



2026-2027

MBA Imagineering | Executive Master



18 months, 60 ECTS

APPLY

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



Master of Business
Administration



Group size:
approx. 15 students
(60% international)



Study load:
20-30 hours per week



EEA tuition fee *
€17,550 for 18 months
(2026-2027)

* 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 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.
- > Apart from educational background and language skills, criteria for admission are: work experience, personal qualities, and motivation.
- > Please check the English language requirements at **BUas.nl**
- > Shortlisted candidates will be called for an intake interview.

+ 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
- + You will develop analytical, proactive, problem-solving and critical thinking skills, and strengthen your innovation power and develop knowledge and skills on how to design and implement an innovation process in an organisation

Block 1

- > Organisational Development
- > Co-creative Design
- > Imagineering Design Expedition: Chapter 1

Block 2

- > Interventionist Research
- > Transformative Leadership
- > Imagineering Design Expedition: Chapter 2

Block 3

- > Value Creation Strategy
- > Imagineering Design Expedition: The Detour
- > Imagineering Design Expedition: Chapter 3

Block 4

- > Imagineering Design Expedition: Chapter Master Trial

Go to **BUas.nl** for a complete curriculum overview.

Open Days | On Campus

- > 22 November 2025 | 11.00 - 14.00 hrs
- > 7 March 2026 | 11.00 - 14.00 hrs
- > 9 April 2026 | 18.00 - 21.00 hrs

Digital Discovery Day | Online

Please check **BUas.nl/en/ddd**



Examples of jobs after graduation

- > Innovation Manager
- > Business Transformation Consultant
- > Impact Innovation Leader
- > Experience Designer
- > Service Designer
- > Brand Manager

Questions?

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



visit our LinkedIn showcase page

Some of our industry partners:



There's genuine interest in everyone's background

"What I value most about studying at BUas is the small, close-knit environment. Despite a busy job, connecting with lecturers and students is easy. There's genuine interest in everyone's background, and personal input is welcomed. The lecturers are excellent and bring strong industry links. My research explores the pros and cons of internationalisation through the Imagineering lens. Working with complexity using new tools is inspiring—it opens up a wealth of fresh perspectives."

Christian

Master's student



CREATING MEANINGFUL EXPERIENCES