



2026-2027

## MBA Imagineering | Master



1 year, 60 ECTS



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



Master of Business  
Administration



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



Study load:  
40 hours per week



EEA tuition fee \*  
€17,250 (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 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.
- > 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

### Executive mode

BUas also offers this master's programme in executive mode.

Check **BUas.nl** for detailed information.

## 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:



## It felt like real magic!

"I chose this MBA because there's nothing else quite like it. It's a great mix of my two backgrounds – Visual Communication and Business Innovation. I loved being in a class with people from all over the world. My graduation project felt like real magic. Using the creative methods we practised in class to shift perspectives was a great thing to do. Imagineering works in many fields that face complex questions."

**Frédérique**

Master's student

