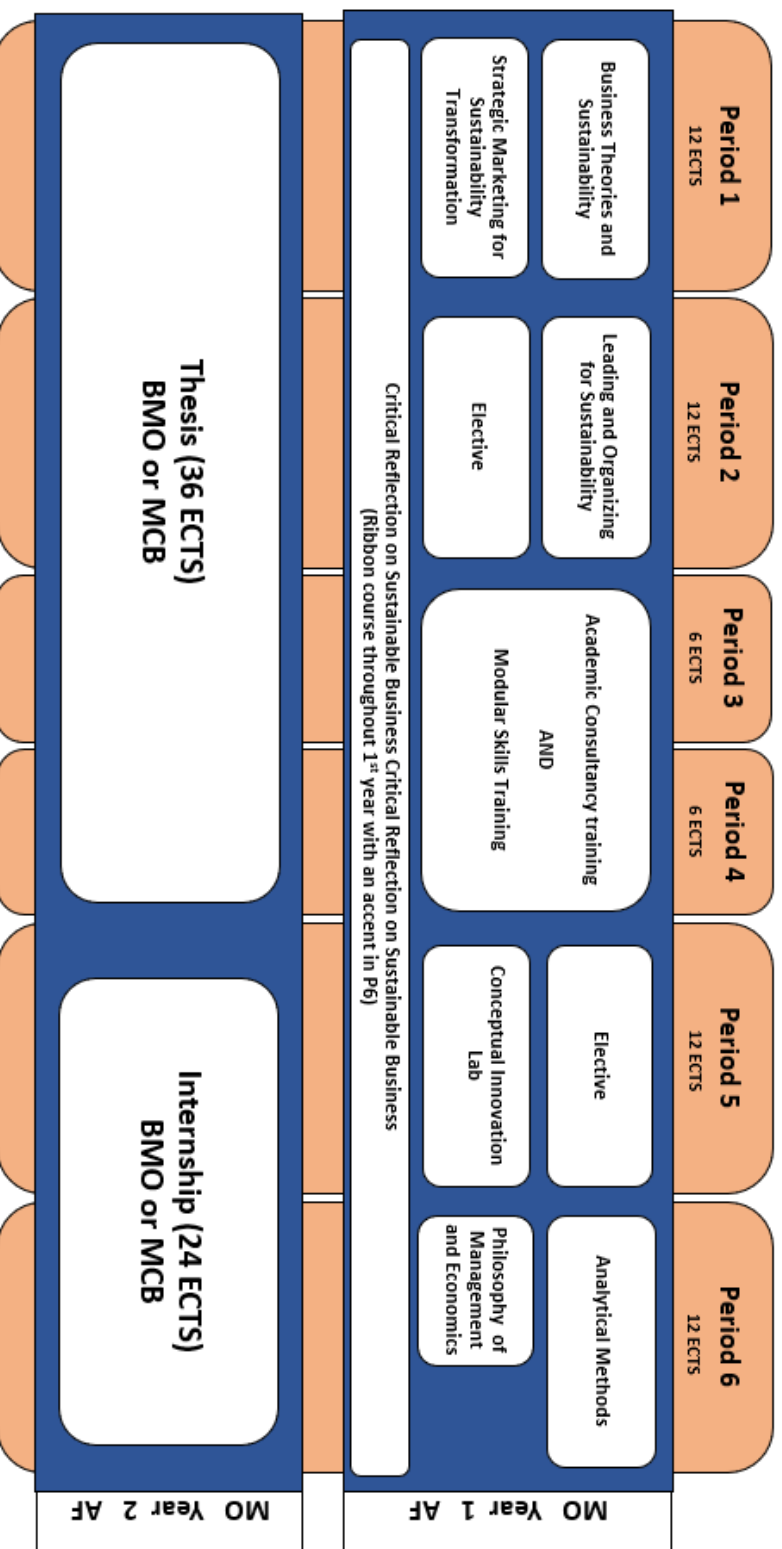




MME-A Sustainable Business and Innovation



22-10-24, more info: wur.eu/mmea, contact: mme.msc@wur.nl

MO: Morning course
AF: Afternoon course

Sustainable Business & Innovation

Sustainable development challenges should be addressed by innovative businesses. There are no obvious business solutions to be profitable while contributing to the Sustainable Development Goals (SDGs). This program offers a multidisciplinary perspective on how business, farms, markets and sectors are changing to become part of the sustainable solutions. You will acquire knowledge, skills and competencies to become a manager, marketer or entrepreneur who can lead a business and contribute to a sustainable future.

Mandatory Courses:

Business Theories & Sustainability (YSS37006)

Which theories are underlying the decisions that managers make on a daily basis? How useful are these theories if businesses also aim to contribute to the SDGs? What alternative theories are emerging? This course will teach you how to use theories analysing and evaluating sustainable business models to their commercial and societal potential and pitfalls.

Strategic Marketing for Market Transformation (MCB33806)

How do companies change the rules of the game in market and business ecosystems? What instruments do they use for advertising, product development, channel development and pricing. How do they engage with vital stakeholders, greenwashing, competition and unwilling consumers?

In this course you will study businesses cases on companies at the forefront of sustainable change and learn by playing a market game against other students.

Leading and Organizing for Sustainability (BMO36306)

How to change organizational structures, processes, competencies, policies and incentives to foster sustainability? How do leaders change norms and build corporate cultures that foster change for sustainability? What are the organisational hindrances and flows? By studying *living business cases* and receive direct feedback from MNC managers your knowledge will be expanded.

Conceptual Innovation Lab (YSS38606)

Different types of innovations can be accelerators for sustainability transition of global food systems towards the achievement of the SDG-goals. Innovative concepts and development frameworks that can create understanding and guide actions into the transition process are abound. This course will teach you a scientific robust and step-wise approach on how to develop innovative conceptual frameworks. Concepts of creative conceptual thinking, scientific reflection, active and lively discussions to develop academic skills will pass by in this course.

Analytical Methods (YSS38806)

This course provides students with the analytical methods to support businesses, policy makers and researchers when making decisions on sustainability and innovation. Students will learn how to develop a research design and decide which research methods are best to use.

Critical Reflection on Business (YSS38003)

In this course, students will critically reflect on their personal development, boost critical thinking about business, obtain relevant ideas from philosophy of science and ethics for a critical reflection on the ambitions of both companies and yourself and apply knowledge and ideas from this study to a business case, creating and presenting one will round up year one.

Electives:

Within this master program students can follow two elective courses in the fields of digitalisation, creative data science, consumer behaviour, digital marketing, governance, economics and econometrics and also in supply chain analytics and management.

Note that this is no limited to these courses. Students can follow any relevant master course that adds to their master program, given it is of relevant difficulty and adds to program being studied.

Thesis:

In the Sustainable Business & Innovation master's program at WUR, your thesis is basically your chance to dive deep into a topic that gets you excited about how people interact with products, food, or services. It's like your academic mic drop moment. Instead of just learning theories in class, you get to pick a real-world question you're curious about, like why people go crazy for certain food trends or what makes them choose one brand over another.

You start by picking a topic that sparks your interest. Then, you dig into what's already out there – what researchers have said, what studies have found – and figure out where there's still room for more insight. Next, you design your own study. It could be surveys, interviews, or whatever method suits your topic. You collect your data, analyse it and then report everything in an official paper. It's not just about getting it right, but about showing you've really thought deeply about something you're passionate about. It's like your academic rite of passage into the world of Sustainable Business & Innovation.

Examples of our thesis topics:

- The influence of disruption-induced scarcity and acute stress on consumer stockpiling behavior of essential products
- How to future-proof an arable family farm? The integration of Dutch arable family farms into horizontal collaboration
- Brand equity: Investigating the brand equity of PRO Bikegear within the bike components market in relation to competitors: an customers emotional approach
- Optimizing the Promotion Calendar of Kraft Heinz at Jumbo.com
- Coworking spaces from a multinational perspective: drivers and barriers for innovating the office.
- Farmers' acceptance of Battery Electric Tractors in the DACH region – An empirical study

Internship:

Doing an internship while finalizing your master's in Sustainable Business & Innovation is like taking a real-world joyride through the fascinating landscape of consumer behaviour. It's not just about hitting the books, it's about diving deep into the practical side of things. You get to swap the classroom for a hands-on experience, where the theories you've been absorbing start making sense in the wild.

You might find yourself working with industry pros, getting the lowdown on how businesses understand and cater to management needs. You're not just observing, you're part of the action, trying to figure out why people do what they do, whether it's working in digital marketing, jumping on financial numbers, or managing a new brand launch. Combined with this internship you will also write a research report. It's the kind of real-world insight you can't get from textbooks alone, and it sets you up for a one-of-a-kind learning experience as you cruise through your master's journey.

Example of companies where our students did their internship:

- Albert Heijn e-commerce, working on nudging towards sustainable choices
- VBDO, working on responsible investment strategy implementation
- Ministry of Agriculture, interning on simulation models for nature-inclusive agriculture
- Iglo, implementing communication strategy for frozen spinach sales

Entry requirements:

The criterion for admission is a WUR degree in Management and Consumer studies or equivalent. The norm for this equivalence is:

≥ 30ECTS in at least one of the following disciplines: business studies, business economics, decision theory or information technology.

Of these 30ECTS at least ≥ 15 ECTS should be covering by management studies and marketing.

Additionally the candidate should have covered ≥ 10ECTS in research methodology including statistics.

The Admission Board will determine your eligible to the master program or refer you to a pre-master program covering your deficiencies.

WHERE ARE OUR GRADUATES NOW?

Sustainable Business Innovation offers a wide range of possibilities for graduates. The multidisciplinary perspective makes it possible for us to have real examples in many different spheres of application of the programme and the knowledge.



Business Developer:

- Leader to one or multiple people.
- Researches, organises and develops strategies
- Product manager, brand manager and people manager.



Business Process Specialist:

- Overseeing and improving on business processes



Researcher:

- Acquiring, conducting, and publishing of (scientific) research.
- Create value for science, society, government and business.



Consultancy:

- Specialised in a certain discipline.
- Uses their expertise to give advice to companies and persons.



PhD

Educator/academia:

- Going on na academich path, publishing scientific research and/or teaching.