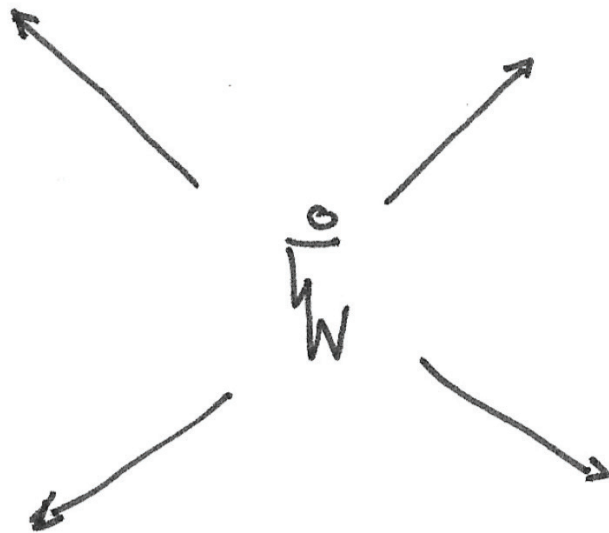




From stordes
to Amsterdam Business School.

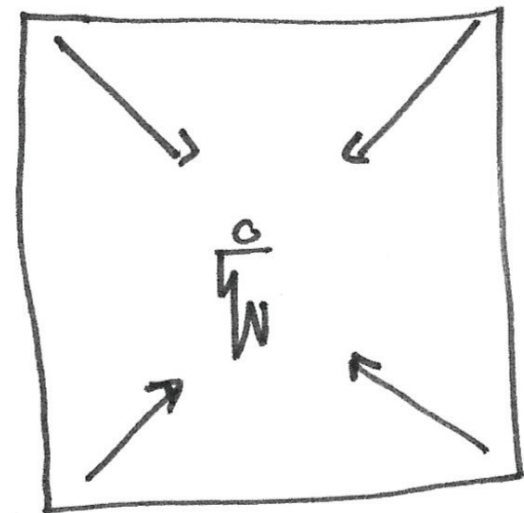
The student,
the starting point.

to ensure creative autonomy.



exploring dimensions of organisations and their role in society.

AS
OPPOSED
TO



framing what is known on the student



every organisational border is a *human artefact*.
so the rules and methods for administration are not set.

your own design parameters matter.

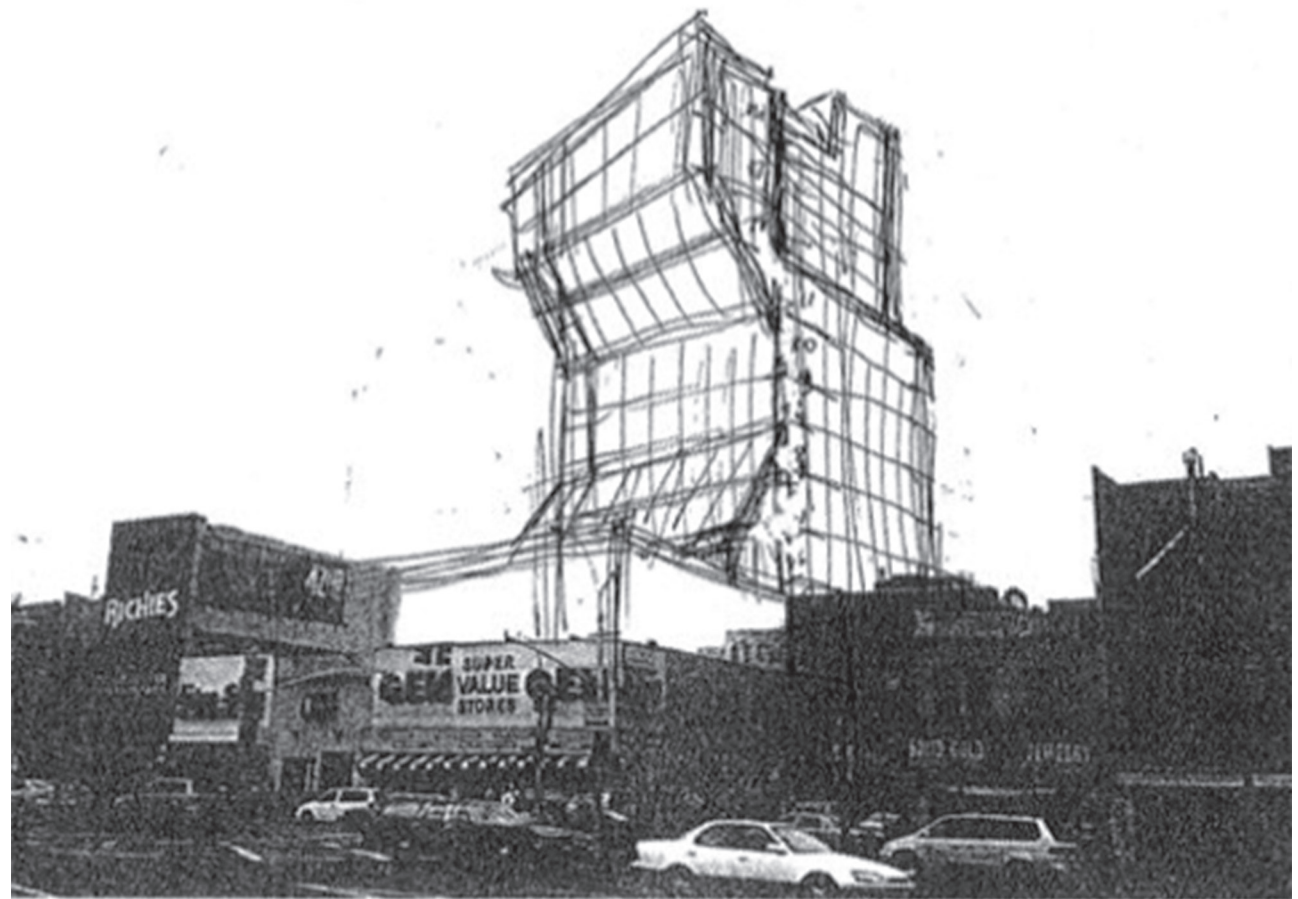
professionals that acknowledge the dichotomy of
organisations.

the challenge and necessity to become the designer,
developer, builder and leader of contemporary
organisations.

CRITICAL THINKING, ANALYSIS, DESIGN

THROUGH EXPERIENCE

AND KNOWLEDGE



AN YDA IS ADASE FOR 30 YEARS
(NOT TOMORROWS PROMOTION)



known context
today understanding

tomorrow unknown
challenge the rules

*the person / student
(design)
experience and understanding.*

knowledge & insight
practices on business
administration

science & art

design parameters for unique MBA's architecture.
functional, robust, beautiful.

back and forwards

in between :

<i>concepts</i>		<i>practices</i>
<i>general</i>		<i>specifics</i>
<i>big</i>		<i>small</i>
<i>facts</i>		<i>experience</i>
<i>me</i>		<i>others</i>
<i>holism</i>		<i>focus</i>
<i>practical</i>		<i>emotional</i>
<i>out of the box</i>		<i>generic</i>