



Criteria and requirements in order to apply for an application company

As student of the master program Imagineering you will be working with an application company in order to apply the acquired theory and put into practice what you have learned. Our experience tells us it is best to search for an application company BEFORE you start the master program (September). The reason for this is that you can focus on theory and apply the knowledge gained to your specific situation within your application company right from the start. To give you an idea of what type of application companies you can search for, here are some examples of companies previous students worked for:

- De Efteling
- Masterfoods
- T-Mobile
- Autohaas
- Facilicom
- Rabobank
- Bruna
- Ahoy Rotterdam

When you are searching for an application company it is best to follow the guidelines listed below. These are set up with the experience the Imagineering Academy has developed over the last couple of years and will help you to select companies where you can successfully graduate.

Three attributes of a good application company

1. Size of an organization:

- Profit / not for profit
- Turnover > €3.000.000
- Is providing services and/or products
- Labor force > 20 FTE

2. Representative of the application company should be:

- An authorized decision maker (person is in the hierarchical level in consensus with the subject of research, mostly on the board of directors level)
- only one person, not a group
- in a line (management) position, no staff position
- qualified
- commissioned
- supporting an advisory team. Think of the availability of meeting rooms, relevant information, availability of key persons involved, etc
- paying an expense allowance negotiated with the student. This agreement will be between the student and the application company.
- Able to delegate practical issues to the next person in line of the subject, think of arranging things, meetings or making available crucial information

3. The assignment should be:

- Absolutely necessary for the application company
- Considered to have a sense of urgency for the organization
- Of strategically importance
- About more than one organizational and business related aspect
- Attainable / performable
- Possible. Think of translating the change process which will lead to measurable implemented changes in (the behavior of people within) the organization

These guidelines are not only made to describe how the company should look and act like, but also address the type of problem you will be solving at the application company applying the theories you are learning during the master program. If you have any questions regarding these guidelines, please contact us.