Management, Economics and Consumer studies
Programme guide 2018-2020

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1 MSc Management, Economics and Consumer studies (MME)

1.1 Introduction

Management, Economics and Consumer studies is a MSc Programme focused on business-, economical and sociological processes concerning consumers, facility management, agribusiness, and/or food supply. The education stands out by its unique multidisciplinary approach. Courses on mathematics, statistics and technology play a supporting role. The choice of specialisation defines the emphasis on the mentioned practice areas. Below you find an overview of all specialisations and profiles. Profiles in this document are similar to majors, which have the following definition: “A field of study chosen as an academic specialty”.

**A Specialisation Business Studies**
A1 Business Economics (BEC)
A2 Information Technology (INF)
A3 Management Studies (MST)
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 Economics of Consumers and Households (ECH)
B4 Marketing and Consumer Behaviour (MCB)
B5 Sociology of Consumers and Households (SCH)

**C Specialisation Economics & Governance**
C1 Agricultural Economics & Rural Policy Analysis (AEP)
C2 Development Economics (DEC)
C3 Spatial and Regional Economics (ECH)
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 Management Studies (MST)
   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 (Management Science including Facility Management)

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 the 1st stage (raw material delivering companies) processors (e.g. Cargill), 2nd stage processors (e.g. Unilever), Financial companies (e.g. Rabobank) and Retailers (e.g. Albert Heijn). Students can also specialise in 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 logistical processes. A separate digital flyer is available upon request. Specialising in Business Studies entails writing a thesis related on management, operational research & logistics, marketing & consumer behaviour, facility management, (agricultural) business economics or information science.

Profiles and example thesis topics within the specialisation Business Studies

<table>
<thead>
<tr>
<th>Profile and Chair Group Code</th>
<th>Typical Thesis Topics</th>
<th>Website for further information</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>➢ Financial impacts of new environmental, animal welfare and food authenticity rules</td>
<td></td>
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<tr>
<td></td>
<td>➢ Efficiency of cooperatives versus firms</td>
<td></td>
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<tr>
<td>Information Technology INF A2</td>
<td>➢ Modelling Business Processes and Control Flows of Demand-Driven Fruit Chain Networks</td>
<td><a href="http://www.wageningenur.nl/inf">http://www.wageningenur.nl/inf</a></td>
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<tr>
<td></td>
<td>➢ The Position of the Business Context Model (BCM) in Supply Chain Modelling</td>
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<td></td>
<td>➢ Determinants of structural change in the German dairy sector - an agent based modelling approach</td>
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<tr>
<td></td>
<td>➢ Information Systems Analysis and Design for selected Agricultural Sectors in Ethiopia</td>
<td></td>
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<tr>
<td>Management Studies MST A3</td>
<td>➢ Stakeholder Analysis of Agro parks</td>
<td><a href="http://www.wageningenur.nl/mst">http://www.wageningenur.nl/mst</a></td>
</tr>
<tr>
<td></td>
<td>➢ Olive cooperatives in south of Italy: market, organisation and finance</td>
<td></td>
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<tr>
<td></td>
<td>➢ Converging industries and the effect of resource-based, capabilities-based, and transaction costs on scope in the biofuels industry</td>
<td></td>
</tr>
<tr>
<td></td>
<td>➢ Critical Success Factors for Entrepreneurship in the Dutch Life Sciences Industry</td>
<td></td>
</tr>
</tbody>
</table>
| Marketing and Consumer Behaviour MCB A4 | 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 | [http://www.wageningenur.nl/mcb](http://www.wageningenur.nl/mcb) |
|----------------------------------------|---------------------------------------------------------------------------------|------------------------------------------------------------------|
| Operations Research and Logistics ORL A5 | 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 | [http://www.wageningenur.nl/orl](http://www.wageningenur.nl/orl) |
| Facility Management MST A6 | 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 | [http://www.wageningenur.nl/mst](http://www.wageningenur.nl/mst) |
B: Consumer studies
This specialisation is centred on consumers and households. Studying lifestyles and well-being of households receives a lot of attention. Well-being of households is mainly determined by income, living environment, household activities and professional care. Changes in these factors have their effect on the economy as a whole. Therefore, food producers need to be constantly aware of the wishes and desires of the consumer. Possible majors are: economics of consumers and households, sociology of consumers and households, communication philosophy and technology, marketing and consumer behaviour and consumer technology and product use.

Profiles and example thesis topics within the specialisation Consumer studies

<table>
<thead>
<tr>
<th>Profile and Chair Group Code</th>
<th>Typical thesis topics</th>
<th>Website for further information</th>
</tr>
</thead>
</table>
| Communication Philosophy and Technology CPT B1 | - 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](http://www.wageningenur.nl/cpt) |
| Consumer Technology and Product Use FQD B2 | - 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](http://www.wageningenur.nl/fqd) |
| Economics of Consumers and Households ECH B3 | - 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  
| Marketing and Consumer Behaviour MCB B4 | - 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](http://www.wageningenur.nl/mcb) |
| Sociology of Consumers and Households SCH B5 | 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 |
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**C: Economics & Governance**

This economics 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. Within “Economics & Governance”, the student can choose any of the following six profiles: agricultural economics and rural policy, development economics, spatial and regional economics, environmental policy, environmental economics and natural resources, and public administration and policy.

**Profiles and example thesis topics within Economics & Governance**

<table>
<thead>
<tr>
<th>Profile and Chair Group Code</th>
<th>Typical Thesis Topics</th>
<th>Website for further information</th>
</tr>
</thead>
</table>
| Agricultural Economics and Rural Policy AEP C1 | ➢ 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  
➢ Economic and institutional aspects of biogas production | [http://www.wageningenur.nl/aep](http://www.wageningenur.nl/aep) |
| Development Economics DEC C2 | ➢ 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](http://www.wageningenur.nl/dec) |
| Spatial & Regional Economics AEP C3 | ➢ Regional disparities within the EU after enlargement  
➢ Effect of the enlargement on financial subsidy systems  
➢ Evaluation of regional policies | [http://www.wageningenur.nl/aep](http://www.wageningenur.nl/aep) |
| Environmental Policy ENP C4 | ➢ 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](http://www.wageningenur.nl/enp) |
<p>| | | |</p>
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<tr>
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<tbody>
<tr>
<td>governments: pioneer cases in the Valencian community, Spain</td>
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<tr>
<td>Environmental Economics and Natural Resources ENR C5</td>
<td>- Poverty traps and environmental degradation in Honduras</td>
<td><a href="http://www.wageningenur.nl/enr">http://www.wageningenur.nl/enr</a></td>
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<tr>
<td></td>
<td>- International environmental agreements to control trans-boundary air pollution</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Corporate Social Responsibility and illegal logging in Indonesia: A game theoretical analysis</td>
<td></td>
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<tr>
<td>Public Administration and Policy PAP C6</td>
<td>- Policy making by governmental bodies for water quality, drought and floods</td>
<td><a href="http://www.wageningenur.nl/pap">http://www.wageningenur.nl/pap</a></td>
</tr>
<tr>
<td></td>
<td>- Cultivating trust: the role of trust between government and citizens and in policy evaluation</td>
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<tr>
<td></td>
<td>- Bringing leadership of climate change adaption into practice</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- The policy controversy of GMOs in Ecuador: mechanisms of framing and polarization in coping with a wicked problem</td>
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</table>
**D: Management in Life Sciences**

The specialisation Management in Life Sciences (MLS) is intended to bridge the gap between the world of management, 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 predominant technological background.

**Themes within MLS**

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

**D1 Theme Management of Innovations**
- D1.1 Management Studies (MST)
- 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 Management Studies (MST) 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. Innovative life science products require innovation of the logistical design. Because innovation processes are risky enterprises, understanding the economic consequences is necessary to make the right choices. In order to innovate life science products, you also need information systems to properly guide the innovation to the customer. 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 management, 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 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)

**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 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.

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 as they received from DUO during their last month of financial aid (basisbeurs /aanvullende beurs) from Wageningen University. 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.

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

1.6 European Double Degree programmes

Students in this MSc 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’) and are meant 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), The Technische Universität München (Germany) and Warsaw University of Life Sciences (Poland). 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](http://www.wur.eu/mme) or at the general website [www.wur.nl/en](http://www.wur.nl/en)

Contact for specialisation A, B, C, D and Double Degree
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Website: [www.wur.eu/mme](http://www.wur.eu/mme)
2 Study Programme

The study programmes of the various 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 special prerequisites programme of 30 credits, depending on their background. This prerequisites programme is elaborated on in paragraph 2.2. These students with HBO as prior education have the possibility to upgrade their HBO-internship by writing a BSc thesis of 12 credits. Within the economics specialisation this is standard. If HBO-students upgrade their HBO-internship their total study programme will exist of 138 credits. The full study programme for students who do not upgrade their HBO-internship, but follow the academic internship within the MME-programme will exist of 150 credits. This special arrangement will be elaborated on below in more detail.

Students with an academic degree do not have a prerequisite programme. Students with an “HBO” degree, which is elaborated on in paragraph 2.2, have to follow a prerequisites/linkage programme. HBO students who did an HBO-minor at Wageningen University may be completely exempted from the prerequisites programme. These students always need to consult their study adviser about this.

The size of the programmes is as follows:

<table>
<thead>
<tr>
<th>Academic Degree</th>
<th>HBO degree</th>
<th>HBO degree + HBO-minor (At Wageningen University)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MME programme = 120 EC</td>
<td>Prerequisites/linkage programme + MME programme = 150 or 138 EC</td>
<td>MME programme = 120 EC</td>
</tr>
</tbody>
</table>

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

Appendix 3 contains an overview of all study programmes by specialisation and profile for both students with an HBO degree and students with an academic degree.

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. 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, MST 21306 “Advanced Management and Marketing” has "MST" as chair group code. MST stands for Management Studies. 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 “Management Studies”
5. Choose “MST-21306 Advanced Management and Marketing”

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

The study programmes of the specialisations Business Studies, Consumer Studies and Economics & Governance in the MME programme have a similar structure with a minimum of 120 credits (two years). An overview can be found in the table on page 18. Every study program consists of common courses, specialisation and profiling courses. The programmes all start in September only and all (compulsory) courses are taught in English.

1. A: Common Part 24 credits Business Studies, Consumer Studies and Economics & Governance (MLS below on this page)

The courses in this common part are compulsory for all students in the specialisations Business Studies, Consumer Studies and Economics and Governance. The courses included are Academic Consultancy Training, Modular Skills Training, Philosophy and Ethics of Management, Economics and Consumer Behaviour and Interdisciplinary themes in Food and Sustainability.

- (12) Academic Consultancy Training and Modular Skills Training (ACT and MOS)
  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
  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 adviser and after an intake meeting with the course coordinator if you fulfil the specific requirements for this course.

- (6) Interdisciplinary Themes in Food and Sustainability
  Students learn to summarise the natural science knowledge relevant to a research question. The topic of research is accessible to people without academic natural science training. The aim is to critically assess how their own social science perspective (economics, management or consumer studies) contributes to understanding the topic.

- (6) Philosophy and Ethics of Management, Economics and Consumer Behaviour
  This course focuses on comprehension of sciences, differences between scientific approaches, and the role of science in society, on basic concepts and normative commitments in the market and in economics and it teaches on a range of specific ethical issues in corporate and professional contexts.

B: Common Part 12 credits Management in Life Sciences (MLS)

The courses in this common part are compulsory for all students in the specialisation MLS. The courses included are Academic Consultancy Training and Modular Skills Training.

- (12) Academic Consultancy Training and Modular Skills Training (ACT and MOS)
  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.

- Academic Research Proposal Writing
  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 adviser.
2. Specialisation and Profiling Part 81-93 or 105 credits

Depending on your background (HBO or Academic) you must follow 6 specialisation or profiling courses. Students within MLS have 105 credits in specialisation and profiling courses (see the table on page 18). The courses will give you a sound theoretical and technical foundation in your chosen profile. Included in this part is the Thesis Preparing Course. This course is needed to have access to writing a master thesis. The internship and master thesis conclude the specialisation and profiling 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. But you must be able to proof that you have done a course of similar level. You cannot receive an exemption for any course in this part of the programme.

<table>
<thead>
<tr>
<th>Specialisation and Profiling Part</th>
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</table>
a) 6 specialisation and profiling courses (depending on your background Academic or HBO) |
b) Including Thesis Preparing Course |
c) Internship or Internship Upgrade (Upgrade for HBO students only) |
d) Master Thesis |

- **Internship 24 credits**
  The aim of the academic internship is that students experience the institutional, entrepreneurial, and labour reality of a possible first academic working environment related to their study programme. Proper internships require that students after completion of the internship 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.

  The work during the internship must be carried out on an academic level, which means attention for reflection on the practices of the internship provider and on the performance of the student (reflection-on-action). Students need to get the opportunity to reflect on their strong and weak points and on their further personal development.

The university supervisor checks the quality and academic level of an internship.

Students with at least 3,5 years of relevant work experience on academic level can opt for an exemption. Ask your study adviser about the procedure. This procedure is only started after the student has gained over 30 ec 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 must be done for an organisation outside Wageningen University.

- **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 university staff member.

- **Internship upgrade for HBO students only 12 credits**
  Students with a Dutch HBO-educational background 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. Then the student does not have to do an internship at Wageningen University. This BSc thesis consists of a literature research on the topic of the HBO internship or one can choose a new topic.
3. Extra curriculum support

- **Wageningen Writing lab (no credits)**
  During your master, you have to develop your academic writing competence (further), by working on writing assignments within different courses of the curriculum. If, at any moment, you think you would like to discuss your writing with a writing tutor, you can make an appointment for a session at the Wageningen Writing Lab. Students come to the writing lab with many different questions, ranging from how to structure text, how to formulate research questions, how to systematically work with literature etc., but also with how to start – and keep on! - writing.

  The tutor is a peer-student, that has been especially trained for this. The aim of the sessions is to help you develop your writing skills and become a writer who can evaluate his or her own process and product, and work out how to tackle problems. The tutor will support you in this process. Together, you will examine how you currently approach writing assignments and whether this approach is effective. If there is room for improvement, you can look for alternatives together. The tutor is not your editor or proofreader; the aim is for you to be able to improve your own writing.

- **In'to Languages (no credits)**
  Wageningen in’to Languages is the language institute of Wageningen UR. Wageningen in’to Languages provides language courses, language services and communication courses for students and staff of Wageningen UR. Moreover, in’to Languages provides the RATEr test which determines your level of English.

- **Study skills course**
  The training offers you insight in your study approach and learning style(s). Besides this, you learn using different study techniques and strategies, prioritizing and all about time-management. In addition, attention will be given to taking exams and dealing with procrastination and stress.
### Overview of structure specialisations Business Studies, Consumer Studies, Economics and Governance and Management in Life Sciences

<table>
<thead>
<tr>
<th>Specialisations</th>
<th>Business Studies</th>
<th>Consumer Studies</th>
<th>Economics &amp; Governance</th>
<th>Credits</th>
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<tr>
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<tr>
<td>Common Part</td>
<td>Academic Consultancy Training &amp; Modular Skills</td>
<td>Interdisciplinary Themes in Food and Sustainability</td>
<td>Philosophy and Ethics of Management, Economics and Consumer Behaviour</td>
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<tr>
<td>Specialisation part</td>
<td>Technology, strategy and Business Model Innovation</td>
<td>Consumer and Technology &amp; Innovation</td>
<td>Advanced Econometrics</td>
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<td></td>
<td>Advanced Supply Chain Management</td>
<td>Sensory, Perception &amp; Consumer Preference</td>
<td>Theories and Models in Economics</td>
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<td>Profile part</td>
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<td>Thesis Preparing Courses</td>
<td>Advanced Business Economics</td>
<td>Creating Frameworks for Marketing and Consumer Behaviour</td>
<td>The Economics and Politics of European Integration</td>
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<td></td>
<td>Advanced Consumer Studies</td>
<td>Advanced Consumer Studies</td>
<td>Central Themes in Economics f Development</td>
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<td></td>
<td>Operations Research and Logistics</td>
<td>Operations Research and Logistics</td>
<td>Advanced Environmental Economics &amp; Policy</td>
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<td>Thesis and Internship see paragraph 1.2</td>
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### Management in Life Sciences

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<td>Common Part</td>
<td>Academic Consultancy Training &amp; Modular Skills</td>
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<td>Specialisation part</td>
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<td>Restricted Optional</td>
<td>Technology, Strategy and Business Model Innovation or Advanced Supply Chain Management</td>
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<td>Profile part</td>
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<td>Thesis Preparing Courses</td>
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<td>Creating Frameworks for Marketing and Consumer Behaviour</td>
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<td>60</td>
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<tr>
<td>Total</td>
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<td>120-150</td>
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</tbody>
</table>
2.2 Prerequisites programme (schakelprogramma)

Graduates from a Dutch HBO-education who did not follow a HBO-minor (see paragraph below), are obliged to follow the prerequisites programme. The prerequisites programme consists of five courses that total to 30 credits (about 6 months). This prerequisites programme contains a mathematics course and a methodology courses (Mathematics for Social Sciences, Research Design & Research methods) next to three disciplinary courses which differ per specialisation. The prerequisite courses precede the regular master courses of the first year. Due to government legislation, all students need to complete their prerequisite programme in full before starting any master courses, this is called the sharp distinction or ‘harde knip’ for linkage students. Students who need to take a re-exam in a prerequisite course cannot start with a master course while waiting to re-take the prerequisite course. Students have one full academic year to complete the 30 credits of the prerequisite programme. After completion of all prerequisite courses the student is automatically admitted and registered in the master programme. The costs of the prerequisite 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 will 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. The HBO-minor is scheduled at Wageningen University in Wageningen, in the first, second and third period of the academic year of Wageningen University. There is one Business Studies minor scheduled in period 4, 5 and 6 of the academic year. HBO students of admissible HBO programmes can participate in a HBO-minor in the third or fourth year of the HBO study in consultation with their current HBO study adviser from their HBO institution. For all four specialisations of MME there are several separate HBO-minors (see appendix 1). Students can select one of the eight offered HBO-minors in consultation with the Wageningen study advisers.

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 study adviser. MO stands for morning course and AF for the afternoon. There is a possibility to substitute the optional HBO-minor courses for more advanced courses after approval by the examination committee.

To be admitted to the HBO-minor you need to:
1. Have obtained 150 of the 180 credits of the first 3 years (when you are in your fourth year).
2. 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. Under paragraph 3.4 more information on the English test can be found.
3. 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 to the minor is no automatic admission to the master MME. However, the minor replaces the linkage programme. For admission to MME the criteria 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

You can be admissible to MME under the following requirements:

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 sociology of consumers and households.
   (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 degree should be of at least three years duration**

3. **Within your BSc programme you should have at least one year (60 ec) of courses within any of the following (specialisation) areas indicated below. In order to be admitted to a specialisation, you must have done at least 30 credits of courses during your BSc in one or more of the following disciplines:**

   (i) **Business studies:** management, marketing, operations research, business economics, information technology, accounting, finance, financial management, commerce, law, logistics, facility management.
   (ii) **Consumer studies:** sociology, marketing, consumer behaviour, economics, psychology, communication, law
   (iii) **Economics and Governance:** Agricultural economics, development economics, environmental economics, econometrics, agricultural policy, environmental policy, institutional economics international trade, law, public administration.

Please note: mathematics, statistics, and methodology courses are necessary prerequisites. Internship and thesis courses are not acknowledged as disciplinary courses. You must have done at least 5 credits each in mathematics and in statistics in the previous study to be admitted.

Due to the multidisciplinary focus of our master we expect our students to follow at least one natural or life science course. If this course was not included in your bachelor programme you need to choose at least one natural or life sciences course 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.

**Students from Wageningen University BBC, BEB and BGM.**
If you have a three-year academic bachelor degree in Management and Consumer Studies (BBC), Economics and Governance (BEB) or Bachelor Health and Society from Wageningen University, you are automatically admissible to the Management, Economics and Consumer Studies Programme. In consultation with the study adviser the content of your MME programme will be made.

**Students from Wageningen University other than BBC, BEB and BGM.**
You are not automatically admissible to the Management, Economics and Consumer Studies Programme. Within your BSc you need at least one year (60 ec) of courses within the field of management studies, consumer studies or economics to be admitted to specialisations A, B or C. To be admitted to the
specialisation D Management in Life Sciences you need at least 12 ec in management and or business economics. Please consult the MME study adviser to make sure you are admissible with your WU BSc.

Students from other Universities
If you meet the general admission requirements mentioned above, you are admissible to the MME programme. If you have already done an internship or have three and a half years working experience it is possible to obtain an exemption for your internship.

Students with a professional Bachelor (HBO)
To be accepted into the MME prerequisites programme you have to meet the following requirements:

1. 60 completed credits on social-economical courses, at least half of which are Business, Marketing, Economics, Policy or Sociological courses. Excluded from this selection is a Social-Economical Thesis or Internship!
2. A 70% of the highest mark achievable for your HBO-thesis and internships.

When the prior HBO-programme does not meet these standards, additional prerequisite courses will have to be completed. This implies a longer study programme.

Students with a professional Bachelor and a HBO minor at Wageningen University may be completely exempted from the prerequisites programme. Students always need to consult their study adviser about this.

Students from partner Universities
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-Wilhems Universitat, Bonn, Germany
- Czech University of Agriculture, Prague, Czech Republic
- Warsaw Agricultural University, Warsaw, Poland
- Università Cattolica Del Sacro Cuore, Cremona, Italy
- University of Debrecen, Debrecen, Hungary
- 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.

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 extracurricular 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

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 VWO level. For statistics, the level of MAT-14303 Basic Statistics is required. HBO students have 12 credits of mathematics and statistics in their prerequisites programme and do not need to meet this criterion. 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 methodologies. 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:

**Standard level (proficient or advanced user)**
- IELTS Band 6.5 with a minimum sub score of 6.0 for speaking
- TOEFL paper based 580, computer based 237, internet based 92-93 with a minimum sub score of 23 for speaking
- Cambridge Certificate of Proficiency in English (CPE): pass at grade B
- Cambridge Certificate of Advanced English (CAE): pass at grade B
- Cambridge First Certificate (FCE): pass at grade A
- German Abitur: 09 Punkte for English
- Belgium ASO or TSO: 70 for English
- International Baccalauréat: 4 for English
- For Dutch WO/HBO students: VWO 7.0 or HAVO 8.0 for English language or need to pass all the four elements (speaking, writing, listening, reading) of the RATEr test. The RATEr test can be taken at the Wageningen University Language Centre. The test exists of four parts and has a fee of €175.

**International students** are required to submit an IELTS, TOEFL or Cambridge certificate in accordance with the visa requirements.

**Dutch WO/HBO students** can take the RATEr test on appointment at the Wageningen University Language Centre (http://www.wur.nl/en/Education-Programmes/Wageningen-into-Languages.htm). During the first weeks of the MME programme all students will be tested on English fluency again. When students fail to meet the necessary level additional courses in English will be offered.

### 3.5 Admission to Specialisation Management in Life Sciences

The General and Admission criteria as explained above apply here the alteration below:
- A BSc degree (or equivalent) in a field of Life Sciences like Plant Sciences, Animal Sciences, Food Sciences or Technology
- At least one year of courses (60 ec) in a technological area and at least 12 ec of courses in the Management Studies and or Business Economics area
- 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
4 Application procedure

If you are seriously interested in the MSc 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.

- **Fill in the registration form:** for non-EU/EFTA nationals who wish to qualify for NFP before 15 January 2018, for non-EU/EFTA nationals who do not wish to qualify for NFP before the 1st of May and for EU students the application deadline is the 1st of July 2018. The registration form can be downloaded from [http://www.wageningenur.nl/en/Education-Programmes/prospective-master-students/Apply-for-a-Master-programme.htm](http://www.wageningenur.nl/en/Education-Programmes/prospective-master-students/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 for the start of the academic year 2018.

- **You can either be admitted to the MSc MME programme (with a BSc degree or a HBO degree including a MME-HBO-minor) or to the prerequisites programme (with a HBO degree).** HBO students will first be registered as linkage students. You will start with the prerequisites programme and will not receive permission to follow MSc courses until the full completion of the prerequisite programme. The prerequisites programme should be completed within one year. If this is not the case a student cannot be admitted to the MSc programme. Only under very exceptional circumstances a prerequisite programme can be continued in a consecutive academic year. Consultation with the programme director is then needed.

- **You will then receive an admission letter. Attention:** This is also based upon your GPA and level of English.

- **All admitted (registration letter received) HBO (University of Applied Sciences) students will have an intake meeting April, May or June to determine their choice of specialisation and to see which profile is best suited to the student’s interests. So be aware to be admitted in time. Based on the outcome of this meeting you can then subscribe for your specific pre-linkage programme by completing the registration form.** You can subscribe to this day via the MME website. After registration, you will receive more information by e-mail.

- **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. The AID of Wageningen University can be recommended. During the AID, you will attend the Education Day. On this day information is provided about your education and the choices you have to make. It is therefore a very important day to attend.

- **In the last 2 weeks of August (after the Education Day) all who did not have an intake meeting yet will have an appointment with their study adviser** about their study profile. It is important to prepare for this meeting by thinking about a preferred profile 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 2018** will be the start of the Academic Year!
## Appendix 1: HBO minors

### M1. Minor Specialisation A Business Studies

<table>
<thead>
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<th>Code</th>
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<th>Period</th>
<th>EC</th>
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<td>Financial and Business Management</td>
<td>1 MO</td>
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<td>MCB-20806</td>
<td>Principles of Consumer Studies</td>
<td>1 MO</td>
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<td>2</td>
<td>YRM-20806</td>
<td>Research Design &amp; Research Methods²</td>
<td>1 AF³ or 2 MO</td>
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<td>MST-24806</td>
<td>Supply Chain Management</td>
<td>2 MO</td>
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<td>MAT-12806</td>
<td>Mathematics M</td>
<td>2 AF</td>
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<td></td>
<td>MAT-22306</td>
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<table>
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<th>Course name</th>
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<td>2</td>
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<td>Research Design &amp; Research Methods</td>
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<td>4a OR 4b</td>
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<td>ECH-22306</td>
<td>Economics of Consumption, Welfare and Society</td>
<td>5 AF</td>
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<td>MST-32306</td>
<td>Strategic Change Management and Innovation</td>
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<td>4</td>
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<td>Mathematics M</td>
<td>6 MO</td>
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<td>ECS-57206</td>
<td>Human Resource Management</td>
<td>6 AF</td>
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1 MO = Morning course
2 Courses in bold are compulsory
3 AF = Afternoon course
### M5. Minor Specialisation B Consumer Studies

<table>
<thead>
<tr>
<th>Course nr</th>
<th>Code</th>
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<th>Period</th>
<th>EC</th>
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<tbody>
<tr>
<td>1</td>
<td>MCB-20806</td>
<td>Principles of Consumer Studies</td>
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<tr>
<td>2</td>
<td>YRM-20806</td>
<td>Research Design &amp; Research Methods</td>
<td>1 AF or 2 MO</td>
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<td>3a</td>
<td>CPT-23306</td>
<td>Communication &amp; Persuasion</td>
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<td>3b</td>
<td>FQD-50806</td>
<td>Usage Oriented Product Design</td>
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<td>2 AF</td>
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<td>5a</td>
<td>SCH-20806</td>
<td>Lifestyles &amp; Consumption</td>
<td>3</td>
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<tr>
<td>5b</td>
<td>MAT-22306</td>
<td>Quantitative Research Methodology &amp; Statistics</td>
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### M6. Minor Specialisation C Economics and Governance

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<th>Period</th>
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<td>2a</td>
<td>AEP-20806</td>
<td>Institutional Economics and Economic Organisation Theory</td>
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<td>DEC-20806</td>
<td>Introduction to Development Economics</td>
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<td>YRM-20806</td>
<td>Research Design &amp; Research Methods</td>
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<td>ECH-10406</td>
<td>Microeconomics and Behaviour</td>
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<td>ENR-20306</td>
<td>Environmental Economics and Environmental Policy</td>
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<td>Quantitative Research Methodology &amp; Statistics</td>
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### M7. Minor Specialisation D Management in Life Sciences

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<tbody>
<tr>
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<td>BEC-52306</td>
<td>Financial &amp; Business Management</td>
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<td>6</td>
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<td>YRM-20806</td>
<td>Research Design &amp; Research Methods</td>
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<tr>
<td>3</td>
<td>MST-24806</td>
<td>Supply Chain Management</td>
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<td>Mathematics M</td>
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<tr>
<td>5a</td>
<td>MST-21306</td>
<td>Advanced Management and Marketing</td>
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<td>6</td>
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<tr>
<td>5b</td>
<td>MAT-22306</td>
<td>Quantitative Research Methodology &amp; Statistics</td>
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### M8. Minor Specialisation D Management in Life Sciences

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</tr>
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<td>Research Design &amp; Research Methods</td>
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<td>BEC-51806</td>
<td>Agricultural Business Economics</td>
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<td>Decision Science I</td>
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<td>5a</td>
<td>MST-21306</td>
<td>Advanced Management and Marketing</td>
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<td>5b</td>
<td>MAT-22306</td>
<td>Quantitative Research Methodology &amp; Statistics</td>
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Set up time schedule minor\(^4\) start September 2017

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<th>Courses</th>
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<td>1 course AF</td>
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<tr>
<td>2</td>
<td>8 weeks</td>
<td>1 course MO</td>
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<td>1 course AF</td>
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</tr>
<tr>
<td>3</td>
<td>4 weeks</td>
<td>1 course MO/AF</td>
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<tr>
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<td>4 weeks</td>
<td>1 course MO/AF</td>
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</tr>
<tr>
<td>5</td>
<td>8 weeks</td>
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<tr>
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<td></td>
<td>1 course AF</td>
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</tr>
<tr>
<td>6</td>
<td>8 weeks</td>
<td>1 course MO</td>
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<tr>
<td></td>
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<td>1 course AF</td>
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</tbody>
</table>

\(^4\) Total of 30 credits
Appendix 2. Academic Year of Wageningen University 2018-2019

Calendar academic year 2018-2019

Period 1
Week 49
Date 6-8
Education

Period 2
Week 50
Date 13-8
Education

Period 3
Week 51
Date 20-8
Education

Period 4
Week 25
Date 2-9
Education

Period 5
Week 26
Date 2-9
Education

Period 6
Week 51
Date 20-8
Education

(6-2/15-2) Rest exams
(5-8/13-8) Rest exams

Holidays

Exams

Exams

Exams

Exams