annexes were needed.

In general

- Change of consortium partner
- Different legislation/ requirements per country.
- Collaborating with partners, especially from different countries takes time.
- Planning of meetings.

For discussion

Misconceptions

European approach accreditation:

- Although a joint programme is accredited through the European Approach, a NVAO procedure for initial accreditation is still required.
- Using the European Approach means we can bypass national accreditation agencies altogether.

Dual/ double/ joint degree:

- A double degree and a dual degree are exactly the same, it's just a matter of wording.
- Double degrees always require students to do twice the amount of work.