Breda University of Applied Sciences

MBA IMAGINEERING



Learn to develop your expertise in designing and facilitating co-creative processes that drive transformation in cross-cultural and organisational contexts.

2027-2028

1 year, 60 ECTS

APPLY

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

Master of Business Administration

Group size:
approx. 20 students
(60% international)

Study load:
40 hours per week

EEA tuition fee *
Full-time: €17,750
Executive: €18,050
(2027-2028)

* Please check BUas.nl for detailed information

In general

Organisations today face increasingly complex challenges – from sustainability and inclusivity to the rise of digital technologies. Change is no longer optional; it is essential.

This full-time one-year MBA Imagineering gives you the strategies to successfully initiate and facilitate these transitions.

Strategic Design Approach

> Imagineering as Strategic Design focuses on strategic management, social innovation, purpose-driven design and value co-creation. Through this approach, you will develop the expertise to apply these principles across industries and diverse cultural contexts, enabling you to deliver informed and impactful strategic advice.
> You will develop analytical, proactive and critical thinking skills, strengthen your capacity for innovation, and learn to design and implement innovation processes within organisations.
> Throughout the programme, a multidisciplinary approach places co-creation and international collaboration at the core of your development.

Examples of jobs

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

Curriculum overview

BLOCK 1

> Co-Creative Design
> Organisational Development
> 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: Master's Trial Chapter

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

Executive mode
BUas also offers this programme in executive mode, with classes every Monday comprising lectures, guest lectures, workshops and peer collaboration. The rest of the week is yours to organise as you see fit, balancing independent study and group assignments alongside your job. Check **BUas.nl** for detailed information.

WHAT'S NEXT



Is this programme for you?

> You are more than welcome if you 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 proficiency requirements at **BUas.nl**.

Shortlisted candidates will be invited for an intake interview.

Not sure? Check the full admission requirements at **BUas.nl**.

Your next step?

Still exploring?
Read more at **BUas.nl**, join a webinar, visit our open day or chat with a student or staff member.

Ready to apply?
Check the application procedure and full admission requirements. Deadlines: EU/EEA before 15 August, non-EU before 1 June.

Questions?
Email: imagineeringacademy@buas.nl

Visit our LinkedIn showcase page

BUas in short

> Over **60 years of applied education and research**, with 40,000+ graduates worldwide
> Master's degrees in **Logistics, Media, Games, Tourism, Leisure & Events, Imagineering**
> **International classroom** and teaching staff with strong industry connections
> **Personal, small-scale environment**, lecturers know you by name and are readily accessible
> **Green, safe, innovative campus**, a short walk from Breda city centre (the Netherlands)



Breda University OF APPLIED SCIENCES