



Discover your world

2012
2013

Imagineering

Business Innovation from the experience perspective

Executive
Master's
Programme

in 1 year

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1 Introduction

Imagineering

Executive Master Imagineering in 1 year

In a creative economy there is a growing need for high level professionals who can create and innovate value from the experience perspective. This English-taught master's programme in Imagineering is designed as a methodology for that new 'outside-in enterprise logic'.

Imagineering, value creation and value innovation

Imagineering, value creation and value innovation from the experience perspective is a new approach towards the trinity of branding. It is a way to discover a new kind of convergence between consumers' desires, technological capabilities and organisational innovations. Imagineering, value creation and value innovation are the fundamental processes of the creative economy. They are methods of finding 'a blue ocean of uncontested market space' - a space that inspires stakeholders to co-create.

Focus

Built as a methodology for business transformation, the focus is on experience and imagination as a motor to transform traditional business logic. This programme will be realised in co-creation with top-lecturers from the academic world and industry from all over the world.

For whom?

The executive master in Imagineering programme is designed for professionals who are responsible for strategic matters, e.g. innovation managers, marketing managers, communication managers, human resources managers, general directors and entrepreneurs.

Examples of titles our alumni currently hold are:

- > specialist Policy & Innovation at one of the largest energy suppliers in the Netherlands
- > manager Strategic Brand Innovations at a world renown leader in software
- > project assistant at one of the leading consultancy companies in Europe
- > programme management officer at a world renowned Dutch bank
- > assistant head of Corporate Identity Europe at an international automobile supplier from Germany
- > consultant co-creation at an up-and-coming agency
- > specialist Social Care and Monitoring at an up-and-coming agency
- > specialist Social Media at a top-ranking Dutch advertising agency

This executive master's programme has been accredited by the NVAO, the Dutch-Flemish accreditation organisation. Upon successful completion of the course you will receive the official degree of Master in Imagineering.

Why NHTV?

Why study Imagineering at NHTV Breda

- > international classroom
- > lecturers from across academic and commercial communities in the field of imagineering
- > close cooperation with international partners, such as Innovation-Point (USA), University of Sao Paulo Ribeirao Preto & Federal University of Uberlandia (Brazil) and University of Pretoria (South Africa)
- > contributing to the quality of life by integrating themes such as sustainability

Awards

NHTV has been granted the UN World Tourism Organization's Ted Qual certificate. This guarantees a top quality of education in tourism and leisure.

2 Admission requirements

To be eligible for the executive master in Imagineering the following aspects will be considered:

- > at least a bachelor's degree is required
- > a record of relevant work experience
- > a strong personal motivation, not only based on career motives

Preferably, the candidate is supported by his/her employer, and this employer also endorses the process of Imagineering.

Test Of English as a Foreign Language

As a non-native speaker of English, you must also show sufficient results of one of these tests:

- > TOEFL test (minimum score 550 paper-based, 213 computer-based or 80 internet-based)
- > IELTS test (minimum overall band score 6.0 and a minimum sub score for Speaking 6.0)
- > Cambridge Advanced Certificate

Eligible candidates will be invited for an interview.

3 Course characteristics

New consumers

Nowadays, people are driven much more by values of self-expression rather than those of rudimentary survival. They have a deep need to make sense of their lives in ways that are unique and personal. One of the most distinct ways in which this is manifested, is the new individual's consumption and participation pattern, by means of their choices they create their own identity.

Organisations

Business organisations continue to answer these new consumption patterns with the standard logic of traditional enterprise. This logic, called 'managerial capitalism' helped businesses to be successful in the past century. At present, the chasm between today's individuals and today's commercial organisations leads to a so-called transaction crisis. The fundamental changes in the nature of consumption today will be tomorrow's changes in the nature and purpose of business. This change will affect the underlying logic of capitalism itself and it will pave the way for major transformations within the enterprise logic of many organisations.

Aim of the programme

The executive master in Imagineering is designed for professionals who are responsible for strategic matters, e.g. innovation managers, marketing managers, communication managers, human resources managers, general directors and entrepreneurs. The programme has been set up to educate business innovation oriented professionals to become imagineering experts who:

- > analyse the future from the experience perspective (keeping in mind the evolution in marketing and organisation thinking);
- > design the strategy of an organisation in a narrative way in order to face complexity in a 'connected context';
- > inspire / orchestrate implementation of the strategy

in such a manner that sustainable value creation for the organisation can be realised.

Course details

This master's programme covers 12 months and is made up of three main phases.

PHASE 1: STRATEGIC INNOVATION

1 Inspiration

Output: appreciative diagnosis

The first term of the programme revolves around the changing societal reality and the strategic consequences for companies and organisations of what is also called the creative economy. Using design thinking, complexity thinking and narrative thinking, you will analyse and brood on the changes in society, an industry and an individual company in order to translate 'transaction thinking' into 'transformation thinking'. Based on experience research you work with the creation of new meaning.

New context:

How should strategists deal with the increasing speed of change in society?

New consumer:

Understanding consumers who have changed more than the organisations on which they depend.

New research:

A new economy asks for another research paradigm, experience research in particular.

2 Ideation

Output: experience concept

The focus of this term is on imagination and meaning, sense-making and sense-giving, creativity and design, generative metaphor and high concept. In a creative process the company's DNA will be translated into a high-involvement experience concept. Knowledge and understanding of the creative process and management of creativity is essential.

New perspective:

How to create meaning and how to use the latest creative techniques and design methodology to get a grip on the company's DNA?

New creativity:

How to make a company creative and how to manage creativity for lasting results?

New tools:

New theories and tools to help the process of ideation develop in an organisation.

PHASE 2: ORGANISATIONAL TRANSFORMATION

3 Implementation

Outputs: experiential platform and organisational model

If we understand how to develop a new experience concept, and why, the focus changes to the transformation of an organisation. In the third term you will learn how to design a platform based on the new situation and how to rethink management. You set about creating an original business model focusing on new products, services, technology, logistics and network.

New business model:

The experience concept is translated into a new business model which has to be implemented while conventional business operations continue.

New technology:

Why are new technologies important in the design of a new experience platform and how do we integrate them into an Imagineering concept?

New leadership:

What is the best way to lead the new experience and new situation? The experience asks for people with a different mentality.

New organisation:

The secret to future success is found in a perfect organisation of the business from the experience perspective.

PHASE 3: MASTER'S THESIS

You apply the course contents to the professional practice of an organisation. This process leads to a written dissertation: the master's thesis and the creation of a practical Inspiration guide for the organisation.

4 Study costs

Tuition fee

Made-to-measure, master fee on request.

For more information please send an email to imagineeringacademy@nhtv.nl.

Additional costs

Apart from the tuition fee you should take into account the costs for textbooks, readers (approximately 250 euros) and a laptop.

Application fee

Application fee: 82.50 euros (foreign students only)

5 Application

You can download an application form at www.nhtv.nl. For more information about the application procedure and tuition fee of this executive master's programme, please contact imagineeringacademy@nhtv.nl.

6 Find out for yourself

How do you find out whether a study programme really suits you? Keep in mind that you want to broaden your horizon, by exploring areas that really interest you and most importantly find a place you will feel at home. Come visit us, take a look and find out for yourself!

Open days and evening all NHTV academies

12
NOV

OPEN DAY: 10.00 - 15.00 hrs.

10
MAR

OPEN DAY: 10.00 - 15.00 hrs.

19
APR

OPEN EVENING: 19.30 - 21.30 hrs.

NHTV Breda - An overview of all programmes

In the brochure 'NHTV Breda - An overview of all programmes' you will find information on:

- > All NHTV's programmes
- > NHTV's international character
- > NHTV's educational vision
- > Holland and Breda facts
- > Studentlife

You can download the brochure at www.nhtv.nl.

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