

# MSc Management Economics and Consumer Studies

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Double Degree Programme guide 2021-2022 for students from Bonn University



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## Introduction to the DD programme

This brochure contains specific information for Double Degree students from Bonn studying in Wageningen (2021-2022). It includes information for each of the MME-specializations (Business Studies, Consumer Studies and Economics and Governance). All three specializations are available to Bonn- students pending on the content of the course work completed in Bonn. However, to be admitted to the specialization of Consumer Studies, Bonn students may have to reckon with additional course requirements.

Typically, students with Bonn as their home university do their first year in Bonn and enrol at Wageningen University in the second year of their double degree programme. Special arrangements can be made for students to enrol at WU at other times than the beginning of the academic year.

# 1. Description programme Master Management, Economics and Consumer studies (2021-2022)

## 1.1 Specializations and Thesis Tracks

The focus of the MSc program Management, Economics and Consumer Studies is on the managerial, economic, environmental and social aspects of the production and consumption of food and other agricultural products within households and businesses in a sustainable and dynamic environment. This complex system asks for an integration of social sciences and natural sciences, which is an important aspect of the program. Students must select one of the two specializations of the program:

### A. Business studies

This specialization deals with decision making in agri-businesses and is organized along two main themes: 1) *supply chain management* and 2) *innovation and technology*. The topics studied include strategy, operations management and decision-making in logistics, financial analysis and risk management. The focus is on the agri-(food) business and chains, which include agriculture, the raw materials industry, processing industry, financial institutes, wholesalers and retailers. Students can also choose to focus on the facility management processes of a large company or public organization. Below you find an overview of all Thesis tracks within the specialization. Thesis tracks in this document are similar to majors, which have the following definition: “A field of study chosen as an academic specialty”. Specializing in Business Studies entails writing a thesis related on the specific Thesis track within Business Studies (for example A1: Business Economics).

#### *Thesis tracks*

A1 Business Economics (BEC)

A2 Information Technology (INF) A3 Business Management & Organisation (BMO)

A4 Marketing & Consumer Behaviour (MCB)

A5 Operations Research & Logistics (ORL)

A6 Facility Management (FM)

### B. Economics and Governance

This economics specialization focuses on economic and governance aspects of the agri-food chain and the environment in different parts of the world. Topics include international trade, the bio economy, environmental problems, natural resource management, and rural development. To analyse these issues, macro- and micro-economic theories are applied, as well as theories from related disciplines such as political science, public administration, and sociology. Within “Economics and Governance”, 6 Thesis tracks exist.

#### *Thesis tracks*

C1 Agricultural Economics & Rural Policy Analysis (AEP)

C2 Development Economics (DEC)

C3 Spatial and Regional Economics (UEC)

C4 Environmental Policy (ENP)

C5 Environmental Economics & Natural Resources (ENR)

C6 Public Administration & Policy (PAP)

## 1.2 Learning Outcomes

After successful completion of the program graduates are expected to be able to:

### *General learning outcomes*

- a. Apply advanced theories to the functioning and organization of (inter)national agri-(food) chains and its environment;
- b. Appraise the outcome of selected policies regarding agri-food chains;
- c. Cooperate as a business, economics or consumer science specialist in an interdisciplinary and international team;
- d. Respond to social, scientific and ethical issues related to (inter)national agri-(food) chains;
- e. Reflect on research within a beta-gamma (life sciences) context;
- f. Design and plan own learning processes to stimulate a lifelong learning.

### *Specialization related learning outcomes (Depending on the selected specialization):*

- g. Judge the usefulness of business theories for (inter)national agri-(food) chains;
- h. Assess changing attitudes, perceptions and preferences of consumers to optimize global (food) chains;
- i. Evaluate economic and governance theories to optimize environment, agricultural and international policies, processes and institutions;

### *Research related learning outcomes*

- j. Analyse advanced and complex concepts, approaches and methods with special reference to (inter)national agri-(food) chains;
- k. Develop a research design and carry out research in the field of (inter)national agri-(food) chains;
- l. Apply advanced socio-economic measurement, mathematical and statistical methods;
- m. Communicate research outcomes, methods and underpinning rationale to specialist and non-specialist audiences using oral presentations, (scientific) publications, workshops, reports, and posters;
- n. Carry out research in the field of agri-food chains by using suitable methods and techniques to collect and interpret data.

### 1.3 Job Opportunities

Having completed a Master education, you can start in an academic job. You will have developed a logical and systematic way of thinking in which problems can be analysed systematically. Therefore, a Master education offers more choice in future careers than a university bachelor degree.

The acquired skills and knowledge can be applied in many practise areas and therefore academics are found in all sorts of positions such as management, policymaking and research.

**Business Studies** graduates seek for careers in business (Unilever), consulting (Boston Consulting Group), government (Ministry of Economic Affairs), research at research institutes (LEI institute for economic research), or research within companies (R&D Friesland Campina)

**Economics & Governance** graduates have careers in policy making (Ministry of Economic Affairs), research and sector management (Food & Agribusiness department Rabobank). At least one out of ten graduates work abroad for a short while. This usually happens at foreign universities, and international companies.

## 2. Overview MME Thesis tracks

### 2.1 Specialisation A: Business Studies

This specialisation deals with management in agri-businesses. The management topics studied include strategy, innovation, logistics, management accounting, financial analysis and market research. The food chain is often the object of study within this specialisation. This chain consists of primary producers (e.g. farmers), processors (e.g. Dairy companies), and Retailers (e.g. Albert Heijn).

Within the specialization students can also opt for studying Facility Management of large companies or government institutions. Facility management is the design and support of various aspects that are not the companies' core business, such as housing, canteens and logistic processes. A separate digital flyer of Facility Management is available upon request.

Specialising in Business Studies entails writing a thesis at a chair group (a group of lecturers and researchers in a particular field of expertise headed by a professor) related to business economics, information technology, Business Management and Organisation, marketing & consumer behaviour, operational research & logistics, or facility management (falls under BMO chair group).

Thesis track and Chair Group Code	Typical Thesis Topics	Website for further information
Business Economics BEC A1	<ul style="list-style-type: none"> <li>➤ Feasibility and adoption of alternative finance tools for agribusiness</li> <li>➤ Financial impacts of new environmental, animal welfare and food authenticity rules</li> <li>➤ Efficiency of cooperatives versus firms</li> </ul>	<a href="http://www.wageningenur.nl/bec">http://www.wageningenur.nl/bec</a>
Information Technology INF A2	<ul style="list-style-type: none"> <li>➤ Modelling Business Processes and Control Flows of Demand-Driven Fruit Chain Networks</li> <li>➤ The Position of the Business Context Model (BCM) in Supply Chain Modelling</li> <li>➤ Determinants of structural change in the German dairy sector - an agent-based modelling approach</li> <li>➤ Information Systems Analysis and Design for selected Agricultural Sectors in Ethiopia</li> </ul>	<a href="http://www.wageningenur.nl/inf">http://www.wageningenur.nl/inf</a>
Business Management and Organisation BMO A3	<ul style="list-style-type: none"> <li>➤ Stakeholder Analysis of Agro parks</li> <li>➤ Olive cooperatives in south of Italy: market, organisation and finance</li> </ul>	<a href="http://www.wageningenur.nl/BMO">http://www.wageningenur.nl/BMO</a>

	<ul style="list-style-type: none"> <li>➤ Converging industries and the effect of resource-based, capabilities-based, and transaction costs on scope in the biofuels industry</li> <li>➤ Critical Success Factors for Entrepreneurship in the Dutch Life Sciences Industry</li> </ul>	
<p>Marketing and Consumer Behaviour MCB A4</p>	<ul style="list-style-type: none"> <li>➤ Segmenting the cooking oil market in Ghana</li> <li>➤ Targeting the needs of one-person households in Benelux and France</li> <li>➤ Dynamics of marketing policies in chains</li> <li>➤ Forecasting in agricultural marketing</li> </ul>	<p><a href="http://www.wageningenur.nl/mcb">http://www.wageningenur.nl/mcb</a> .</p>

## 2.2 Specialisation C: Economics and Governance

This specialisation focuses on economic and governance aspects of the agri-food chain and the environment in different parts of the world. Topics include international trade, the bio economy, environmental problems, natural resource management, and rural development. To analyse these issues, macro- and micro-economic theories are applied, as well as theories from related disciplines such as political science, public administration, and sociology.

Specialising in Business Studies entails writing a thesis related to agricultural economics and rural policy, development economics, spatial and regional economics, environmental policy, environmental economics and natural resources, and public administration and policy.

### Thesis tracks and example thesis topics within Economics & Governance

Thesis track and Chair Group Code	Typical Thesis Topics	Website for further information
Agricultural Economics and Rural Policy AEP C1	<ul style="list-style-type: none"> <li>➤ Food price analysis (econometric)</li> <li>➤ EU enlargement with Central and Eastern European countries, threats and opportunities for the EU dairy sector</li> <li>➤ Land rent contracts between the Dutch government and farmers</li> <li>➤ Regional Differences on the Dutch Rural Land Market. Influence of Agricultural Zones on Land Prices.</li> <li>➤ Economic and institutional aspects of biogas production</li> </ul>	<a href="http://www.wageningenur.nl/aep">http://www.wageningenur.nl/aep</a>
Development Economics DEC C2	<ul style="list-style-type: none"> <li>➤ Effectiveness of aid on sectorial growth: evidence from panel data from aid recipient developing countries</li> <li>➤ Microfinance: Risk matching in Credit group Formation and implications for repayment, evidence from Ethiopia</li> <li>➤ Financial liberalization and governance: evidence from Indonesia</li> <li>➤ Impact of global cotton market on competitiveness in Zambia</li> </ul>	<a href="http://www.wageningenur.nl/dec">http://www.wageningenur.nl/dec</a>
Spatial & Regional Economics / Urban Economics UEC C3	<ul style="list-style-type: none"> <li>➤ Regional disparities within the EU after enlargement</li> <li>➤ Effect of the enlargement on financial subsidy systems</li> <li>➤ Evaluation of regional policies</li> </ul>	<a href="http://www.wageningenur.nl/uec">http://www.wageningenur.nl/uec</a>
Environmental Policy ENP C4	<ul style="list-style-type: none"> <li>➤ Implementing the Plastic Hero, the household plastic waste collection system in the Netherlands</li> </ul>	

	<ul style="list-style-type: none"> <li>➤ Blue washing the beach: the role and impact of Blue Flag certification at the Bulgarian Black Sea coast</li> <li>➤ The effect of international quality standards on small-scale Vietnamese Pangasius farmers</li> <li>➤ Lessons learned from ISO 14001 implementation by local governments: pioneer cases in the Valencian community, Spain</li> </ul>	<p><a href="http://www.wageningenur.nl/enp">http://www.wageningenur.nl/enp</a></p>
<p>Environmental Economics and Natural Resources ENR C5</p>	<ul style="list-style-type: none"> <li>➤ Poverty traps and environmental degradation in Honduras</li> <li>➤ International environmental agreements to control trans-boundary air pollution</li> <li>➤ Corporate Social Responsibility and illegal logging in Indonesia: A game theoretical analysis</li> </ul>	<p><a href="http://www.wageningenur.nl/enr">http://www.wageningenur.nl/enr</a></p>
<p>Public Administration and Policy PAP C6</p>	<ul style="list-style-type: none"> <li>➤ Policy making by governmental bodies for water quality, drought and floods</li> <li>➤ Cultivating trust: the role of trust between government and citizens and in policy evaluation</li> <li>➤ Bringing leadership of climate change adaption into practice</li> <li>➤ The policy controversy of GMOs in Ecuador: mechanisms of framing and polarization in coping with a wicked problem</li> </ul>	<p><a href="http://www.wageningenur.nl/pap">http://www.wageningenur.nl/pap</a></p>

## 3. MME - Double degree program coursework

### 3.1 Study programme

The study programmes of the various specializations in the MME-programme have a similar structure with a minimum of 120 credits (2 years). Paragraph 3.2 & 3.3 will elaborate on the structure of this MME-programme. After choosing a specialization every student selects a Thesis track. **Attention:** A student is not automatically accepted into each specialization. However, when accepted a student is free to choose one of the Thesis tracks within the specialization.

The (digital) Study Handbook of Wageningen University provides detailed information about the courses (e.g. learning outcomes, teaching methods, instructors, number of credits etc.). This information can be found on the website [ssc.wur.nl](https://ssc.wur.nl). On that page, you have to choose study handbook, scheduling and SSC online.

The first three letters of the course-code refer to the chair group. For example, BMO 21306 “Advanced Management and Marketing” has “BMO” as chair group code. BMO stands for Business Management & Organisation. This course can be found as follows:

1. Go to: <https://ssc.wur.nl/>
2. Choose the option “Handbook” under “Other” (No login necessary)
3. Choose the option “Courses” --> “by department” in the menu above.
4. Go to “Business Management and Organization”
5. Choose “BMO-21306 Advanced Management and Marketing”

There you will find information on course schedules, description and lecturers.

### 3.2 Chair groups

#### **Abbreviations chair groups:**

BEC: Business Economics INF: Information Technology

BMO: Business Management & Organisation

MCB: Marketing and Consumer Behaviour

ORL: Operations Research and Logistics

AEP: Agricultural Economics and Rural Policy

DEC: Development Economics

ENP: Environmental Policy

ENR: Environmental Economics and Natural Resources

PAP: Public Administration and Policy

For more information about the different chair groups, visit the website

<http://www.wur.nl/en/Expertise-Services/Chair-groups.htm>

### 3.3 Course requirements

The number between brackets represents the number of courses that are included in the total number of ECTS.

		ECTS
<b>First year</b>	Compulsory modules	30
	Electives including 1 Seminar	30
<b>Second Year (MME courses)<sup>1</sup></b>	Common part: Philosophy and Ethics of Management, Economics and Consumer Behaviour (6 ECTS) <b>or</b> Interdisciplinary Themes in Food and Sustainability (6 ECTS)	6
	Common base specialization courses	6 (1)
	RO Disciplinary master course	6
	Academic Consultancy Training <sup>3</sup> (ACT)	9
	Modular Skills Training (MOS) modules	1.5 (2)
	Free choice courses	6 (1)
	Jointly supervised thesis	30
<b>Total number of ECTS</b>		<b>120-126</b>

Table 1 - Course requirements for incoming students

<sup>1</sup> The packages differ per student and the content of the course work completed at your home university determines the specialization one can follow at WU.

<sup>2</sup> RO = restricted optional

<sup>3</sup> Students who are aiming for a PhD after completing the Management, Economics and Consumer Studies master, may opt for the course YEI-60312 Academic Research Proposal Writing instead of ACT and MOS. This course can then replace ACT and MOS. You can only follow this course after you have written your MSc thesis. Admission follows on a positive advice from your study advisor and after an intake meeting with the course coordinator if you fulfil the specific requirements for this course.

<sup>4</sup> Course might be required based on background and chosen Thesis track

### 3.4 Overview WUR courses per specialisation

Use table 1 to decide upon courses you need or want to take to fulfil the requirements for the double degree programme.

Specializations				
	Business Studies		Economics and Governance	
		ECTS		ECTS
1. COMMON PART:	<u>CPT – 38306</u> : Philosophy and Ethics of Management, Economics and Consumer Behaviour	6	<u>CPT – 38306</u> : Philosophy and Ethics of Management, Economics and Consumer Behaviour	6
	<u>YSS-33806</u> : Interdisciplinary Themes in Food and Sustainability	6	<u>YSS-33806</u> : Interdisciplinary Themes in Food and Sustainability	6
2. COMMON BASE SPECIALIZATION:	<u>YSS32806</u> : Advanced supply chain management	6	<u>YSS-34306</u> : Advanced Econometrics	6
	<u>YSS-32306</u> : Technology, Innovation and Strategy	6	<u>ENR-31806</u> : Theories and models in Economics	6
3. RO DISCIPLINARY MASTER COURSE	<u>BEC-30306</u> : Advanced business economics	6	<u>AEP-30306</u> : The Economics and Politics of European Integration	6
	<u>MCB-31306</u> : Creating frameworks for marketing and consumer behaviour	6	<u>ENP-32306</u> : Advanced Environmental Economics and Policy	6
	<u>BMO-31306</u> : Case study management/advanced business strategy	6	<u>DEC-30306</u> : Central Themes in Economics of Development	6
	<u>ORL-30806</u> : Operation research & Logistics	6		
4. FREE CHOICE COURSES:	<i>Free choice course(s)</i>	6	<i>Free choice course(s)</i>	6
5. COMPULSORY COURSES	<u>YMC-60300</u> : MOS modules	3	<u>YMC-60300</u> : MOS modules	3
	<u>YMC-60809</u> : ACT	9	<u>YMC-60809</u> : ACT	9
	Jointly supervised thesis	30	Jointly supervised thesis	30
6. OPTIONAL COURSES	Internship (optional)	24	Internship	24

Table 2 - Overview WUR DD courses per specialization

## 4. Scheduling your courses

### 4.1 Specialisation A: Business Studies

Period 1	Period 2	Period 3	Period 4	Period 5	Period 6
<b>Common course I:</b> <u>CPT – 38306</u> : Philosophy and Ethics of Management, Economics and Consumer Behaviour	<b>Compulsory course I</b> <u>YMC-60809</u> : Academic Consultancy Training	<b>Common course II:</b> <u>YSS-33806</u> : Interdisciplinary Themes in Food and Sustainability		<b>Common specialization course I:</b> <u>YSS-32306</u> : Technology, Innovation and Strategy	<b>Advanced disciplinary course II:</b> <u>ORL-30806</u> : Operation research & Logistics
	<b>RO Course I</b> <u>YMC-60300</u> : MOS modules			<b>Common specialization course II:</b> <u>YSS32806</u> : Advanced supply chain management -or- <b>Advanced disciplinary course I:</b> <u>BMO-31306</u> : Case study management/advanced business strategy	<b>Advanced disciplinary course I:</b> <u>BMO-31306</u> : Case study management/advanced business strategy  <b>Advanced disciplinary course III:</b> <u>BEC-30306</u> : Advanced business economics  <b>Advanced disciplinary course IV:</b> <u>MCB-31306</u> : Creating frameworks for marketing and consumer behaviour

#### Included in the table above:

- Choose one common course: CPT – 38306 or YSS-33806
- Choose one common specialization course: YSS32806 or YSS-32306
- Choose one disciplinary course: BMO-31306 (given in both 5<sup>th</sup> and 6<sup>th</sup> period), ORL-30806, BEC-30306, or MCB-31306
- YMC-60809 is compulsory. You can take this course in another period, in consultation with your supervisor.

#### Not included in the table above:

One optional master course (in consultation with your supervisor)<sup>5</sup> and a jointly supervised thesis (30 ECTS)<sup>6</sup>.

You can schedule your planning, together with the supervisor.

<sup>5</sup> Annexure 2 provides an overview of optional master courses for DD students

<sup>6</sup> The MSc Thesis is in principle jointly supervised and has, as far as Wageningen University is concerned, to obey to the standard rules and regulations of the Department of Social Sciences, as contained in the “MSc Thesis Protocol”. Annex 1 provides information about the Jointly Supervised Thesis and the MSc Thesis Protocol.

## 4.2 Specialisation C: Economics and Governance

Period 1	Period 2	Period 3	Period 4	Period 5	Period 6
<b>Common course I</b> <u>CPT – 38306</u> : Philosophy and Ethics of Management, Economics and Consumer Behaviour	<b>Common course II:</b> <u>YSS-33806</u> : Interdisciplinary Themes in Food and Sustainability		<b>Common specialization course II:</b> <u>ENR-31806</u> : Theories and models in Economics		<b>Compulsory course I</b> <u>YMC-60809</u> : Academic Consultancy Training
	<b>Common specialization course I:</b> <u>YSS-34306</u> : Advanced Econometrics			<b>Advanced disciplinary course:</b> <u>AEP-30306</u> : International Environmental Policy  <b>OR:</b>  <u>ENP-32306</u> : Advanced Environmental Economics and Policy  <b>OR</b>  <u>DEC-30306</u> : Central Themes in Economics of Development	<b>RO Course I</b> <u>YMC-60300</u> : MOS modules

### Included in the table

- Choose one common course: CPT – 38306 or YSS-33806
- Choose one common specialization course: YSS-34306 or ENR-31806
- Choose one disciplinary course: AEP-30306 or ENP-32306 or DEC-30306
- YMC-60809 is compulsory. You can take this course in another period, in consultation with your supervisor.

### Not included in the table above:

- One optional master course (in consultation with your supervisor)<sup>10</sup> and a jointly supervised thesis (30 ECTS)<sup>11</sup>.
- You can schedule your planning, together with the supervisor

<sup>10</sup> Annexure 2 provides an overview of optional master courses for students

<sup>11</sup> The MSc Thesis is in principle jointly supervised and has, as far as Wageningen University is concerned, to obey to the standard rules and regulations of the Department of Social Sciences, as contained in the “MSc Thesis Protocol”. Annex 1 provides information about the Jointly Supervised Thesis and the MSc Thesis Protocol.

## 5. Description common part MME courses

### *CPT-38306 Philosophy and Ethics of Management, Economics, and Consumer Studies*

Language of instruction:

English

Assumed knowledge on:

BSc in Social Science

Continuation courses:

CPT-92406 Capita Selecta Philosophy; BMO-54306 Business and Innovation Ethics; BMO-53806 Business & Society

Contents:

In this course, students learn to critically reflect on the truth claims of scientific knowledge, the basic assumptions and key concepts of management, economics and consumer behaviour and ethical issues in these fields as a basis for responsible professional conduct. What is the rationality, objectivity or truth-value of scientific knowledge? Is the market the best way to regulate consumer behaviour in general and in case of political and ethical controversies like public health, justice, welfare? What are in fact the proper roles of markets, governments and civil society organisations? What are the basic assumptions of economics and the conceptualization of human being as homo economics? Are economic actors primarily selfish and rational? And what is the ethical responsibility of corporations for the solution of societal issues? These and related questions will be addressed during this course.

Learning outcomes:

After successful completion of this course students are expected to be able to:

- understand the differences in scientific approaches between beta and gamma sciences, based on key concepts like truth-value, rationality, scientific progress etc.;
- recognize the pluralism in scientific schools and disciplinary approaches and learn how to constructively deal with this pluralism;
- analyse and evaluate the interaction of scientific knowledge and society, based on key concepts like value neutrality, ethical controversy etc.;
- understand and analyse basic assumptions and key concepts in management, economics and consumer behaviour, like the idea of homo economicus, the concepts of markets, governance etc.;
- recognize and analyse ethical issues related to management, economics and consumer behaviour, like conflicts between private and public values, conflicting values and interests in case of political and ethical controversy etc.;
- apply ethical theories and evaluate ethically controversial issues based on cases, like the legitimacy of nudging, or doing business in contexts where corruption is common.

Activities:

- literature study;
- lectures;
- case based tutorials;
- group assignments.

Examination:

- Written exam (combination of multiple choice and open questions) (40%);
- Group Assignments (20%);
- Individual paper (40%).

Each component needs a minimum mark of 5.5 to pass.

## *YSS-38806 Interdisciplinary themes in food and sustainability*

### Language of instruction:

English

### Assumed knowledge on:

Bachelor Social Sciences

### Contents:

This course is part of the Master MSc program Management, Economics and Consumer Studies and aims to provide opportunities to students to acquire and practice interdisciplinary skills. A cross-cutting theme in the area of food and sustainability will be the anchor point for this course.

In the first two weeks of the course, students will be introduced to social science and natural science perspectives on this theme, and to the opportunities and challenges of addressing it in an interdisciplinary way. Knowledge on these topics is tested through an intermediary written exam. In the following three weeks, students are split up according to their specialization (consumer studies, business studies, or economics and governance). Lectures and tutorials support the work in small groups on a research portfolio, centred on an interdisciplinary research proposal and a poster, and will be assessed from a social science and natural science viewpoint. The final week brings the whole group back together and starts with a poster session where all groups present their results. Based on a feedback task at the poster session, students synthesize what they have learned on interdisciplinary research through an individual paper.

### Learning outcomes:

After successful completion of this course students are expected to be able to:

- understand the challenges and opportunities of interdisciplinary research;
- analyse contemporary food and sustainability issues from an interdisciplinary perspective;
- construct a social scientific research proposal from an economic, business or consumer studies perspective that uses the natural science state of the art knowledge on the topic;
- compose executive summaries for both natural and social science experts of state-of-the-art knowledge, findings and promising topics for further interdisciplinary research;
- critically assess how their own social science perspective (business studies, consumer studies or economics and governance) contributes to understanding the topic.

### Activities:

Lectures, tutorials, group work, individual paper.

### Examination:

- written exam (25%);
- group research portfolio (50%);
- individual paper (25%).

### Literature:

Reader.

## **YMC-60809 Academic Consultancy Training**

*Please note: registration in June for following the course in September*

### Language of instruction:

English

### Mandatory knowledge:

Before applying for a position in an ACT project team the student must have successfully completed at least 12 but preferably 24 credits of MSc-level courses or a first MSc-thesis. Furthermore, the student should master Information literacy, computer literacy and presentation skills on minimally the level of the MOS-modules; English verbal and writing skills should minimally be on a level which allows self-reflection and feedback and full independent functioning in a student team.

### Contents:

The Academic Consultancy Training course is a 9 ECTS course which starts each period (except period 4) of the year. Period 3 and 4 is a combined period (the two weeks of the re-exams between period 3 and 4 are not scheduled for ACT). ACT is an eight-week course scheduled in the mornings of weeks 1-3 and week 8 (the last week), and full time during weeks 4-7. ACT is also offered as split course during the afternoons of period 5 and the mornings of period 6 on request of your study adviser before November 1st. The ACT course is scheduled in such a way that you can combine the course with MOS modules.

Students must pre-register via the ACT course website (<https://actregistration.wur.nl/>), no later than roughly one period in advance and for period 1 this implies in May the preceding study year.

Exact closing dates for registration can be found on the homepage of the ACT website.

This pre-registration and the keywords you enter there describing your expertise are used to search for meaningful projects.

NOTE: It is not possible to register for this course via SSC. After you have applied and been assigned to a team the course coordinator will take care of the registration of the participants at SSC, this is generally done in week 2 of a period.

For all further information about the course see the website (<https://actregistration.wur.nl/>). Be aware there are different versions of ACT like entrepreneurial ACT (E-ACT) Sustainability ACT (S-ACT) and Academic Research Training (ACT-ART), information can be found on the website.

Teams of 5 to 7 students are assigned to a project. These consultancy teams are composed on the basis of required disciplinary mix for the execution of the project and their interests students have expressed in an application letter. In their application letter students indicate what their disciplinary knowledge will add to the execution of the project. Each team has an assigned process coach and a content coach/academic advisor relevant to the project.

The multidisciplinary and preferably multicultural team will carry out a design type project for a client. This may be design of new technologies, but also policy papers, business plans, communication plans or draft research plans for integrated research programmes. Crucial is that teams reach an interdisciplinary synthesis of the compiled information and translate this into an advice on future actions for their client.

### Learning outcomes:

After this course students are expected to be able to:

- determine, with a team and in interaction with a commissioner, the goals of a project and formulate tasks and a project plan based on their disciplinary knowledge and general academic skills and attitude;
- adjust, with their team and in interaction with the commissioner, the formulated project goals and plan when and if necessary;

- defend and sell their viewpoints and conclusions in a professional and representative way and academically correct;
- contribute at an academic level to the execution of an interdisciplinary project both in terms of process and content related to their own disciplinary training by gathering, selecting and analysing information and integrating this into project deliverables;
- implement reflective learning by an assessment of their personal functioning in and contribution to a professional team and reflection on this in writing and during an assessment interview;
- assess the contribution of other team members and other stakeholders on team functioning and execution of project tasks and appropriately reflect on these and give feedback in writing and verbally.

#### Activities:

- team meetings: During the course, teams have formal meetings, which the process coach attends regularly. With the assistance of the coach students regularly reflect on the functioning of the team and of individual members;
- assigned team functions: Prior to starting, the students will be assigned functions with a clear task description: team manager, secretary, financial controller, member;
- meetings with commissioner: Students organize and prepare meetings with the commissioner. During at least one the coach will be present as observer;
- project plan: Teams prepare a project proposal; a first concept is discussed with a project proposal teacher. Project plans should at least address the mission/vision of the group, the planning chart, the stakeholder analysis, go/no-go decisions and involved risks. The plan is further assessed by the commissioner and a content coach/academic advisor before a final plan is made. When needed, the team will negotiate with the client to meet commissioner wishes, on condition academic standards and project limitations are respected. During project execution, the team checks the project-plan and negotiates adjustments when and if needed;
- project execution: During project execution a certain division of tasks is needed, yet the team should not start to work as a task team, with only one or two persons working on the integration of elements. Interdisciplinarity requires that all members actively work on synthesis and participate in the formulation of the final product and recommendations to the commissioner;
- project deliverables: In principle, all teams deliver an oral presentation, in English, to their commissioner, peers and coaches involved in the ACT. Further deliverables for each project are defined in the project-plan in interaction with the commissioner and the content and process coach. In cases the oral presentation could be replaced by an organised workshop for instance;
- individual assignments: Students compile a (self) assessment dossier. This includes the: application letter, expectation paper, reflection forms, mid-term reflection paper and final reflection paper. During the starting, mid-term and final interviews the coach gives feedback on the dossier. Elements of this dossier are discussed during team meetings;
- additional skills training: A workshop is used to translate theory of project planning into the preparation of a project plan. Training sessions are organized for a revision of the theory on communication, team dynamics and self-reflection and for team building exercises and training on multicultural communication. On request teams can be supported in methods in social research when and if needed.

#### Examination:

The final mark is calculated as follows:

- project proposal (15%) (of which 50% coach and 50% proposal writing teacher);
- product (42.5%) (of which 50% assigned expert, 25% coach and 25% commissioner);

- team process (10%) (100% coach);
- individual process (32.5%) (of which 50% coach and 50% mutual assessment team);

All parts: written self-assessment, project proposal, product, team process and individual process, should be sufficient (5.5 at least) to pass the course.

#### Literature:

A reader on communication and personal development skills is available from the WUR-shop.

### ***YMC-60300 Modular Skills Training***

#### Language of instruction:

English

#### Contents:

The modular skills courses train skills that are necessary for graduates to function in jobs at MSc level. In consultation with the MSc study advisor an assessment can be made on which skills (competencies) are already mastered and which are necessary to develop further. Based on this, you select modules to a total of 3 credit points (or 6 credit points).

It is important for students to reach an agreement with their study adviser about which and how many modules to follow, at a very early stage in the MSc programme. Once you both agreed on which modules to take, you should register as soon as possible at SSC online for each of the modules chosen. (There is neither need nor possibility to register for YMC-60300 or YMC-60400, since these are only umbrella codes). In the MOS we make a distinction between two categories of modules. More information on each of the modules can be found under the respective course codes (between brackets).

The first category modules concern bachelor competencies and therefore these modules should be followed as early in the academic year as possible:

- Computer Literacy (INF-65000) - 1.5 credits; period 1; offered online.
- Information Literacy (ECS-65100) - 1,5 credits; period 1,3,5; first three weeks, Thursday afternoon & period 6, Wednesday afternoon.

The second category modules cover competencies at master level and either provide skills enhancing general research competencies or introduce skills for your professional careers:

- Negotiation Skills (ECS-65300) - 1.5 credits; period 1, 2, 3, 5, 6; first three weeks, Thursday afternoon.
- Intercultural Communication Skills (ECS-65400) - 1.5 credits; period 1,2,3,5; first three weeks; Tuesday afternoon.
- Argumentation Skills (ECS-65500) - 1.5 credits; period 1, 2, 3, 5, 6; first three weeks, Wednesday afternoon.
- Observation Techniques (YRM-65000) - 1.5 credits; period 5, 6; first three weeks; Wednesday afternoon.
- Applied Ethics (CPT-65000) - 1.5 credits; period 1, 2, 5; Check scheduling website.
- Philosophy of Science\* (CPT-65100) - 1.5 credits; period 1, 2, 5; check scheduling website.
- Scientific Writing Skills (ECS-65600) - 1.5 credits; period 1,2,3,4,5,6; first three weeks; Friday afternoon. Project Planning and Organising (INF-65100) - 1.5 credits; period 2, 3, 5, 6; first three weeks; Monday afternoon.
- Interviewing Techniques (YRM-65100) - 1.5 credits; period 5, 6; first three weeks; Monday afternoon.
- Questionnaire Construction (YRM-65300) - 1.5 credits; period 5, 6; first three weeks; Tuesday afternoon.
- Personal Leadership and Effectiveness (ECS-66800) - 1.5 credits; period 2, 3, 5; first three

- weeks and in week 8 exam; Monday afternoon.
- Networking (ECS-66900) - 1.5 credits; period 2, 5; first three weeks; Tuesday afternoon.
  - Presentation Skills (ECS-65700) - 1.5 credits; periods 1, 2, 3, 5, 6; first three weeks, Tuesday afternoon.
  - Academic Argumentation Skills in Writing and Debate (ECS-66600) - 1.5 credits; period 3, 6; first three weeks; Monday afternoon.
  - Intuitive Intelligence (ECS-65800) - 1.5 credits; period 2, 5, 6; first three weeks, Wednesday afternoon.
  - Career Development & Planning (ECS-65900) - 1.5 credits; period 1, 3, 6; first three weeks; Monday afternoon.
  - Entrepreneurial skills (ECS-66100) - 1.5 credits; period 2, 5; first three weeks, Wednesday afternoon.
  - Consultancy skills (ECS-66200) - 1.5 credits; period 1, 2, 5; first three weeks, Wednesday afternoon.
  - Management skills (ECS-66300) - 1.5 credits; period 1, 2, 3, 6; first three weeks; Tuesday afternoon.
  - Management skills in Theory and Practice\* (ECS-67300) - 3 credits; period 1, 2, 3, 6; first three weeks and in week 8 exam. Tuesday afternoon.
  - Stewardship for Responsible Innovation (ECS-66400) - 1.5 credits; period 3, 6; first three weeks, Wednesday afternoon.
  - Pursuing and Realising Entrepreneurial Projects (ECS-66700) - 3 credits period 1, 2, 6; first three weeks and week 6, Thursday afternoon. This module can be followed in combination with an entrepreneurship labelled project in Academic Consultancy Training.
  - Supporting and Understanding Sustainability Transitions (SUST) (ECS-67100) - 3 credits; period 2,5; first three weeks Wednesday afternoon, week 2 and 3 also Monday afternoon.
  - Video for Data Collection\* (ECS-67400) - 3 credits; periods 1.5; first four weeks Monday afternoon.

The majority of the modules can be followed in the same period as the Academic Consultancy Training, except for the ones marked with:\* check the detailed schedule on the scheduling website.

## 6. Description MME specialisation courses

### 6.1 Specialisation A: Business Studies

#### ***YSS-32806 Advanced Supply Chain Management***

Language of instruction:

English

Assumed knowledge on:

ORL-20306 Decision Science 1

Continuation courses:

BEC-30306 Advanced Business Economics, ORL-30806 Operations Research and Logistics

Contents:

This course provides a theoretical basis for multi-disciplinary analysis and improvement of supply chains and networks, focusing especially on supply chain modelling methods. In this course, the focus is on decision support methods for operational performance, tactical operations management and strategic partnership in supply chains.

Learning outcomes:

After successful completion of this course students are expected to be able to: - apply presented algorithms and techniques to calculate an answer for a provided decision problem;

- apply supply chain concepts from logistics, information science and economics in provided business cases;
- construct a quantitative model for a presented decision problem in the supply chain;
- evaluate the interactions between the various supply chain processes and the impact of these interactions on decision making.

Activities:

Study the book and provided material on Blackboard, active participation in lectures, tutorials and computer practicals.

Examination:

The written exam has to be passed with a score equal or higher than 44 out of 80 points. With the practicals in group work 20 points maximum can be obtained, only valid in the current academic year. Written exam + practicals = max 100 points

Literature:

Sunil Chopra and Peter Meindl. (2013). Supply Chain Management, Strategy, Planning and Operation. 5th ed. Publisher: Pearson. ISBN-13: 978-0-13-274395-2.

#### ***YSS-32306 Technology, Innovation and Strategy***

Language of instruction:

English

Assumed knowledge on:

BMO-21306 Advanced Management and Marketing. Continuation courses: Advanced course in management studies.

Contents:

The objective of the course is to provide students with a sound theoretical basis concerning the

management and organization of the innovation process, within organizations while focusing on the intertwined relationship between technological and social factors. The course will consist of a number of lecture sessions. During which capita selecta of Innovation Technology and Strategy will be presented and discussed by university staff department and some outside experts from different disciplines and backgrounds. All sessions will be interactive and students are expected to be well prepared and to participate actively in the discussions and presentations. A critical and participative attitude is required. Next to the lectures participants are expected to work in teams of three and write a scientific paper about innovation. Chair group staff will be available for consultancy and coaching.

#### Learning outcomes:

Upon completion of the course 'Technology, Innovations and Strategy' students should be able to

- describe and understand innovation as a management process as well as state the key issues in innovation management;
- to develop and describe a framework for innovation strategy, state different mechanism for the implementation of innovation strategy as well as outline different ways in which innovative organizations might be build;
- to apply the major concepts, models and theories regarding the development, implementation and evaluation of innovation strategies to business practice;
- to identify, analyse and assess business problems and challenges regarding innovation, technology and strategy and be able to provide a meaningful contribution to the solution of those problems.

#### Activities:

- scientific research assignments for groups;
- lectures on technology, innovation and strategy;
- tutorial with practical assignments in the field of innovation;
- guest lecturers from various companies.

#### Examination:

- written exam (65%);
- assessment of assignments (35%).

#### Literature:

Smith, d. (2010). Exploring Innovation. 2nd ed. Mc Graw Hill. ISBN 13978-0-712123-5.

#### ***BEC-30306 Advanced Agricultural Business Economics***

#### Language of instruction:

English

#### Assumed knowledge on:

Statistics/Econometrics/Optimisation Methods; BEC-20806 Financial Management in Agriculture and BEC-22806 Accounting or BEC-51806 Agricultural Business Economics.

#### Content:

Decision making, planning and evaluation are key concepts in business economics. This course focuses on quantitative methods that are used in decision making, planning and evaluation such as mathematical programming, modelling/simulation with risk, performance analysis and price transmission analysis. Also, due attention is paid to concepts of risk management from the business and supply chain perspective. This course prepares for doing a thesis in Business Economics

Learning outcomes:

After successful completion of this course students are expected to be able to:

- to formulate decision making problems in a business and in a supply chain context;
- to critically evaluate quantitative methods used in business economics research like regression analysis, data envelopment analysis, monte carlo simulation and mathematical programming techniques;
- to select and apply the appropriate method(s) for analyzing different business economic problems ;
- to interpret and critically assess outcomes of quantitative methods in business economics literature

Activities:

Students attend lectures and participate in the tutorials and a business case. During tutorials, groups of students discuss and present scientific articles. Furthermore, groups of students make exercises during computer practicals. Students work individually on a short paper (research proposal).

Examination:

- group reports of the practicals (20%)
- assignments (10%);
- written exam (70%) with open questions.

Each component needs a minimum mark of 5.0 to pass.

Literature:

Reader Advanced Business Economics (will be distributed in first lecture).

***MCB-31306 Creating Frameworks for Marketing and Consumer Behaviour***

Language of instruction:

English

Assumed knowledge on:

Statistics (MAT-22306 Quantitative Research Methodology and Statistics or YSS-20306 Quantitative and Qualitative Research Techniques in the Social Sciences) and two specialization courses Consumer Behaviour (MCB-30306 Consumer Behaviour: Concepts and Research Methods and MCB-30806 Sensory Perception and Consumer Preference) or two specialization courses Marketing (T-21306 Advanced Management and Marketing, and one of YSS-32306 Technology, Innovation and Strategy, ORL-30306 Decision Science 2).

Continuation courses:

MSc Thesis Marketing & Consumer Behaviour.

Contents:

Selected themes in Marketing and Consumer Behaviour show how a marketing and consumer behaviour specialist can find conceptual solutions to a real-world problem in marketing and/or consumer behaviour.

Learning outcomes:

After successful completion of this course students are expected, for a 'real-world problem' in the domain to marketing and consumer behaviour, to be able to:

- translate the real-world problem into terms of generic scientific research questions;
- evaluate the usefulness of theories in marketing and consumer behaviour to solve that problem (including their potential complementarity and rivalry);
- create a conceptual framework by integrating ideas from selected theories;
- derive implications from that framework, and - report the framework in a theoretically persuasive manner
- collaborate in a group and with an appointed supervisor in a proactive, independent and collaborative way.

Activities:

- Participation in lectures/sessions.
- Developing a conceptual framework and writing and presenting a literature study based on a marketing/consumer behaviour case.

Examination:

- individual examination (half term) on the prescribed literature (30% of final grade);
- mark on the content, process and presentation of the group assignment (70% of final grade).

Both parts should be completed with at least a 5.5

Literature:

Selected papers and handouts from lectures (for exam). Papers identified through literature review for group work .

***BMO-31306 Advanced Business Strategy/Case Studies Management***

Language of instruction:

English

Assumed knowledge on:

BMO-24306 Management and Marketing; BMO-21306 Advanced Management and Marketing.

Contents:

ABS/CSM aims at executing a systematic description and study of a strategic issue for a specific organization (commercial or non-commercial). The study should be systematic as a result of applying theory and scientific methods, the teamwork, and the group feedback during the research trajectory. ABS/CSM is a perfect preparation for an MSc thesis. You will focus on a real-life company or other organisation, e.g. in your own social environment. The focus will be on complex issues, i.e. a set of intertwined and multi-faceted managerial questions.

Learning outcomes:

After successful completion of this course students are expected to be able to:

- understand the unique complexity of research projects in management studies;
- formulate an adequate research proposal tailored to a managerial issue;
- select from the variety of possible sources the relevant management-literature;
- design the methodology for the empirical research and execute the empirical research;
- report on the basis of the evidence and the literature.

### Activities:

First, ABS/CSM starts with preparatory activities. During the last weeks of advanced business and marketing you are asked to look around for a team and a case studies company. After the first two 2 weeks of ABS/CSM the company-issue and your research proposal should be clear. Introductory lectures are provided on designing managerial research projects, chain- and network management, writing skills and managerial research methods. Next there is a series of various meetings with a supervisor, presentations, discussions and when necessary additional lectures. A progress report has to be handed in. You are stimulated to partake in the open exchange of comments, suggestions and ideas. The structure here accords the triad of the book by Johnson & Scholes (1999; 2001). Each team should present twice and assess others. We end with a series of closing ceremonies. You will have to submit you final and integral team-report at a certain moment. This also counts for the individual report. The individual report should relate the good in the teamwork, the lesser elements in the research, and the learning during this course. In principal during the week for exams mixed-teams will discuss the output of each other's work.

### Examination:

ABS/CSM comprises of several forms of assessment. The reason for this is that we want to get as complete as possible a view of your skills and capabilities: with regard to the research plan, and the presentation no marks are given, although a positive go/no-go decision is requisite and feedback is provided. If the staff agrees on your company and the issue at hand, then the team is awarded a credit. Absence is discounted for. We will score (1) the final case-report; (2) your individual report; (3) your contribution in the final mixed group discussion; and (4) in the meetings.

### Literature:

Johnson, G.; Whittington, R.; Scholes, K. (2011). Fundamentals of Strategy (with MyStrategyLab and The Strategy Experience simulation). FT Press, 2nd ed. 284 p. 2011, ISBN 9780273757337.

Kumar, R. (2005). Research Methodology. A step-by-step guide for beginners. SAGE Publications Ltd. 2nd ed. 432 p. ISBN: 9781446269978.

## ***ORL-30806 Operations Research and Logistics***

### Language of instruction:

English

### Assumed knowledge on:

ORL-20306 Decision Science 1.

### Contents:

This course broadens in deepens the knowledge and skills acquired in ORL-20306 Decision Science 1. The global aim is to learn to deal with new (difficult) models and algorithms. The focus of the course is on supporting logistical decision processes in an industrial environment by means of quantitative models and techniques. Long-term as well as short-term management/control of good-flows and required production factors are studied. Some of the topics: location-allocation problems (strategic control level), production planning and inventory management (tactical control level), routing problems (operational control level), non-linear programming.

### Learning outcomes:

After successful completion of this course students are expected to be able to:

- classify typical decision problems in logistics;
- deduce a quantitative model for presented decision problems in logistics;

- judge which algorithm is appropriate to solve the formulated problem;
- apply (newly) provided algorithms to calculate a solution to a provided decision problem;
- evaluate the effectiveness and efficiency of algorithms;
- select from OR journals an appropriate article on a prespecified topic, as preparation for thesis research activities;
- argue on the tenor of the selected OR article in a presentation.

Activities:

- studying the literature;
- acquiring knowledge, skills and insight by active participation in the tutorials;
- making exercises and acquiring skills by active participation in the tutorials and practicals;
- study with a group an article and present a summary (assignment).

Examination:

Admission condition to the written exam: sufficient assessment of the assignment during the course. The written open book exam has to be passed with a score equal or higher than 50 out of 90 points. With the practicals 10 points maximum can be obtained. Written exam + practicals = max 100 points.

Literature:

Ghiani G, Laporte G, Musmanno R. (2013). Introduction to logistics systems management, 2nd ed. Wiley. 478 p. ISBN-10: 1119943388; ISBN-13: 978-1119943389.

Reader Computer Practical's Operations Research and Logistics (Blackboard).

## 6.2 Specialisation C: Economics and Governance

### *ENR-31806 Theories and Models in Economics*

Language of instruction:

English

Assumed knowledge on:

Environmental Economics for Environmental Sciences (ENR-21306), Microeconomics (UEC-21806), or Economics of Agribusiness (AEP-20306)

Contents:

This course aims to acquaint students with different methodologies of doing applied research in economics, with an emphasis on the environment and agricultural commodity markets. Different methodologies of making economic scenario studies are discussed at an intermediate level. Methodologies that will be dealt with include partial equilibrium models, input-output models, applied general equilibrium models and neo-classical growth models.

Learning outcomes:

After successful completion of this course students are expected to be able to:

- explain the micro-economic theories underlying quantitative economic models;
- develop a quantitative economic model (in Excel or GAMS) to address a specific economic policy problem;
- critically reflect on the potential uses and limitations of quantitative economic models for policy analysis.

Activities:

- lectures;
- computer
- practicals;

- take-home exercises to be completed in groups of two students;
- self-study.

Examination:

- group assignments (40%);
- written exam (60%).

Each component needs a minimum mark of 5.5 to pass.

Literature:

(1) Vercammen, J. (2011). Agricultural Marketing, Routledge (available on-line via library); (2) Reader 'Theories and models in economics (2015)' by Xueqin Zhu et al.; (3) Reader 'GAMS for economic modelling (2015)' by Xueqin Zhu et al.

***YSS-34306 Advanced Econometrics***

Language of instruction:

English

Assumed knowledge on:

AEP-21306 Econometrics or equivalent.

Contents:

This course provides a basis for doing econometric analyses independently. Besides lectures on various econometric techniques, students learn when and how to apply these techniques during intensive practical sessions. Moreover, the use and interpretation of econometric models is discussed. Subjects that are covered include: linear regression models; misspecification; heteroscedasticity and autocorrelation; endogeneity, instrumental variables and Generalized Method of Moments; Maximum Likelihood estimation and specification tests; models with limited dependent variables; univariate and multivariate time series modelling; panel data estimation.

Learning outcomes:

After successful completion of this course students are expected to be able to:

- explain important problems and solutions in econometric theory;
- apply correct econometric estimation techniques given the structure of the data and the theoretical model;
- evaluate econometric analyses performed by others;
- propose improvements for performed econometric analyses;
- construct economic models and estimate them using appropriate econometric techniques.
- 

Activities:

- attending lectures and practical sessions and studying the material;
- carrying out assignments in pairs using the software package Stata.

Examination:

- six weekly assignments (50%)
- written exam with 24 closed questions and 4 open questions (50%)

To pass a minimum mark of 5.5 for the written exam is required.

Literature:

Verbeek, M. (2012). A guide to modern econometrics. Wiley. 4th ed. 514p. ISBN-10: 1119951674.

## *Policy Analysis*

### Language of instruction:

English

### Assumed knowledge on:

AEP-20306 Economics of Agribusiness or UEC-21806 Microeconomics

### Contents:

European integration implies that the members of the Union give up parts of their sovereignty in pursuit of shared goals. This course focusses on this integration process, its challenges and effects. The subject of this course is the analysis of a range of policies implemented by the European Union (EU) in order to reach its policy goals. In the centre of the course are policies which are an integral part of the integration process of the EU. Also other policies which are relevant for food and environment are discussed. The course focuses on the formation and assessment of the effects of agricultural and trade policies of the EU as well as its foreign policy regarding its neighbouring countries in the Mediterranean region and Eastern Europe (ENP - the European Neighbourhood Policy). Moreover, environmental, regional and food policies are dealt with. The course provides the economic as well as the political science perspective on these policies.

The course consists of several parts. First, EU integration and EU policy making are introduced. Second, tools from micro economics (e.g. welfare analysis), and political science (e.g. discourse analysis) frequently used for analysing policies will be presented and practiced. Third, details of the institutions of the EU its policy instruments and a discussion of the political and economic rationales is provided. This is necessary to explain specific EU policies. Fourth, the course deals with EU agricultural, food, trade and the Neighbourhood policies. On these areas a large part of the budget is spent and they have core importance for the EU's future. Special attention will be given to the different sectorial policies and the reform of the Common Agricultural Policy and its effects on farmers, the environment and on food security. Finally, attention is paid to food trade policies and the relationship of the EU with the rest of the world. Specific topics are international trade liberalisation, non-tariff trade barriers and regional trade agreements. This course prepares you to write a MSc thesis in the areas of 'Agricultural Economics and Rural Policy Analysis' (AEP group) or 'Public Administration and Policy' (PAP group).

### Learning outcomes:

After successful completion of this course students are expected to be able to:

- understand and explain the economic and political rationales of the process of European integration and topical issues;
- understand the agricultural, trade and neighbourhood policies of the EU, and explain their economic and political rationales;
- analyse the process of policy development and policy implementation in a multilevel context of different member states, the EU institutions and global institutions;
- apply micro-economic and discourse theory to assess the impacts of agricultural, trade and neighbourhood policies on various stakeholders;
- evaluate economic instruments implemented for specific policy aims;
- design a MSc thesis proposal and provide feedback on the proposals of peers.

### Activities:

- attending lectures and studying the course material;
- solving exercises;
- discussing assignments in practical sessions;
- designing and writing a research proposal for a MSc thesis
- evaluating MSc proposals of peers and giving feedback.

Examination:

- presentation (20%);
- research proposal (20%);
- written exam with open and closed questions (60%)

The minimum mark for the written exam is 5.0.

Literature:

Baldwin, R., and C. Wyplosz (2012). *The Economics of the European Integration*. McGraw-Hill Higher Education, London. 4th edition.

Articles in the area of EU agricultural, trade and foreign policy analysis. The course is supported by a Blackboard site.

*DEC-30306 Central Themes in Development Economics*

Language of instruction:

English

Assumed knowledge on:

AEP-20806 Institutional Economics and Economic Organisation Theory, AEP-21306 Econometrics, DEC-21806 Macroeconomics and International Trade, and DEC-32806 Impact Assessment of Policies and Programmes or ENR-31806 Theories and Models in Economics

Continuation courses:

AEP-80433 MSc Thesis Agricultural Economics and Rural Policy, AEP-81333 MSc Thesis Regional Economics, DEC-80433 MSc thesis Development Economics, ENR-80433 MSc Thesis Environmental Economics and Natural Resources

Contents:

This advanced course provides an in-depth treatment of various important contemporary issues in economics of development economics, which deals with processes of socio-economic and institutional change in low income, transition, and high income countries. We discuss state-of-the-art literature on a selection of topics in a series of twelve lectures. Each lecture is followed by a workshop in which the students discuss and apply the theories and models covered. The topics relate to poverty and inequality issues, the role of institutions, food and nutrition security, agricultural policies, and sustainable natural resource management. Each student selects one topic to develop into a short research proposal.

Learning outcomes:

After successful completion of this course students are expected to be able to:

- analyze links between a range of factors and economic development;
- appraise existing literature on economic development;
- contrast different economic theories on development issues;
- apply adequate economic models to a number of development issues.
- 

Activities:

Studying the literature on a number of central issues and discussing the findings and conclusions with students and staff, making assignments, and writing a research proposal.

Examination:

Written exam with open questions (50%); workshop assignments (20%); research proposal (30%); minimum grade for each 5.5.

Literature:

Course guide and literature list is available at the secretariat of the Development Economics Group.

***ENP-32306 Advanced Environmental Economics and Policy***

Language of instruction:

English

Assumed knowledge on:

As this is an advanced course on economics and policy, students are strictly required to have basic knowledge of economics (ENR-21306, ENR-20306, or equal level courses) and policy (ENR-20306, or equal level courses); students can check their entrance level on the course's Blackboard site. Academic paper writing skills are assumed as well (e.g. Bachelor thesis).

Contents:

This course builds upon introductory courses in environmental policy and environmental and resource economics and prepares students for thesis research in these fields. The course will elaborate on recent developments in policy and economics, inviting students to make methodological comparisons between theories and analytical instruments for analysing environmental problems. In the case studies, sustainable fishery and water management are important topics, among other environmental issues.

Themes covered in the course include:

- decision making, risk and consumer behaviour;
- transboundary environmental management (e.g. river management);
- governing trade and environment (e.g. fish trade bans).

Learning outcomes:

After successful completion of the course students are able to:

- explain and compare key theoretical developments in political science and environmental economics, as presented in the course;
- apply the concepts and models of these theories as research tools for analysing specific case studies;
- critically assess the analytical strengths and weaknesses of these concepts and models in discussion with others;
- write and defend a paper in which they apply and evaluate a subset of theoretical concepts and models with reference to a self-chosen case.

Activities:

- plenary lectures;
- working groups and discussion sessions;
- individual paper writing.

Examination:

- preparatory group assignments and personal performance at seminars (33%);
- individual paper (33%);
- oral or written exam with open questions (33%).

To pass a minimum mark of 5.5 for each of the components is required.

Literature:

See course guide.

## Calendar academic year WUR 2020-2021

### Calendar academic year 2020-2021



Period	PERIOD 1													PERIOD 2										PERIOD 3					
Calendar Week	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	1	2	3	4	5	6	
Academic Week	49	50	51	52	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
Date	3/8	10/8	17/8	24/8	31/8	7/9	14/9	21/9	28/9	5/10	12/10	19/10	26/10	2/11	9/11	16/11	23/11	30/11	7/12	14/12	21/12	28/12	4/1	11/1	18/1	25/1	1/2	8/2	
	Academic Year 2019-2020				Education								Exams	Education								Exams	Holidays	Education and exams				Resit exams (3-2/12-2)	

  

Period	PERIOD 4				PERIOD 5								PERIOD 6																
Calendar Week	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35
Academic Week	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	1
Date	15/2	22/2	1/3	8/3	15/3	22/3	29/3	5/4	12/4	19/4	26/4	3/5	10/5	17/5	24/5	31/5	7/6	14/6	21/6	28/6	5/7	12/7	19/7	26/7	2/8	9/8	16/8	23/8	30/8
	Education and exams				Education								Friday, April 30 Exams	Exams *	Education and exams								Holidays		Resit exams (2-8/11-8)	Holidays	Academic Year 2021-2022		

Holidays 2020-2021 (during educational days/weeks)

Week

17	25th of December 2020	1st Christmas Day
17	26th of December 2020	2nd Christmas Day
18	1st of January 2021	New Years Day
31	2nd of April 2021	Good Friday
32	5th of April 2021	Easter Monday
35	27th of April 2021	Kingsday
36	5th of May 2021	Liberation Day
37	13th of May 2021	Ascension Day
39	24th of May 2021	Whit Monday

\* 6th of May 2021 No Exams in the morning

## 7. Admission requirements

Your home university decides on whether you are admitted to the Double Degree Programme or not. The whole selection process is therefore done at your home university. For final registration to the DD-programme, formal admission to MME is necessary as well.

### 7.1 Admission from partner universities

You can be admissible to DD-MME under the following requirements:

If you are from one of the following universities, you are admissible to the MME programme when you fulfil all the requirements indicated in the agreement:

- Friedrich-Wilhelms Universität, Bonn, Germany
- Czech University of Agriculture, Prague, Czech Republic
- Università Cattolica Del Sacro Cuore, Cremona, Italy
- Technische Universität München, Munich, Germany

You must apply via the coordinator at the partner university and must follow the specified rules and procedures indicated in the agreement.

### 7.2 General MME admission requirements

In order to be admitted to the MME programme a student must fulfil the following 4 general admission requirements:

- A University Bachelor degree (or equivalent) or a Professional Bachelor degree in a field of science relevant to the selected programme;
- A cumulative grade point average (GPA) – or cumulative average mark – for the Bachelors study which is at least 70% of the highest grade or mark achievable;
- Good knowledge of mathematics and/ or statistics;
- Fluency in English, both written and spoken

### 7.3 Grade Point Average (GPA)

#### **Grade Point Average for students from other Universities**

Your Grade Point Average must be at least 70% of maximum scale (First Class Honours or a Second Upper Division). If your score is between 65-70% you may be admitted when there are compensatory factors, such as sufficient relevant work experience, publications, or a thesis of good scientific quality.

### 7.4 Proficiency in English

The MSc programme at Wageningen University & Research is given in the English language and all applicants must provide recent evidence of their spoken and written command of English. Double Degree students must meet Master programmes - English Level 2 requirements to be found [here](#). **Non-EU students** are required to submit an IELTS, TOEFL or Cambridge certificate in accordance with the visa requirements.

## 8. Administrative matters

### 8.1 Study duration, tuition fee and graduation

Typically, incoming DD-students do their first year at their home university and their second year in Wageningen. Directly at the start in Wageningen DD students should enroll as a regular Master's student. It is not possible to start as an Erasmus Exchange Student as the Double Degree Policy of Wageningen University doesn't allow this.

The registration as regular student makes it possible to graduate at the moment when all mandatory parts of the programme are completed. Students are allowed to extend their registration into a 3<sup>rd</sup> year if necessary for completion of the thesis or if a student wishes to expand the course work at Wageningen University.

### 8.2 Monitoring for students with a residence permit

#### **Monitoring for students with a residence permit**

Your residence permit for the duration of your study is issued by the Dutch Immigration and Naturalization Service (IND). The IND will monitor your study progress every year. Students who do not make enough progress risk losing their residence permit.

Every year a student needs to gain at least 50 per cent of the study load for an academic year. For example, if the study load is 60 EC per year, a student has to gain a minimum of 30 EC per year. A university is obliged to inform the IND about the yearly study progress of its international students.

1. If the student is not able to finish 50 per cent of the study load in a year, the university has to investigate why. If there was a justifiable reason, such as pregnancy or illness there will be no direct consequences for the student, but note that each reason for a delay in studies can be used only once.
2. If on the other hand no justifiable reason can be found, the university has to unregister the student with the IND. The residence permit issued for the purpose of studies will be withdrawn. The student then has to return to his or her home country.

### 8.3 Study Programme Approval (SPA)

To eventually graduate a student must have an approved study programme. All DD-students will discuss and agree their programme with the MME study advisor at the start of the study in Wageningen, but only registered MME DD-students can submit their programme for formal approval by the Examining Board. This works through the so-called digital Study Programme Approval system (SPA) of the Student Service Centre (SSC) and has to be done at least 3 months before the intended graduation date. You can enter SPA via SSC online; most of your courses will be listed already, but you'll have to complete the form according to the programme agreed with the study advisor (on paper). If they match you can submit the programme. It first goes to the study advisor for approval before it will be submitted to the Examining Board. This digital programme will be used to make up the transcript of records and diploma supplement.

### 8.4 Graduation

The official date of the graduation is the date on which the last mark of the approved study programme has been entered in SPA (through the examiner). You will first receive an automatically generated email message from SSC, asking you if you really want to graduate and terminate your

study as this will be the date on your diploma and your registration with Wageningen University automatically ends on that day. Students who are also registered via Study Link need to unregister themselves. You can do this in advance per month. Restitution on tuition fees takes place on a monthly basis. More information on graduation can be found [here](#).

#### 8.5 Fees for EU and non-EU students

Wageningen University makes a distinction in fees for EU and non-EU students. Tuition fees can be found [here](#).

## Annexure 1: An overview of free optional courses

As a service to the DD students we have compiled a list of courses that in our view are most directly related to or relevant for the MME programme. For the optional course students are free to look beyond this list.

### In-depth courses

CPT-55306	Advanced Social Theory	1AF
UEC-51805	Advanced Microeconomics	1AF
SDC-23306	Law and Public Power	1AF/5AF
ENP-30506	Theories on Politics and Governance	2MO
DEC-32806	Impact Assessment of Policies and Programmes	3WD
ENR-31306	Economics and Management of Natural Resources	4WD
YRM-50806	Quantitative Data Analysis: Multivariate Techniques	5MO
ENR-51306	Advanced Macroeconomics	5MO
ECS-51703	From Thesis to Academic Journal Manuscript	6MO
ENP-39306	Advanced International Environmental Politics	6B
DEC-31306	Cost-Benefit Analysis and Environmental Valuation	6B
BMO-31806	Facility Management Innovation	1AF
BMO-21306	Advanced Management and Marketing	3WD/4WD
MCB-30306	Consumer Behaviour: Concepts and Research Methods	4WD
BMO-24806	Supply Chain Management	4WD
MCB-30806	Sensory Perception and Consumer Preference	5AF
UEC-22306	Economics of Consumption, Welfare and Society	5AF
DEC-32306	International Trade and Development Policy	1AF
AEP-20806	Institutional Economics and Economic Organisation theory	1AF/5AF
AEP-21306	Econometrics	1MO
DEC-21806	Macroeconomics and International Trade	4WD
AEP-22806	Spatial and Regional Economics	5MO
CPT-55306	Advanced social theory	1AF
YRM-50806	Quantitative Data Analysis: Multivariate Techniques	6MO
YRM-60806	Qualitative Data Analysis: Procedures and Strategies	6AF
BEC-54806	Theories for Business Decisions	1MO
CPT-56306	Analysing Discourse: Theories, Methods and Techniques	1MO
INF-51806	Modelling and Simulation of Complex Socio-Technical Systems	2MO
SCH-52306	Theorizing Consumers and Consumption	2AF

### Broadening courses

BEC-22806	Accounting	1AF
ORL-20306	Decision Science 1	1AF/2AF
ORL-30306	Decision Science 2	5MO
INF-22306	Programming in Python	1AF/2MO
BEC-51806	Agricultural Business Economics	2MO/5MO
INF-51306	Big Data	2AF
BEC-20806	Financial Management in Agriculture	2AF
BEC-22306	Corporate Financial Management	2AF
INF-50806	Agent-Based Modelling of Complex Adaptive Systems	4WD
MCB-51403	Capita Selecta Commodity Futures & Options	5MO
YRM-20806	Research Design and Research Methods	1AF
SCH-20306	Gender and Consumer Culture	2AF
CPT-23306	Communication & Persuasion	2MO
ENP030306	International Environmental Policy	4WD
PAP-30306	Designing Innovative Governance Arrangements	5AF/6MO

For more information about the courses, an updated course guide is available on the website <https://ssc.wur.nl/Handbook/Department>. The courses are sorted by department. For example the course CPT-55306 can be found at the CPT department.

For more information about optional courses for DD students, an updated list of ROO (restricted optional) courses is available on the website <https://ssc.wur.nl/Handbook/Programme/MME>. For

every MME specialisation, there exists a list of R00 courses.

More detailed information and schedules can be found in the WUR Study Handbook (Update each year around June). <https://ssc.wur.nl/Handbook/Programme/MME>.

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