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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.

# 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



università  
iulm



Funded by  
the European Union

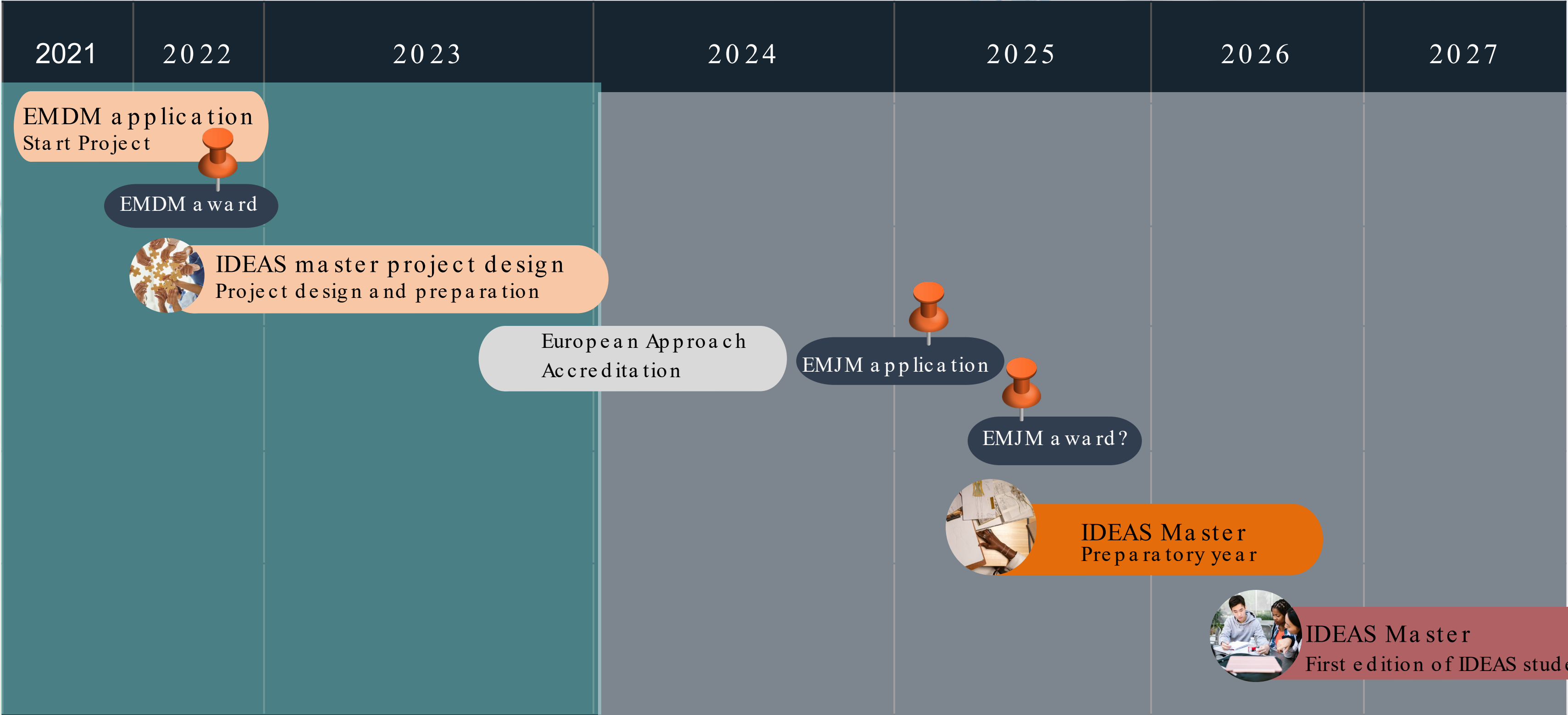
The universities have prepared the academic programme with funding from the Erasmus Mundus Design Measures programme of the European Commission. The project, presented in 2022 was awarded with a score of 97 out of 100 points.

Industry support for the design of the master:





# IDEAS Timeline



# 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

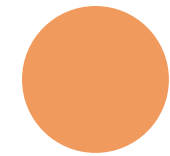
Joint promotion and awareness-raising strategy, joint student admission requirements and application, selection, monitoring, examination/ performance evaluation rules/ procedures.

## Accreditation

European Approach for Quality Assurance of Joint Programmes

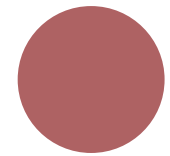


# IDEAS Master



## Joint programme, 3 institutions




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

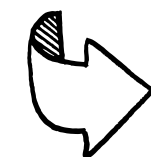


## Professional Master's Programme

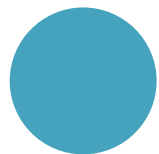
Close cooperation with industry, Industry Associated Partners will be involved throughout the 2 year -programme.

Industry contributions in the design phase:

-  VILA- SEC A BRUSSELS  
Dec'22 Mar'23
-  IAAPA (International Association of Amusement Parks 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.