



2025-2026

MBA Imagineering | Executive Master



18 months, 60 ECTS



EU/EEA: before 15 August
non-EU: before 1 June



Master of Business
Administration



Group size:
appr. 15 students
(50% international)



Study load:
20-30 hours per week



EEA tuition fee *
€16,950 for 18 months
(2025-2026)

* Please check BUas.nl
for detailed information

Due to challenges related to for instance sustainability, inclusivity, and the rise of digital technologies, we are faced with increasingly complex issues. This sparks a necessity for change within organisations. The MBA Imagineering can offer you and your organisation strategies to successfully initiate and facilitate these transitions. In this 1.5-year / one-year MBA programme you learn how to develop your expertise in designing and facilitating co-creative processes towards transformation.

IMAGINEERING AS STRATEGIC DESIGN APPROACH

- > Imagineering as Strategic Design Approach, a fundamental component of this MBA programme, focuses on strategic management, social innovation in organisations and enterprises, purpose-driven design, and the co-creation of value through networks in the Experience and Transformation Economy era.
- > You will learn the fundamentals of Imagineering as Strategic Design Approach, develop skills to apply them in businesses and organisations from a variety of industries, as well as provide expert advice in a cross-cultural and organisational context.
- > In this programme, a multidisciplinary approach is experienced, where co-creation and collaboration are at the core of your individual development.

WANT TO APPLY?

Applicants should have:

- > a bachelor's degree (preferably) in Business Administration in a relevant field of study, such as marketing management or business innovation.
- > apart from educational background and language skills, criteria for admission are work experience, personal qualities, and motivation.

Shortlisted candidates will be called for an intake interview.

Please check the English language requirements at [BUas.nl](https://www.buas.nl)

The pluses of this master's programme

- + Hybrid international classroom where your peers with diverse professional and cultural backgrounds experiment in continuous learning processes
- + Extensive international network of companies, universities and alumni from diverse fields providing real-life projects, experiences, and practices

Block 1: Inspiration

Broad theoretical framework

- > Value creation, change and emergence
- > Complexity thinking

Block 2: Ideation

Creative processes within organisations and possibilities for transformation

Storytelling, Concepting, and Playfulness as tools to boost collaborative innovation

Block 3: Implementation

Continuous creative business development

- > Implementing new business strategy
- > Real cases and commissioners

Block 4

Performing a research-based Imagineering project

in cooperation with an application company

Go to BUas.nl for a complete curriculum overview.



Examples of jobs after graduation

- > Innovation Manager
- > Strategic Manager
- > Brand Manager
- > Business Consultant
- > Strategic Designer
- > Process Facilitator
- > Marketeer
- > Programme Manager

Questions?

Do you have questions about the programme, admission requirements, selection procedure or something else? Ask them via BUas.nl/en/chat or send them to imagineeringacademy@buas.nl

Some of our industry partners:



Open Days | On Campus

- > 16 November 2024 | 11.00 - 14.00 hrs
- > 8 February 2025 | 11.00 - 14.00 hrs
- > 3 April 2025 | 18.00 - 21.00 hrs

Digital Discovery Day | Online

Please check BUas.nl/en/ddd



visit our [LinkedIn showcase page](#)

Helping Indonesian farmers gain a better position

"In this executive master's programme, I worked on design assignments for CELTH, the Centre of Expertise in Leisure, Tourism & Hospitality. During a hackathon with Fachhochschule Graubünden in Switzerland, our project team of imagineers worked on the challenge of helping farmers in Indonesia gain a better position in the value chain. Incredibly fun and educational!"

Lennaert

Master's student

