

2026-2027



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

MBA Imagineering | Master

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



CURRICULUM OVERVIEW

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

- > 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

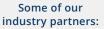
Executive mode

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















vísít our LínkedIn showcase page

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."

Fréderique

Master's student



