

AD Leisure & Events Management

Ad Leisure & Events Management, Associate's Degree, Full-time

Are you a born organiser, do you like working with people, and do you have a flexible attitude? Is it your dream to work in the leisure industry or are you looking towards the next step in your career? Getting an associate degree in Leisure & Events Management is the perfect choice for you.

- On completing this course, you are eligible to join the third year of the bachelor programme without delay.
- Practical education: we have close relations with the industry through projects. You will start your own business with other students, organise events for actual clients, or develop concepts.
- A great preparation to be off to a flying start in the events industry.

Overview

Degree

- Associate degree

Study start

- February
- September

Location

- Leeuwarden

Language

- English

Standard duration

2 Years

Fees

- EU students (per year) € 2,143
- NON-EU students (per year) €8,350

[View all costs](#)

Application deadlines

EU students: 15 January
non-EU students: 1 November

Career

As a graduate of the associate degree programme in Leisure & Events Management, you will be eligible to work as an assistant manager or coordinator at an event management company, theme park or amusement park, sports organisation, the government, a museum, or one of many other possibilities.

Careers open to graduates include:

- Assistant Events Manager
- Assistant Programme Manager
- Assistant Project Manager
- Marketing and Communications Officer



Academic Requirements

To be admitted to one of the bachelor programmes you have to meet certain admission requirements. NHL Stenden University of Applied Sciences recognises the following general international qualifications:

- International Baccalaureate (IB) Diploma or European Baccalaureate Diploma
- High School diploma from an accredited institution
- Four GCSE/GCE 'O' level passes (final grade A, B or C) and two 'AS' level passes. These six passes combined must all be in different subjects.
- Associate, bachelor's or master's degree

Furthermore, some of our bachelor programmes demand additional entry requirements. These can be found in the [list of admissible diplomas](#). If your diploma is not mentioned in this list, please contact our Information and Registration Centre.

21+

If you are aged 21 or older and would like to enrol at NHL Stenden University of Applied Sciences, but do not currently meet the admission requirements, you are invited to register for the entrance examination.

Read more information regarding the [21+ entrance examination](#).

Language Requirements

All non-EEA applicants are required to submit an English proficiency test with their application. Exceptions are made for students, who have had their preparatory education in a country where English is the official working and educational language. The language requirements for EEA students are the same as for Dutch students. If [your diploma is listed here](#), the additional English language test is not required.

NHL Stenden University of Applied Sciences accepts three kinds of official language tests: IELTS, TOEFL and the Cambridge Certificate of Proficiency in English.

- [Academic IELTS 6.0](#) (with a minimum of 5.0 for each skill).
- [TOEFL 550](#) (paper based), 213 (computer-based) and 80 (internet based). Original test results must be sent directly from the Educational Testing Service to NHL Stenden. The TOEFL institution code for NHL Stenden is 9215.
- Cambridge ESOL score FCE-C (169, or higher).
- [TOEIC](#) 670 (Listening and Reading) **and** 290 (Speaking and Writing).

[View the comparison](#) between the different scores.

Please note: If you do not have the appropriate level, it is possible to enrol in our [English Preparatory Language Course](#).

Practice and research

Three of our professorships of applied sciences and their research groups are connected to this course. This way, we share research data and knowledge across our educational institute and in practice. These are the professorships:

- Sustainable Innovation in the regional Knowledge Economy
- Mariene Wetlands Studies
- Scenario Planning

Additionally, this study programme is part of the Centre of Expertise Leisure, Tourism and Hospitality (CELTH).

Leisure & Events Management has the following accreditation and quality labels:

- The Accreditation Organisation of the Netherlands and Flanders (NVAO)
- Distinction for Sustainable Development (NVAO)

About the course

Leisure & Events Management is a true management course that mainly focuses on organising ongoing adventures and events. You learn that leisure activities are more than simply fun and entertainment. You also lay a sound foundation in the fields of marketing, business economics, new media, project management, corporate social responsibility, and communication. Current industry trends such as healthy ageing and well-being in general also play an important role.

Additionally, you will gain knowledge and practical skills in the leisure industry. The focus is on events, but you will also explore the fields of sports, arts and culture, leisure, tourism, and media. You will use this new-found knowledge to your advantage when independently carrying out a project.

First year

Introduction to the leisure industry

In the first semester, you will go on an expedition. Your Leisure & Events backpack will be filled with the necessary knowledge of leisure theories, trends, and developments in the sector. You will get acquainted with Leisure & Events companies through inspirational classes and workshops and by going on field trips to industry players like Openlucht Museum Arnhem, het Museum voor Beeld en Geluid in Hilversum, or amusement parks like Walibi Holland or the Efteling. You will also go on an 'urban safari' to test your organisational skills in an event game.

The second semester is all about choosing your own path. You will start your own company, which teaches you all the aspects related to entrepreneurship. It is up to you whether you market a product, a service, or event. The semester will conclude by organising your own leisure-themed event.

Second year

More in-depth study

In the second year you will look at the leisure industry from a tactical management perspective and learn about all aspects involved in event organisation. You will be tasked with organising an event or project for a client in your future field and will enrich your student experience by meeting industry professionals who have created experience concepts. In addition, you will explore the intricacies of project management, imagineering, concept development and research. You will conclude your studies with a research project focusing on the leisure sector, including topics such as sustainability, the future of leisure and innovation. In addition, you will also do an internship for one day per week at a leisure company. During the research



project you will learn relevant techniques and tools such as social media, scenario planning and creative thinking and how to apply these. At the end of the year you will have to present the results of this research.