



**Live Event:
Open Day on Campus**
> Saturday 21 November 2020
> Sunday 22 November 2020
> Saturday 6 February 2021

2021-2022

PROFESSIONAL MASTER'S PROGRAMME

Master Imagineering



1 year, 60 ECTS



EU/EEA: before 15 Aug.
non-EU: before 1 Jun.



Study load:
40 hours per week



Master of Business
Administration



Group size:
appr. 25 students
(60% international)



Tuition fee *
€10,500

* Please check BUas.nl
for detailed information

Do you want to learn more about much-needed social and business innovations? The Imagineering approach fits in a range of new emerging complexity-based approaches aiming at innovation by empowering collective creativity, in a strategically envisioned direction.

For whom?

- > If you want to apply for this master's programme, you should have a bachelor's degree in a relevant field of study, for example business management or economics, tourism, leisure, sports, culture or hotel management.
- > 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.

Innovation from a human-centred approach

- > The programme offers you a deeper theoretical insight into issues of organisational design in the context of enterprise logic transformation. It enables you to develop analytical, proactive, problem-solving attitudes and design skills towards these issues.
- > Additionally, you will develop knowledge and skills required to design and implement professional advice in an organisational and cross-cultural setting.
- > Furthermore, you will build and strengthen your expertise to innovate, participate and lead processes of collaboration and creativity through this master's programme.

Imagineering changes your perspective for a lifetime

"Just like the birds, we are born into this world with certain instincts. Imagineering felt like my first flight out of the bird's nest. Spreading my wings and bringing new life to the world of organisations is just the thing my instincts tell me to do now. It is not only a master's degree, it is a process that changes your perspective for a lifetime. And it doesn't stop there! Facilitating changes in people's perspectives is a part of the Imagineering path towards innovation. The graduation project I'm currently working on is in a project management organisation and is connected to changing people's perception of the process of evaluation. My goal is to transform this start-up company into a learning organisation but also to redesign their current evaluation process."

Martina Pavlova from Bulgaria
Graduate



Why choose this master's programme?

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

Some of our industry partners:



Diversity as a power for innovation

"The Imagineering year has introduced me to embrace this VUCA world by focusing more on the process of design and adaptation to unexpected circumstances rather than jumping into solutions. By looking at things in a more appreciative way, I started seeing challenges as opportunities, diversity as a strength, co-creation as a must for better outcomes that result in higher impact. Imagineering has taught me to see diversity as a power for innovation, and to be more empathetic in the way I observe, understand and analyse situations. I am currently working with diasporas in the Netherlands that are originally from the Lake Toba area in Indonesia, to find a sustainable solution on how they can collaborate with their community back in their hometown."

Rouaida Mahfouz from Lebanon
Current student Master Imagineering

English language requirements

- > All international applicants will be required to demonstrate sufficient results on one of the following tests: CAE (Cambridge Advanced Certificate), CPE (Certificate of Proficiency in English), IELTS or TOEFL.
- > Please check the detailed English language requirements at BUas.nl to make sure if you need to take an English test for admission to this programme.

Career examples

Innovation, strategic or brand manager, business consultant, strategic designer, process facilitator



CURRICULUM OVERVIEW

Block 1: Inspiration

This first block focuses on the broad theoretical framework, like value creation, change and emergence. Complexity thinking play a central role in block 1, to give rise to different dynamic views of innovation in human systems which we have developed in the design methodology of Imagineering.

Block 2: Ideation

In this block creative processes within organisations and possibilities for transformation are explored. The block is divided into theoretical, material, practical examples and activities that fuel discussion and invite reflection on creativity, innovation and meaning; the basic components for organisational, business and social transformation.

Block 3: Implementation

The third block aims to offer an understanding of the management issues that arise when 'continuous creative business development' has to be a core competency of the organisation. By means of real business cases, the students actually apply Imagineering as a methodology and process to help the organisation to move ahead.

BUas also offers an **executive programme** of this master. Check BUas.nl for detailed information.

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