



MSc Management, Economics and Consumer studies

Information and Programme guide 2021-2023

for students with a pre-education
other than WU-BBC and WU-BEB

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Preface

This brochure aims to inform current and future students with a pre-education other than WU-BBC, WU-BEB, or WU-BGM about the MME-programme at Wageningen University. The structure of the programme is not fundamentally different for the different types of students, but sometimes courses need to be chosen because of deficiencies in your pre-education. Moreover, students with an HBO pre-education might include a WU-HBO-minor in their HBO-programme or alternatively need to take a WU pre-master programme before starting with MME. This and more is explained in this brochure.

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1 MSc Management, Economics and Consumer studies (MME)

1.1 Introduction

Management, Economics and Consumer studies is a two-year social science programme embedded in a life science context. The programme delivers academics who combine socio-economic theories, methodological knowledge, and academic and professional skills, with specific knowledge of the agri-food chain and its institutional environment. Within the programme students can specialize in Business Studies, Consumer Studies, Economics and Governance, and in Management in Life Sciences. Below you find an overview of all specialisations and thesis tracks within each specialisation. A thesis track in this document is defined as "A field of expertise that can be chosen within the specialisation."

A Specialisation Business Studies

- A1 Business Economics (BEC)
- A2 Information Technology (INF)
- A3 Business Management and Organisation (BMO)
- A4 Marketing & Consumer Behaviour (MCB)
- A5 Operations Research & Logistics (ORL)
- A6 Facility Management (FM)

B Specialisation Consumer Studies

- B1 Communication Philosophy and Technology (CPT)
- B2 Consumer Technology and Product Use (FQD)
- B3 Urban Economics (UEC)
- B4 Marketing and Consumer Behaviour (MCB)
- B5 Consumption and Healthy Lifestyles (CHL)

C Specialisation Economics & Governance

- 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)

D Specialisation Management in Life Sciences

- D1 Theme Management of Innovations
 - D1.1 Business Management and Organisation (BMO)
 - D1.2 Marketing & Consumer Behaviour (MCB)
- D2 Theme Management of Business and Supply Chains
 - D2.1 Operations Research & Logistics (ORL)
 - D2.2 Business Economics (BEC)
 - D2.3 Information Technology (INF)

1.2 Specialisations

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 chairgroup).

Thesis tracks and example thesis topics within the specialisation Business Studies

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

<p>Marketing and Consumer Behaviour MCB A4</p>	<ul style="list-style-type: none"> ➤ Segmenting the cooking oil market in Ghana ➤ Targeting the needs of one-person households in Benelux and France ➤ Dynamics of marketing policies in chains ➤ Forecasting in agricultural marketing 	<p>http://www.wageningenur.nl/mcb</p>
<p>Operations Research and Logistics ORL A5</p>	<ul style="list-style-type: none"> ➤ Supply planning and staff planning for a distribution centre for a supermarket ➤ Design of Brazilian soybean exportation distribution network: A Mixed-integer Linear Programming Approach ➤ Optimal milk production planning ➤ Optimization of pharmaceutical supplies in Uganda 	<p>http://www.wageningenur.nl/orl</p>
<p>Facility Management BMO A6</p>	<ul style="list-style-type: none"> ➤ Innovative Process and Innovativeness in Facility Management Organisations ➤ Evaluation of the reliability and validity of the Cap Gemini measurement method ➤ Trade-unions and enterprise councils in contracting out: their role and consensus in the decision making process ➤ Quality of facility services: the influence of the hiring organisation on quality 	<p>http://www.wageningenur.nl/BMO</p>

B: Consumer studies

This specialisation is concerned with consumers and consumption practices within households and other settings. The specialization addresses dynamic consumer wishes and preferences, lifestyles, societal trends and inequalities. A consumer's perspective is applied to the quality of food, food ethics and environmental aspects of food production. Moreover, students learn to understand the consumer driven approach in innovating products, processes and technology in the agri-food chain.

Specialising in Consumer Studies entails writing a thesis related to communication philosophy and technology, consumer technology and product use, Urban Economics, marketing and consumer behaviour, or Consumption and Healthy Lifestyles., and.

Thesis tracks and example thesis topics within the specialisation Consumer studies

Thesis track and Chair Group Code	Typical thesis topics	Website for further information
Communication Philosophy and Technology CPT B1	<ul style="list-style-type: none">➤ The reputation or image of the agro-food industry➤ The monetization of social networking sites and the implications for its users➤ The role of trust in persuasive communication➤ Food safety and (risk) communication	http://www.wageningenur.nl/cpt
Consumer Technology and Product Use FQD B2	<ul style="list-style-type: none">➤ Insects as human food: influencing the consumer acceptance of entomophagy among Western consumers➤ Trans Fatty Acids & Labelling: A research on consumer understanding related to TFA and labelling➤ Food Storage and Food Waste in the Household: An insight into the food storage methods used in Athenian households➤ Requirements on food for special targets groups	http://www.wageningenur.nl/fqd
Economics of Consumers and Households UEC B3	<ul style="list-style-type: none">➤ Income and wealth: How do households determine the optimal level of wealth?➤ How does a couple's behaviour influence fairness in decision making?➤ The relationship between mental budgeting and tax compliance: amongst self-employed people without personnel➤ Conspicuous conservation: effect of conspicuousness and status on evaluations of pro-environmental products	http://www.wageningenur.nl/UEC
Marketing and Consumer Behaviour MCB B4	<ul style="list-style-type: none">➤ Functional dairy and the consumer: usage and attitude of consumers of dairy products➤ Impact of in-store variation on product purchases➤ Influence of packaging cues on product perception and goal activation➤ The effectiveness of negative labelling as a tool to increase sustainable consumer choice	http://www.wageningenur.nl/mcb

<p>Sociology of Consumers and Households CHL B5</p>	<ul style="list-style-type: none"> ➤ The consumption patterns of specific lifestyle, age and ethnic groups ➤ Consumption and health, e.g. obesity, disability ➤ Consumption movements, e.g. green consumption ➤ Household dynamics, e.g. the impact of ICT or food innovations on interactions in the household ➤ Marketing and the representation of e.g. gender, ethnicity, age 	<p>http://www.wageningenur.nl/CHL</p>
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C: Economics & 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"> ➤ Food price analysis (econometric) ➤ EU enlargement with Central and Eastern European countries, threats and opportunities for the EU dairy sector ➤ Land rent contracts between the Dutch government and farmers ➤ Regional Differences on the Dutch Rural Land Market. Influence of Agricultural Zones on Land Prices. ➤ Economic and institutional aspects of biogas production 	http://www.wageningenur.nl/aep
Development Economics DEC C2	<ul style="list-style-type: none"> ➤ Effectiveness of aid on sectorial growth: evidence from panel data from aid recipient developing countries ➤ Microfinance: Risk matching in Credit group Formation and implications for repayment, evidence from Ethiopia ➤ Financial liberalization and governance: evidence from Indonesia ➤ Impact of global cotton market on competitiveness in Zambia 	http://www.wageningenur.nl/dec
Spatial & Regional Economics UEC C3	<ul style="list-style-type: none"> ➤ Regional disparities within the EU after enlargement ➤ Effect of the enlargement on financial subsidy systems ➤ Evaluation of regional policies 	http://www.wageningenur.nl/uec
Environmental Policy ENP C4	<ul style="list-style-type: none"> ➤ Implementing the Plastic Hero, the household plastic waste collection system in the Netherlands ➤ Blue washing the beach: the role and impact of Blue Flag certification at the Bulgarian Black Sea coast ➤ The effect of international quality standards on small-scale Vietnamese Pangasius farmers ➤ Lessons learned from ISO 14001 implementation by local 	http://www.wageningenur.nl/enp

	governments: pioneer cases in the Valencian community, Spain	
Environmental Economics and Natural Resources ENR C5	<ul style="list-style-type: none"> ➤ Poverty traps and environmental degradation in Honduras ➤ International environmental agreements to control trans-boundary air pollution ➤ Corporate Social Responsibility and illegal logging in Indonesia: A game theoretical analysis 	http://www.wageningenur.nl/enr
Public Administration and Policy PAP C6	<ul style="list-style-type: none"> ➤ Policy making by governmental bodies for water quality, drought and floods ➤ Cultivating trust: the role of trust between government and citizens and in policy evaluation ➤ Bringing leadership of climate change adaption into practice ➤ The policy controversy of GMOs in Ecuador: mechanisms of framing and polarization in coping with a wicked problem 	http://www.wageningenur.nl/pap

D: Management in Life Sciences

The specialisation Management in Life Sciences (MLS) is intended to bridge the gap between the world of business decision making, innovation and entrepreneurship on the one hand and the world of science and technology on the other. The focus of this specialisation is on the interaction of technical and managerial knowledge in the agri-business. This specialisation is specially designed for students with a predominantly technological background.

Themes within MLS

Within the MLS programme, you will focus on one of two themes and within each theme you can choose a thesis track:

D1 Theme Management of Innovations

- D1.1 Business Management and Organisation (BMO)
- D1.2 Marketing & Consumer Behaviour (MCB)

D2 Theme Management of Business and Supply Chains

- D2.1 Operations Research & Logistics (ORL)
- D2.2 Business Economics (BEC)
- D2.3 Information Technology (INF)

Within the *Management of Innovations* theme, the innovation process is key. Which parties contribute to the innovation process, in which stage of the process and how to organise this? Answering these questions is essential to enhance the chance to a successful innovation. Customers and consumers are addressed separately; what is the target group and how to approach this group. You will write your thesis at the chair group Business Management and Organisation (BMO) or Marketing and Consumer Behaviour (MCB).

Within the *Management of Business and Supply Chains* theme the supply process is subject to study. A successful market introduction is also based on the tailor-made supply of the goods on the agreed terms. Quality, time and responsiveness are critical points in the supply process, while economics is crucial for gaining a profit. You will write your thesis at the chair group Business Economics (BEC), Operations Research and Logistics (ORL) or at Information Technology (INF).

Thesis topics within the specialisation Management in Life Sciences are similar to the topics within the specialisation Business Studies (see table on pages 5 and 6). However, students within MLS are expected to incorporate more technological or life science aspects in their thesis work. The thesis needs to show the bridge between the world of business decision making, innovation and entrepreneurship on the one hand and the world of science and technology on the other.

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 to analyse problems in a systematic way. The higher level of education is the reason that 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 (WEcR institute for economic research), or research within companies (R&D Friesland Campina)

Consumer Studies graduates are positioned at non-profit organisations (Consumer Safety), governmental institutions, research institutes (for example TNO, institute for applied life science research), research within companies (R&D Philips) or marketing positions within businesses (Unilever).

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. They usually work at foreign universities and international companies.

Management in Life Sciences (MLS) graduates have careers in management and consultancy in the Food and Agribusiness sector. Some have started their own businesses in Food or Food Processing Industry.

1.4 Study progress 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 percent 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.

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.

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.

1.5 Financial information (only for Dutch Students)

The MME programme is a two-year social science programme which is registered with DUO as a **one-year programme**. The majority of the social Science Masters in the Netherlands are registered with DUO as one year programmes. When you would like to know more about financial aid, please contact the student dean at 0317-483618. We advise you to inform yourself well via DUO on your right to study finance and OV.

Extra year financial aid

Students can, for a period of 12 months, receive the same monthly amount from Wageningen University as they received from DUO during their last month of financial aid (basisbeurs /aanvullende beurs), provided that they obtained their degree within a maximum period of 10 years from initial enrolment at higher education. Whether a student is entitled to an extra year financial aid is different for each situation. The full text can be found in the Student Charter of Wageningen University, as published on the website of Wageningen UR. See 'profiling fund' under 'Student Charter' on <https://www.wur.nl/en/Education-Programmes/Current-Students.htm>

More information can also be found on this page: <http://www.wur.nl/nl/Onderwijs-Opleidingen/Huidige-Studenten/Extra-studiefinanciering-WU.htm>

1.6 European Double Degree programmes

Students in the MME programme have the possibility to join one of our European Master programmes. There are several options that offer the possibility of graduating at two universities ('double degree') for students from specialisations A, B and C. To gain a double degree within the regular MME programme, students can choose between the Università Cattolica del Sacro Cuore in Cremona (Italy), Universität Bonn (Germany) and The Technische Universität München (Germany). One important selection criterion is the GPA. Students need at least a 7,0 out of 10,0 in the past and during their Wageningen master in order to be selected for the double degree programme. For more information about these double degree programmes, please contact Mr. Sietse Sterrenburg. Be aware that non-EU students generally will need up to 6 months extra study time and have a high tuition fee.

1.7 More information?

The most important source of information is the study adviser. Call or e-mail him or her for advice. You can also find more information on our website: www.wur.eu/mme or at the general website www.wur.nl/en

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2 Curriculum structure of MME and pre-master programme

The study programmes of the four specialisations in the MME-programme have a similar structure with a minimum of 120 credits (2 years). Paragraph 2.1 will elaborate on the structure of this MME-programme. Students with "HBO" (Dutch university of professional education) as prior education level have to do (besides the MME-programme) a pre-master programme of 30 credits with a contents depending on their background. The pre-master programme is elaborated on in paragraph 2.2. HBO-students might include the pre-master programme in their HBO-programme if their HBO-education programme allows for this. In that case the pre-master programme has the form of an HBO-minor. The HBO-minor is elaborated on in paragraph 2.3.

After choosing a specialisation every student selects a thesis track. **Attention:** A student is not automatically accepted into each specialisation. However, when accepted a student is free to choose one of the thesis tracks within the specialisation.

Appendix 2 contains an overview of all study programmes by specialisation and thesis track and the required courses in a Pre-master programme.

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/handbook. All courses in the Study Handbook are described by a course-code. 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 and Organisation. This course can be found as follows:

1. Go to: <https://ssc.wur.nl/handbook>
2. Choose the option "Courses" --> "by department" in the menu above.
3. Go to "Business Management and Organisation"
4. Choose "BMO-21306 Advanced Management and Marketing"

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

2.1 MME curriculum structure

The study programmes of the specialisations Business Studies, Consumer Studies and Economics & Governance in the MME programme have a structure, consisting of a common part for all specialisations (12 credits), a specialisation part consisting of five to six courses (30-36 credits), an internship (24 credits), a thesis (36 credits), and a free choice part to be filled with two to three supporting/profiling courses (12-18 credits). An overview can be found in the table on page 18.

Common Part

The courses in the common part of MME constitute a choice between the two following options:

- Academic Consultancy Training and Modular Skills Training (ACT and MOS) (12 credits)
- This combination of courses helps you to improve your project management, communication and cooperation skills while working in a multidisciplinary team. Students work in a group consisting of 5-8 students and carry out a research project together. Skills are chosen in consultation with and after agreement of your study adviser (this can be done by sending an e-mail with the proposed courses). Academic Research Proposal Writing (12 credits)

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. You can only follow this course after you have written your MSc thesis. Admission follows on a positive advice from your study adviser and after an intake meeting with the course coordinator if you fulfil the specific requirements for this course.

Specialisation Part

The specialisations Business Studies, Consumer Studies, and Economics & Governance share two compulsory courses: Philosophy and Ethics of Management, Economics and Consumer Behaviour and Interdisciplinary Themes in Food and Sustainability. In the first 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 the ethical issues of these as a basis for responsible professional conduct. In the second course, students are given opportunities to acquire and practice interdisciplinary skills. A cross-cutting theme in the area of food and sustainability is the anchor point for this course.

The other specialisation courses differ per specialisation. Two to four of these specialisation courses are compulsory depending on the chosen specialisation. Next to that, a thesis preparation course has to be chosen depending on the chair group chosen to do the thesis. The internship and master thesis conclude the specialisation part.

When you have already done one of the courses in this part, you may, with permission from the study adviser, do a substitute course. This must be a course of a similar level. You cannot receive an exemption for any course in this part of the programme.

Internship (24 credits)

The aim of the internship is that students experience the institutional, entrepreneurial, and labour reality of a possible academic working environment related to their study programme. Moreover, students have to write an internship report on the academic work they did during the internship. After completion of the internship, students are expected to be able to:

- Apply certain scientific knowledge they learned during their study programme;
- Execute certain professional skills better than before their internship;
- Work independently with a sense of responsibility for the organisation; and
- Expand their personal network.

Students with at least 3,5 years of relevant work experience at academic level can opt for an exemption. Ask your study adviser about the procedure. This procedure is only started after the student has gained at least 30 credits in courses at Wageningen University.

Students who are more research oriented may, after consultation with their study adviser, choose to write a second thesis of 24 credits. The research for a second thesis should be done for an organisation outside Wageningen University.

Students with a Dutch HBO-educational background including a HBO-internship have the opportunity to upgrade their HBO internship experience. When the student writes a BSc thesis of 12 credits, he/she can 'upgrade' his/her HBO-internship. This results in an exemption for the MME-internship.

Master thesis (36 credits)

The thesis is intended to develop and test your research skills and enables you to analyse and evaluate problems and possible solutions in a systematic and clear way. The minimum requirement for a thesis is 36 credits (five and a half month full-time work), but it may be expanded up to 39 credits. The selection of the research topic, the writing of the research proposal, and the various elements of the research and thesis take place under the supervision of a staff member of the chosen chair group.

Tabel: Full overview of MME Programme Structure

Specialisations	Business Studies	Consumer Studies	Economics & Governance	Management in Life Sciences	Credits
Common Part	Academic Consultancy Training & Modular Skills, OR Research Master Cluster: Proposal Writing				12
Specialisation part	Compulsory courses	Philosophy and Ethics of Management, Economics and Consumer Behaviour		Introduction to Management and Life Sciences	24
		Interdisciplinary Themes in Food and Sustainability		Research Design & Research methods	
	Technology and Business Model Innovation	Consumer and Technology & Innovation	Advanced Econometrics	Supply Chain Management	
	Advanced Supply Chain Management	Sensory, Perception & Consumer Preference	Theories and Models in Economics	Advanced Management and Marketing OR Advanced Supply Chain Management	
Thesis Preparing Courses (choose one)	Advanced Business Economics	Creating Frameworks for Marketing and Consumer Behaviour	The Economics and Politics of European Integration	Advanced Business Economics	6
	Creating Frameworks for Marketing and Consumer Behaviour	Advanced Consumer Studies	Central themes in Economics of Development	Creating Frameworks for Marketing and Consumer Behaviour	
	Advanced Business Research		Advanced Environmental Economics & Policy	Advanced Business Research	
Thesis and Internship	Thesis and Internship see paragraph 1.2				60
Free Choice	3 specialisation courses*				18
Total					120

* Depending on deficiencies in your pre-education, particular courses can be required here. For MLS these courses depend on the chosen theme.

2.2 Pre-master programme (Schakelprogramma)

Graduates from a Dutch HBO-education who did not follow a HBO-minor (see paragraph 2.3) are obliged to follow the pre-master programme. This programme consists of five courses that total to 30 credits (about 6 months). It generally contains a mathematics course, a statistics course and a methodology course next to two to three disciplinary courses which differ per specialisation. The prerequisite courses precede the MME-programme. Due to government legislation, all students need to complete their pre-master programme in full before starting the MME-programme, this is called the sharp distinction or 'harde knip'. Students who need to take a re-exam in any prerequisite course cannot start with courses of the MME-programme while waiting to re-take the prerequisite course. Students have one full academic year to complete the 30 credits of the pre-master programme.

After completion of all prerequisite courses the student is automatically admitted and registered in the MME-programme. The costs of the pre-master programme are kept proportional to the regular tuition fee for Dutch students. After completion of the prerequisite courses the tuition fee which is left until the end of the academic year needs to be paid to follow the MSc-courses.

2.3 HBO-minor

HBO students can do a HBO-minor (of 30 credits) at Wageningen University during their HBO study. For all four specialisations of MME there are specific HBO-minors (see separate HBO-minor Handout). Most of the HBO-minors are scheduled in period 1-3 of the academic year of Wageningen University. There is one Business Studies minor scheduled in period 4-6 of the academic year. HBO students of admissible HBO programmes can participate in a HBO-minor in the third or fourth year of their HBO study in consultation with **their current study adviser from their HBO institution..** The courses marked in bold for the different HBO minors are compulsory. Students can select 2 of the other mentioned courses in consultation with the WU study adviser. MO stands for morning course and AF for the afternoon.

To be admitted to the HBO-minor you need to:

1. Show English proficiency. A score of 8 out of 10 on HAVO or 7 out of 10 on VWO for English is sufficient. The RATEr test can be taken in Wageningen when one of the former is not the case. Students need to pass all the four elements (speaking, writing, listening, reading) of the RATEr test. In paragraph 3.4 more information on the English test can be found.
2. Have the permission of the examination committee of your HBO to follow these courses at Wageningen University.

When students use this minor to continue with the master programme MME, they should be aware that admission does not guarantee admission to the master MME. The minor does replace the pre-master programme, but there are a few additional requirements. For admission to MME all requirements listed in the following chapter must be met.

When you want to subscribe for a HBO-minor you should subscribe yourself as 'bijvakstudent'. This means you are a student at another university or HBO and you follow one or more courses at Wageningen University. You can download the form to subscribe via <https://www.wageningenur.nl/en/Education-Programmes/Student-Service-Centre/Show-SSC/Bijvak-and-Contract-Student-1.htm>

3 Admission Criteria

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

3.1 Pre-education/ BSc degree

The BSc-degree requirement includes:

1. **You should have a (i) relevant degree or a (ii) related degree to Business, Economics or Consumer studies.**

(i) Relevant degree: degree in social sciences in the field of management, marketing, accounting, (general, agricultural, development or environmental) economics, consumer behaviour or Consumption and Healthy Lifestyles.

(ii) Related degree: degree in the field of agriculture, plant sciences, animal sciences, environmental sciences, nutrition and health or other related fields in the agriculture or food sciences.

2. **Your BSc-programme should be of at least three years duration**
3. **To be admitted to the MME-specialisation A, B, or C you should have at least one year (60 ec) of courses within all of the three areas indicated below. Next to that, in order to be admitted to one of the three specialisations, you must have done at least 30 credits of courses during your BSc in the disciplines listed after the specific discipline:**

A **Business studies**: management, marketing, operations research, business economics, information technology, accounting, finance, financial management, commerce, law, logistics, facility management.

B **Consumer studies**: sociology, marketing, consumer behaviour, economics, psychology, communication, law

C **Economics and Governance**: Agricultural economics, development economics, environmental economics, econometrics, agricultural policy, environmental policy, institutional economics international trade, law, public administration.

4. To be admitted to the MME-specialisation D you should have at least one year of courses (60 ec) in a technological area and at least 12 ec of courses in Business Studies and or Business Economics area

Please note that mathematics, statistics, and methodology courses cannot be included in the required 60/30/12 credits mentioned above. These subjects are necessary prerequisites. Also internships and thesis courses are not acknowledged as disciplinary courses.

Due to the multidisciplinary focus of our master we recommend our students to follow at least one natural or life science course. If this course was not included in your bachelor programme we recommend to include at least one natural or life sciences course in your MME-programme in consultation and agreement with your study adviser of Wageningen University.

Below you will find more specific information about the admission criteria with respect to pre-education.

3.2 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.

Grade Point Average for students with a professional Bachelor (HBO)

To be accepted into the MME programme an average HBO grade of at least 70% is required, including a minimum of 70% for the HBO-Bachelor thesis and internships. A student with an average of 65-70% is evaluated and can be accepted based on a good thesis, good grades for social-economical courses or extra-curricular activities. The GPA is calculated as a weighted average of all your marks of the four-year HBO-programme.

3.3 Good skills in mathematics and/or statistics

For the all specialisations, you must have done at least 5 credits each in mathematics and in statistics in the previous study to be admitted. The mathematics level is comparable with Dutch final VWO level. For statistics, the level of WU-course MAT-14303 (Basic Statistics) is required. HBO students will reach these levels by including 12 credits of mathematics and statistics in their pre-master programme. In addition to be admissible for the C specialisation you need to have done at least 10 credits in statistics and 5 credits in econometrics. If you do not meet the requirements you need to contact the study adviser.

Assumed pre-knowledge or study load above the 120 credits:

We assume all students to have done at least 10-15 credits of statistics and 6 credits of research and design methodology. If this is not the case 6 credits for statistics and 6 credits for research and design methods will be added to the MME program.

3.4 English

It is compulsory to check the students' proficiency in English. Students will be directly admitted to the programme if they meet any of the following requirements:

- RATER: Listening pass, Reading pass, Writing pass, Speaking pass.
- IELTS Band 6.5 with a minimum sub score of 6.0 for speaking
- TOEFL internet based 92 with a minimum sub score of 23 for speaking
- Cambridge Certificate of Proficiency in English (CPE): score between 180-230
- Cambridge Certificate of Advanced English (CAE): score between 176-210
- Cambridge First Certificate (FCE): score between 176-190
- German Abitur: 09 Punkte for English (English should be taken for the complete duration of your Zeugnis der Allgemeinen Hochschulreife)
- Belgium ASO or TSO: 70 for English
- International Baccalaurét: Language of instruction English or English A Language and Literature 4
- For Dutch HBO students: VWO 7.0 or HAVO 8.0 for English language or a pass of all four elements (speaking, writing, listening, reading) of the RATER test. The RATER test can be taken at the Wageningen University Language Centre (<http://www.wur.nl/en/Education-Programmes/Wageningen-into-Languages.htm>). The test consists of four parts and has a fee of €175.

Non-EU students are required to submit an IELTS, TOEFL or Cambridge certificate in accordance with the visa requirements.

Exemptions

1. Applicants who have completed their Bachelor or Master degree in one of the following countries: Australia, Ireland, Canada (except those educated at universities in Quebec), New Zealand, the United Kingdom and the United States of America are exempted from submitting an English proficiency test.

2. Applicants who have completed a bachelor at a Dutch university (WO) are exempted from submitting an English Proficiency test.

3. Applicants who have completed a fully English taught Bachelor at a Dutch university of applied sciences (HBO) are exempted from submitting an English Proficiency test. They are required to upload a signed statement from their institution that the medium of instruction during the complete Bachelor's programme they followed was English.

4. Nationals who are on the country list (see below) who have completed their Bachelor or Master degree in their home country are encouraged to submit a sufficient result of an English proficiency test. If this is not possible, a signed statement from the university that the medium of instruction during the complete Bachelor's programme they followed was English is required.

Exemption English language proficiency - Country list, see: <https://www.wur.nl/en/show/Exemption-English-Language-Proficiency-1.htm>

All other applicants need to submit sufficient result of an English proficiency test as per the requirements.

Please note! The admission committee reserves the right to request any applicant to submit an English language proficiency test.

4 Application procedure

If you are seriously interested in the MSc-programme Management, Economics and Consumer Studies and you would like to enrol, the application procedure is as follows:

- **Check if you meet the admission requirements mentioned above.** Contact Sietse Sterrenburg via mme.msc@wur.nl to evaluate your education when you do not fully meet the requirements. You can also apply if your degree is still anticipated. You need to be in possession of your degree before the start of the academic year.
- For Scholarships see:
<https://www.wur.nl/en/Education-Programmes/master/Scholarships.htm>
- **Fill in the application form: For non-EU/EFTA nationals who do not wish to qualify for a scholarship the deadline is the 15th of April 2021. For EU students the application deadline is the 15th of June 2021.** The registration form can be accessed through <https://www.wur.nl/en/Education-Programmes/master/Apply-for-a-Master-programme.htm>. There you will also find information on required documentation. Applications handed in after the appropriate deadlines will not be processed before the start of the academic year 2021.
- **You can either be admitted to the MSc MME programme or to the pre-master programme.**
- **When you are admitted you will receive an admission letter.**
- **In mid-July/August you will be invited to join the AID (General Introduction Days).** During these days, information will be given about your study at Wageningen University. It is a great opportunity to get to know Wageningen, the University and its facilities. A lot of fun combined with all sorts of practicalities best describes the information days. Included in the AID is the Education Day. On this day information is provided about your education and the choices you will have to make. It is therefore a very important day to attend.
- **In the last 2 weeks of August (after the Education Day) all students will have an appointment with their study adviser** about their study planning. It is important to prepare for this meeting by thinking about a preferred thesis track or theme. Together with the study adviser you will design a study programme to meet your personal interests.
- **For Dutch HBO-students a Mathematics refreshment course is offered optionally** (for Dutch speaking students). This is recommended to students with little mathematical knowledge. The aim of this course is to prepare students for the compulsory Mathematics M course. The Refreshment course starts at the end of August (1 week before the start of the academic year) and will continue during the first period. The course syllabus titled "Voorbereidingspakket Wiskunde" is available at WUR-Shop, Droevendaalsesteeg 2, building 102, Wageningen.
- **The first Monday in September 2020** will be the start of the Academic Year!

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 week 1-6 Exams week 8										Exams							
	Education First half week 1-3 Exam week 4 Thursday / Friday										Education Second half week 5-7 Exam week 8 Thursday / Friday										Education First half week 9-11 Exam week 12 Thursday / Friday							
	Education Second half week 13-15 Exam week 16 Thursday / Friday										Education First half week 17-19 Exam week 20 Thursday / Friday										Education Second half week 21-23 Exam week 24 Thursday / Friday							
	Exams										Exams										Exams							
	Holidays										Holidays										Holidays							
	Resit exams (2-8/11-8)										Resit exams (3-2/12-2)										Resit exams (2-8/11-8)							
	Holidays										Holidays										Holidays							
Academic Year 2021-2022																												

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 week 25- Exam week 28 Thursday / Friday					Education week 29-34 Exams week 35 Friday / week 36					Education week 37-42 Exams week 44																		
	Education First half week 29-31 Exam week 32 Thursday / Friday					Education Second half week 33- Exam week 36 Thursday / Friday					Education First half week 37-39 Exam week 40 Friday, week 41 Monday																		
	Education Second half week 41-43 start Tuesday week 41 June 8 Exam week 44 Thursday / Friday					Education First half week 45-47 Exam week 48 Thursday / Friday					Education Second half week 49-51 Exam week 52 Thursday / Friday																		
	Friday, April 30 Exams					Exams *					Exams																		
	Exams					Exams					Exams																		
	Holidays					Holidays					Holidays																		
	Resit exams (2-8/11-8)					Resit exams (2-8/11-8)					Resit exams (2-8/11-8)																		
	Holidays					Holidays					Holidays																		
Academic Year 2021-2022																													

Appendix 2. MME and Pre-Master courses per specialisation

See separate handout