

Master's programme

Sustainable Business and Innovation

Today's companies must transform into innovative and sustainable companies in order to address the grand challenges the world is facing. This master's programme helps prepare you to lead companies into a sustainable future. You study organisational renewal, making effective use of data-driven and smart innovations, and re-aligning with chain partners to promote Sustainable Development Goals.

In this two-year's master programme you will acquire knowledge, skills, and competencies from both management and marketing sciences, to become a manager, marketer or entrepreneur to support the transformation of companies into sustainable enterprises.



What makes this master's unique?

- **Acquire knowledge and skills, and develop competencies suited to be a 'changemaker' for sustainability**
- **Understand and develop knowledge on managerial decision-making for necessary innovations and renewal**
- **Gain a multidisciplinary perspective on how companies, markets and sectors, related to agribusiness, change to become part of a more sustainable future.**



Want to get to know the university?

Chat with our students, visit one of the (online) open days or join one of our students for a day. Look for all activities at www.wur.eu/meetus

Study programme in numbers



START
September



NUMBER OF STUDENTS
45-70 students/year



LANGUAGE
English



STUDY LOAD
40 hours/per week



APPLICATION DEADLINE
non-EU/non-EFTA students:
15 April
Dutch/EU/EFTA students:
15 June



ADMISSION REQUIREMENTS
www.wur.eu/apply

Content of the programme

In the first year the following courses are selected for you:

- Business Theory and Sustainability
- Strategic Marketing for Market Transformations
- Leading and Organizing for Sustainability
- Conceptual Innovation Lab
- Analytical Methods for Sustainable Business and Innovation
- Critical Reflections on Sustainable Business
- Philosophy of Science and Ethics

You will also take part in the Academic Master Cluster, in which teams of 5 to 7 students from different disciplines realise a transdisciplinary academic consultancy project for an external client. You can also choose your own electives, to deepen and broaden your knowledge in the area of your interest. The second year consists of your master thesis project and an internship (either in the Netherlands or abroad).

“In this program we focus for example on economics, sustainability, innovation and historical parts to understand better how sustainability works.”
Elise, MSc student



Related programmes

MSc Supply Chain Analytics – MSc Consumer Studies –
MSc Economics of Sustainability – MSc Governance of
Sustainability Transformations

THE UNIVERSITY IN NUMBERS



6,936

Master's students



108

Nationalities



66%

Dutch



34%

International



43%

Male



57%

Female

Studying in Wageningen

Be part of our international community of students who want to change the world. Together we can find solutions for problems like health and food security, water scarcity, climate change and other environmental and global issues. You are ensured personal guidance throughout your student career. Studying in Wageningen guarantees premium quality education and an international quality benchmark on your curriculum vitae.

www.wur.eu/whywageningen



Structure of the study programme

- 1st** YEAR (60 ECTS)
- Program specific courses (36 ECTS)
 - Academic Master Cluster (12 ECTS)
 - Elective courses that fit your personal interest (12 ECTS)

- 2nd** YEAR (60 ECTS)
- Thesis: conduct your own research project (36 ECTS)
 - Internship (24 ECTS)

Your future career

After graduation a bright future lies ahead of you. As typical 'boundary crossers', graduates may enter various management functions, including general or innovation manager, as well as positions related to sustainability, sustainable sourcing, and marketing in B2C and B2B markets. Some graduates will become entrepreneurs, while others pursue an academic career.

“Our alumni are the change makers in today's economy, leading the way to a sustainable business transformation. They not only make a career for themselves, but their achievements are also important for future generations. I am proud to be a part of it”.
Caspar Krampe, teacher of the course Strategic Marketing for Market Transformation'

More information

Visit wur.eu/mmea
or mail to mme.msc@wur.nl

