

# MSc Agricultural and Food Economics

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



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## 1. Introduction to the DD programme

This brochure contains information for students from the Master Programme Management, Economics and Consumer Studies (MME) of Wageningen University (WU) interested in doing part of their study at the Faculty of Agriculture of the Rheinische Friedrich-Wilhelms-Universität in Bonn as double degree (DD) students. This DD is done in the field of Agricultural and Food Economics (AFECO). MME-students following the specialization Business Studies or Economics and Governance can apply for this DD.

DD arrangements at Wageningen University are only made with qualified institutions. The current DD-programme with the University of Bonn's Faculty of Agriculture, through the Institute for Food and Resource Economics (ILR), fully allows students to achieve the intended learning outcomes of the MME programme and also fully aligns with WU's overall Education Framework. The diploma supplement will describe the specifics of the double degree programme.

### 1.1. The Faculty of Agriculture and the Institute for Food and Resource Economics

Citing Bonn University's website "Since 1934 the Faculty of Agriculture, formerly the historic Poppelsdorf Agricultural College, has enriched the spectrum of teaching and research available at the Friedrich-Wilhelm University of Bonn. The faculty not only offers traditional agricultural subjects but also covers agricultural and food systems sciences and geodesy, resulting in institutes within the faculty that provide a valuable complement to the six other University faculties."

The Faculty of Agriculture effectively collaborates across faculty boundaries, encourages innovation and creativity. In collaboration with strong departments research-oriented BSc and MSc degree courses are offered, the AFECO Master through the Institute for Food and Resource Economics being one of them. AFECO provides an excellent opportunity at the highest international standards, prepares for doctoral studies and involves active cooperation with public and private research institutes in the field of agricultural and resource economics. It offers an international program teaching state-of-the-art tools and skills qualifying students for manifold leadership activities in business, public administrations and research institutes. Holders of an AFECO degree find their employment opportunities in service companies like insurances and consulting firms, in business companies, in associations, non-profit organisations and public authorities of the agricultural and food sector, environmental protection and development cooperation. The food industry meanwhile is the fourth ranked and still growing branch of German industry of nearly 6,000 esp. medium-sized companies. In our modern society, these companies offer future and world market oriented jobs, also to foreign students.

Agricultural Economics at Bonn University has achieved an internationally outstanding position in the field of mathematical modelling and information systems as well as communication in food chain management.

### 1.2. The Institute for Food and Resource Economics

The Institute for Food and Resource Economics (ILR) is one of the many research institutes at Bonn University that play an active role in (research-oriented) teaching. The ILR is located at Poppelsdorf Castle, in the centre of a traditional and well-known research campus of the international city of science and of global summits, the city of Bonn. The location next to the river Rhine, surrounded by the hilly areas of the Eifel and the Siebengebirge, in the mid of Europe in short distance to all the most important metropolitan regions provides an ideal place for studies! At ILR about 20 people are working in research and teaching, energetically supported by our office personnel. The focus is on the

economic analysis of policy measures in the agri-food area, its scientific foundations and on quantitative policy impact assessment.

## 1.1 The AFECO Master Programme

AFECO is challenged by and addresses questions like:

- Will we be able to feed the world in 2050?
- How do farmers handle the economic challenges and opportunities of globalized world markets in times of climate change?
- How do producers and processors react to permanently increasing requirements of consumers regarding food safety and sustainability?
- How can natural resources be preserved by a competition oriented and sustainable agri-food sector?

Agricultural economics provide answers to these and other questions – a growing global population, increasing land use conflicts, changing consumer behaviour and ongoing climate change will demand this type of expertise in the future.

The objectives of the AFECO master programme are:

- To offer theoretical and methodological skills for top-level research in economic issues of the food system from farm to global level
- To provide knowledge on relevant and recent developments in the food chain, food policies and natural resource issues in the agro-food system
- To improve soft skills by allowing for active participation in and providing feedback on team work, exercises, written seminar papers, and oral presentations
- To qualify for interesting jobs in the private sector with service suppliers like banks, insurance or consultancy companies, agroindustry, food industry, retailers, NGOs, governmental agencies
- To prepare for doctoral research and the pursuit of an academic career.

## 2. DD requirements for MME-students

### 2.1. General requirements

To be able to apply for the DD-programme, the MME-student should have completed a BSc with a GPA of at least 7.0 and the first year of MME with a GPA of at least 7.0. MME-students with an HBO-background and students from other MME-specialisations than those listed above, may be eligible at additional conditions.

To be eligible, a DD-student should have a BBC or BEB bachelor background together with the compulsory and restricted choice courses from the below mentioned specializations of the MME-programme. This opens for eligible MME-students the option to receive an MSc Diploma from both institutions by selecting some compulsory courses and thesis profile courses at the partner University and by writing a jointly supervised thesis.

### 2.2. Specific requirements

Given the specific pre-requirements, the DD-programme of a partner University is for students with the following specializations:

#### **A Specialization Business Studies**

- A1 Business Economics
- A2 Information Systems
- A3 Management Studies
- A4 Marketing & Consumer Behaviour
- A5 Operations Research & Logistics.

#### **C Specialization Economics and Governance**

- C1 Agricultural Economics & Rural Policy Analysis
- C2 Development Economics
- C3 Spatial & Regional Economics
- C4 Environmental Policy
- C5 Environmental Economics & Natural Resources
- C6 Public Administration & Governance.

### 3. Basic structure of the DD-programme

Usually, MME-students who applied for the DD-programme study their first year at Wageningen University and the second year at the other university. The DD-programme does not include an internship, but it is allowed to add an internship on top of the usual DD-programme. In this case the DD-programme has 24 extra credits.

#### 3.1. Basic structure of the first year

The number in the table represents the number of ECTS. The number in between brackets, represents the number of courses included in the amount of credits.

Course code	Course name	ECTS
CPT-38306 YSS-33806	Common part: Philosophy and Ethics of Management, Economics and Consumer Behaviour (6 ECTS) <b>and</b> Interdisciplinary Themes in Food and Sustainability (6 ECTS)	12
	2 Common specialization courses	12
	1 Advanced disciplinary course	6
YMC-60809	Academic Consultancy Training	9
YMC-60300	MOS modules	3
	Optional master courses	18 (3)
<b>Total number of ECTS</b>		<b>60</b>

#### 3.2. Basic structure of the second year – Bonn

	Course name	ECTS
	<i>Compulsory AFECO Courses<sup>1</sup>:</i> Extended Methods of Empirical Research Microeconomics Organisational Management Risk Management in Agribusiness Excursion in Agricultural and Food Economics	18-30
	Research Seminar	6
	Jointly supervised thesis	30
<b>Total number of ECTS</b>		<b>60</b>

For the planning of a combined study at Bonn and WU one has to be aware that the academic calendars differ. Whereas at WU an academic year consists of six shorter educational periods, Bonn has an annual two semester system of about 24 weeks each, one semester roughly corresponding to three WU periods. A semester at Bonn divides into a lecture period and an exam period. However, also the starting and ending dates differ:

<sup>1</sup>There may be some overlap between the compulsory AFECO courses and MME courses. The number of compulsory AFECO courses you must pick, depends on your MME programme and the overlap between the MME and AFECO courses.

**Bonn:**

Semester 1 (Winter semester):

Lecture period: mid-October - beginning of February

Exam period: beginning of February - mid-March

Semester 2 (Summer semester):

lecture period: beginning/mid-April - mid/end of July

exam period: mid/end July - beginning/mid-August

**WU:**

Semester 1: Beginning of September - end of January (*WU educational periods 1, 2 and 3*)

Semester 2: Beginning of February - beginning of July (*WU educational periods 4, 5 and 6*)

## 4. Information about the related DD master of Bonn University

### AFECO Programme

The DD-programme in Bonn consists of 24 credits of electives and compulsory modules (selection depending on the Master courses taken at WUR and decided in a consultancy meeting with the study coordinator), and a research seminar. DD-students are advised to select a research seminar from the following specializations:

- Agribusiness (for MME-specialization Business Studies)
- Market and Consumer Research (for MME-specialization Business Studies)
- Agricultural and Development Policy (for MME-specialization Economics and Governance)
- Resource and Environmental Economics (for MME-specialization Economics and Governance)

Below, the courses lectured in each specialization can be found:

#### Agribusiness (ABS)

Course Code	Course Name	Term
ABS-100	Financial Accounting (in German)	WT
ABS-210	Agricultural Production Economics	WT
ABS-130	Investment and Financing	WT
ABS-300	Seminar Production Economics and Farm Management	ST
ABS-350	Evidence based agricultural policy impact analysis: causal effects and policy design	WT
ABS-340	Special Project in Production Economics	WT+ST
ABS-120	Methods in Management Research	WT
ABS-150	Process Based Management	WT
ABS-230	Strategic Technology and Innovation Management	ST
ABS-310	Seminar in Innovation Management and Entrepreneurship	ST
ABS-320	Special Project in Technology and Innovation Management	WT+ST
<b>ABS-300</b>	<b>Research Seminar in Agribusiness</b>	<b>WT+ST</b>

#### Market and Consumer Research (MAC)

Course Code	Course Name	Term
MAC-100	Food Marketing	WT
MAC-110	Food Industrial Economics	ST
MAC-120	Behavioral Economics in Agri-Food markets	ST
MAC-130	Global Agricultural and Food Markets	WT
MAC-210	Advanced Methods of Market and Consumer Research	ST
MAC-230	Ethics in Food Consumption and Production	WT
MAC-220	Communication in the Food Sector	ST
MAC-300	Seminar Markets and Consumers	WT
MAC-310	Special Project in Market and Consumer Research	WT+ST
<b>MAC-330</b>	<b>Research Seminar in Market and Consumer Research</b>	<b>WT+ST</b>



### Agricultural and Development Policy (APO)

Course Code	Course Name	Term
APO-110	European and International Agricultural Policy	WT
APO-130	Rural Development	WT
APO-220	Applied Modelling of Agricultural Systems	WT
APO-230	Advanced Applied Econometrics	ST
APO-250	Partial and General Equilibrium Modelling	ST
APO-310	Special Project in Agricultural and Development Policy	WT+ST
APO-300	Seminar Policy Analysis	WT
APO-250	Partial and General Equilibrium Modelling	ST
APO-120	Applied Trade Theory and Policy	WT
APO-230	European and International Agricultural Policy	ST
APO-240	Development Economics	ST
<b>APO -330:</b>	<b>Research Seminar in Agricultural and Development Policy</b>	<b>WT+ST</b>

### Resource and Environmental Economics (ENV)

Course Code	Course Name	Term
ENV-240	Bio-Economic Modelling At Farm-Scale	WT
ENV-100	Economics on Sustainability	WT
ENV-210	Advanced Environmental Economics	WT
ENV-220	Agricultural and Agri-Environmental Law (German)	WT
ENV-300	Seminar on Environmental Economics and Policy	WT
ENV-310	Special Project in Environmental Economics	WT+ST
ENV-130	Impact evaluation of conservation & development projects and environmental policies	ST
ENV-240	Bio-economic modelling at farm-scale	ST
ENV-110	Environmental Economics and Policies	ST
ENV-260	Sustainability and risk	WT
<b>ENV-330</b>	<b>Research Seminar in Resource and Environmental Economics</b>	<b>WT+ST</b>

DD-students should select a research seminar will consist of a self-responsible literature survey on a defined topic, which will be defended by the candidate. This will strengthen the student's ability to present his ideas in scientific discussions and help in preparing the content of the master thesis.

For a more detailed schedule and other relevant information see the AFECO webpage [www.afeco.uni-bonn.de](http://www.afeco.uni-bonn.de).

## 5. The Jointly Supervised Thesis

The MSc Thesis is in principle jointly supervised, with the first supervisor coming from the 'host' university, in this case from Bonn University. The thesis has to obey to the standard rules and regulations of the University of the first supervisor. Special arrangements as to supervision and marking must be specified in the Thesis Contract.

## 6. Administrative and Logistics Matters

### 6.1. Admission requirements for MME DD-students

Bonn 'automatically' accepts students nominated by the MME Programme Director and DD-coordinator if the student meets the requirements discussed in the section "Specific requirements". Such students usually have succeeded their BBC- or BEB-bachelor degree and are following one of the mentioned subspecialisations. Exceptionally other candidates may be nominated upon prior consultation with the University of Bonn.

### 6.2. Tuition Fee

Bonn does not charge any tuition fees however WU students pay a social fee (of about €310 per term). To graduate as a DD-students should be formally enrolled and registered. This also holds for the semester when students hand in their thesis.

### 6.3. Application Procedure

Once nominated Bonn requires all incoming DD students to apply (online + additional paper documents) just to comply with administrative procedures (see under "[Admission Requirements](#)"). Please mind the application deadlines of April 30 for the Winter term, and January 15 for the Summer term!

### 6.4. Accommodation

The application at the University of Bonn does not include an offer for a room in a dormitory. Students should find a room themselves on the private market with the list of advice on finding accommodation: For more information about housing, please contact Dr. Manuela Meraner ([afeco@ilr.uni-bonn.de](mailto:afeco@ilr.uni-bonn.de)) before July. She arranges the housing offers for DD-students.

## Annexure 1: The four lines of study of the AFECO Master

This annexure provides a brief overview of the four lines of studies for DD-students:

- The courses of the **Study line**<sup>2</sup> **“Agribusiness”** cover the whole range of management issues within the agricultural and food sector. Students will gain in-depth problem-solving knowledge in a multitude of fields including financial accounting and business analysis, production planning and investment appraisal, financial and risk management as well as quality management and marketing. The graduates of this study line will be qualified for high level management positions in companies, administrative bodies and service-oriented institutions of the agri-food sector. Besides the agriculture and food related industries ranging from input providers (e.g. technical equipment, agro-chemicals, feed stuffs) over the farming sector itself to food processing and marketing, this also includes the service sector, particularly financial and insurance institutions, and business and tax consultancy according to the respective German laws.

Management is always performed under the effective national legislation. As the job opportunities for our graduates are predominantly related to the German job market, it is necessary to derive solutions to management problems in the context of German business-related laws and regulations (tax laws, environmental regulations, etc.). The primary language of instruction in the Agribusiness study line is therefore German, supplemented by English as far as necessary to develop an international perspective and to apply up to date research methodologies. This requires good command of both languages, German as well as English.

Agricultural and food markets are experiencing substantial changes. They are progressively global, characterized by increasing competition, interdependencies with non-food markets (e.g. energy) and rising price volatility. In addition, demographic, economic and social trends alter consumers’ demand. In many countries consumers expect not only high product quality but also that food is produced in a sustainable way, especially regarding animal welfare, environmental degradation and social conditions. This development has induced adjustments in public standards at national and multilateral level. But even more, it has led to an increasing prevalence of private food standards.

- Courses in the **Study line “Market and Consumer Research”** apply the principles of economics and management to provide students with the skills for analysing food markets and consumer behaviour. Students gain insights with respect to food policy and trade issues, the management of risk in and the structure of food markets. In addition, students acquire comprehensive knowledge regarding theories and models of consumer behaviour as well as qualitative and quantitative market research tools and techniques.

The Major in ‘Market and Consumer Research’ provides students with a thorough understanding of food markets and consumer behaviour and prepares them for a career to support companies in successfully marketing their products and services (e.g. marketing manager in the food industry, market researcher in a food company or a market research institute), and to advise public and non-profit food sector organizations in policy related issues of societal relevance (e.g. food policy economist in food associations, NGOs, food protection department of governmental agencies and international organizations). In addition, graduates with a major specification in ‘Market and Consumer Research’ will find job opportunities as market analyst in international organizations (e.g. FAO or OECD), banks and associations.

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<sup>2</sup> Study lines and specializations are used as synonyms in this brochure.

Providing food security to a growing world population depends on functioning agricultural sectors and rural economies and a thorough understanding of agricultural market interactions across the world. The safety of food products requires efficient national and international food chains and a transparent trading system across developed and developing countries. At the same time, the conservation of agricultural resources, multifunctional rural communities and the mitigation of adverse environmental effects are of high importance for society and policy makers.

- The courses in the **Study line “Agricultural and Development Policy”** provide the basis for the sound understanding of the economic behaviour in the agricultural sector and rural economies in developed and developing countries, and of the interaction within a globalized food system. Students will gain in-depth knowledge about the functioning and impact of agri-food and development policies and how changes herein will affect the various actors in the sector along the food chain. With a focus in this major on quantitative methods in mathematical modelling and econometrics and a team and research-oriented approach, students will learn the theoretical and quantitative analytical skills to analyse complex problems of the agricultural and food sectors.

Successful candidates of this program will find job opportunities in the public and private sector where qualitative and quantitative analysis of economic policies with a focus on the agricultural and food sector is required, as for example in: International organizations such as FAO, OECD, World Bank or National and international administrations and legislative bodies such as agricultural ministries or the EU Commission. As well professional associations (COPA/COGECA, DBV, DRV, Farmer’s Unions ...) and larger companies in the agri-food sector requiring analytical skills to analyse policy and market developments can be interested in our Degree holder. Research institutions involved in policy analysis such as IFPRI, national agricultural research bodies such as INRA in France or vTI in Germany resp. Universities offer attractive jobs; These strongly research oriented positions typically require doctoral studies in addition such as offered e.g. by the Theodor-Brinkmann graduate school at Bonn university

Agriculture is highly dependent on functioning ecosystems and at the same time severely impacting the quality of land, climate and biodiversity in all regions of the world. The direct and indirect influences of demand for food, feed and energy become more and more apparent and are a concern for a non-negligible part of consumers. Therefore, the relation between consumption and production of agricultural goods are a concern not only for policy makers, but also for the food industry and the consumer who strives for a more sustainable consumption.

- Against this background the courses in the **Study line “Resource and Environmental Economics”** inter alia address the impact of climate change and biodiversity loss on agricultural production, direct and indirect influences of demand on environmental issues, demand for environmental goods and national and international environmental policies in theory and practice. After having followed these courses, our students will have a thorough understanding of the ecological, microeconomic and game theoretical foundations of environmental policy, inter-temporal allocation of resources and monetary evaluation of environmental goods. They will also have learned how to interpret and perform Life Cycle Analysis and get first insights into modelling of indirect effects of changes in policy and consumption. This will make them interesting candidates for research institutes and organizations that are dealing with environmental policy (national and international administrations, NGOs etc.), but their knowledge is also more and more asked for in the food industry, energy production and even by those banks that are working in a public interest like the KfW, the Council of Europe Development Bank or even the World Bank.

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