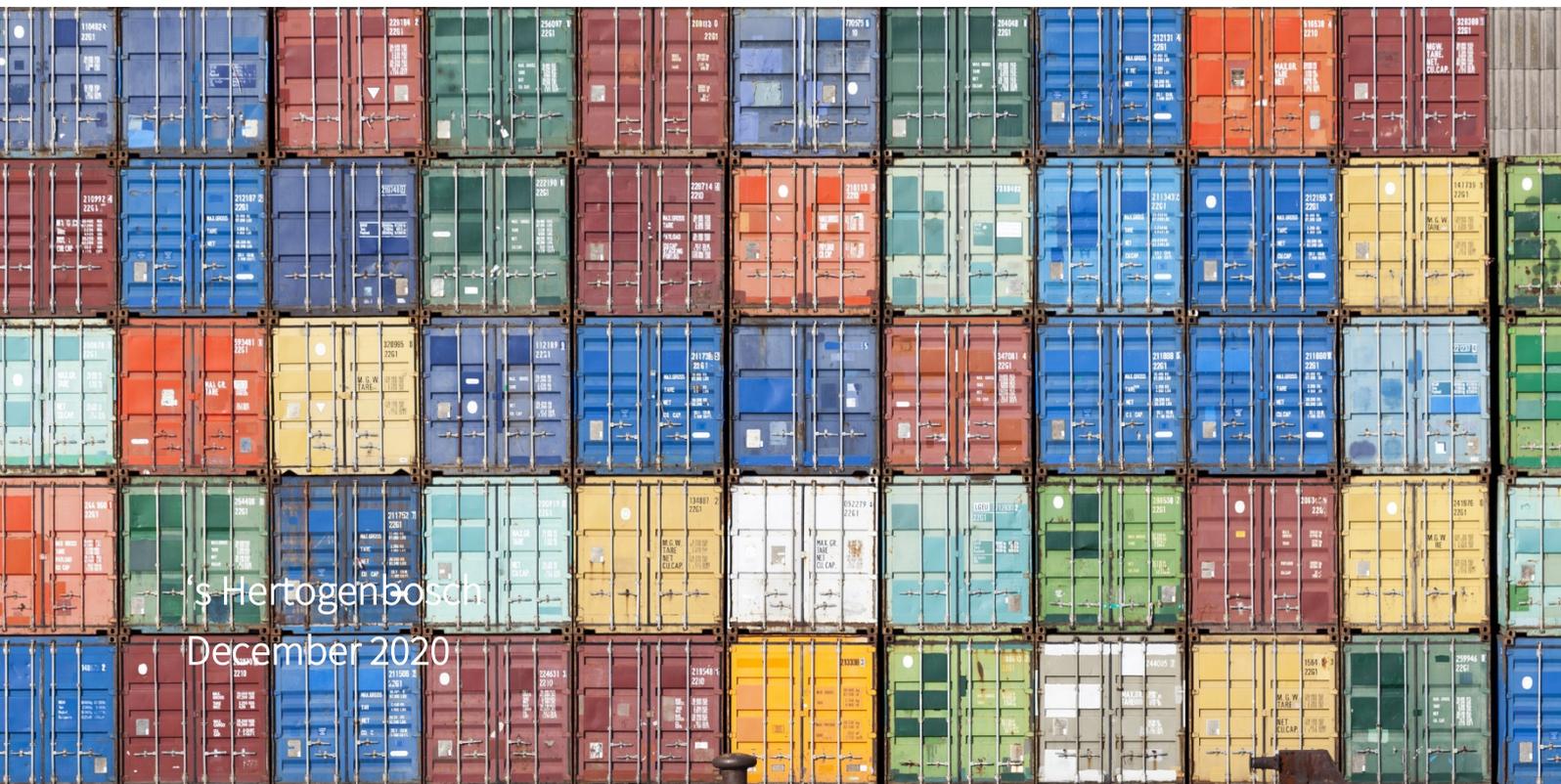


# PROFILE

## International Food & Agribusiness



's Hertogenbosch

December 2020

# FINAL QUALIFICATIONS

## International Food & Agribusiness

CROHO 39281

HAS University of Applied Sciences

's Hertogenbosch, December 2020

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# Table of Contents

- Preface ..... 3
- 1. Introduction ..... 4
- 2. Facing Challenges in the Food System ..... 5
- 3. Justification of change Final Qualifications ..... 6
- 4. Professional practice ..... 7
- 5. Qualifications of International Food & Agribusiness ..... 8
- Annex 1: Workfield consultation ..... 10
- Annex 2: Frameworks used as a reference ..... 11



# Preface

This document describes the profile with the corresponding final qualifications for the bachelor programme International Food and Agribusiness in the Netherlands. The International Food Agribusiness course at HAS Hogeschool has CROHO number 39281.

This document has been produced with input from students and the professional field. We would like to thank everyone for their contribution.



# 1. Introduction

For the professional field, the government and the bachelor program itself, it is important that students who study International Food & Agribusiness in HBO all ultimately achieve the same final level. To achieve this, it is important that the study programs describe this final level together with input from the professional field and include it in their curricula. This document contains the revised learning outcomes for the Bachelor's Degree in study International Food & Agribusiness at the HAS University of Applied Sciences as of the 2020-2021 academic year.

The study programme International Food & Agribusiness (IFA) is based on the framework International Business<sup>1</sup> (2018), but is employed in the domain of agri-food business. The Profile of a Bachelor of International Food Agribusiness course has CROHO number 39281.

Developments in the sector, in professional practice and in the world of education give rise to change in focus and hence a reconsideration of the learning outcomes. There is a general tendency to somewhat limit the number of learning outcomes and to generalize them, on the understanding that programs must be able to maintain or develop their own identity and spearheads.

The developments in the sector that give rise to reorientation and reassessment of the program profile are described in chapter 2, while a justification of the change in final qualifications is provided in chapter 3. As the IFA programme is unique, the professional practice is outlined in chapter 4. The final qualification and the associated theoretical knowledge and skills are described in chapter 5.



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<sup>1</sup> Framework International Business, 2018.

## 2. Facing Challenges in the Food System

The current food system faces huge challenges.

The world population is growing, and the demand for food of good quality is increasing. Providing food security and a healthy diet for this growing number of people is a enormous undertaking. Meanwhile, the way we produce food has become hugely complex, with global supply chains and high tech agricultural practices and food processing.

At the same time food production is facing increasing scarcity of resources (e.g. water or fertile soils) and is partly causing increasing environmental problems (e.g. climate change, water quality or soil degradation). Moreover, the access to resources and markets is not evenly distributed, and labour conditions and access to education is not guaranteed for all people involved in food production.

To ensure that that future generations have the ability to meet their needs, there might be several ways to achieve that, e.g. sustainable intensification, or a transformation of the current food system. How to run an internationally oriented business in the future is a vital part of the solution. The study programme International Food & Agribusiness aims to educate young people to contribute to these developments.

The IFA programme has evolved from a focus on sustainable agri-food supply chains into transition of sustainable food systems. The reason for this was twofold: 1) both major social and environmental challenges require an urgent transition in production and consumption patterns, and 2) the intake of students from generation Z who are looking for significance and want to be part of a solution. This changed focus has resulted in an adaptation of the final qualifications of the IFA programme.



### 3. Justification of change Final Qualifications

Based on the inputs from the professional field as well as alumni (via so-called work field scans in 2018) and our strategic and tactical network, the new IFA Qualifications have been drawn up.

The new set consists of seven Qualifications (instead of nine) and has a stronger focus on the holistic approach of the international food & agribusiness: systems thinking. Next to that data, business economics, finance and new business models have gained a more prominent position in the curriculum, especially in year 1 and 2. Last but not least, a new learning line circular economy has been developed in line with the latest trends and market demands.

The new Qualifications and changes were again discussed and in January 2020 officially validated by the strategic network. Since 2020-21 the Qualifications have been put into force.



## 4. Professional practice

To contribute to the sustainable development of the food system, graduates need a sound knowledge of the current practices and improvements in the global food system. They need to know current practices in agricultural and food processing (both societal and technical), as well as the way businesses operate in this domain. To contribute to new market development or sustainable business opportunities graduates need to have knowledge on business transformation in a global context and need to be skilled in personal leadership leading to change.

The labour market for graduates of this study programme is still developing. Whereas there are some established jobs (like sourcing manager, business consultant or CSR manager), new job profiles will emerge in the future as this domain will develop. This study programme therefore endorses personal leadership to create or meet future job profiles.



## 5. Qualifications of International Food & Agribusiness

The qualifications of International Food & Agribusiness have been established consulting a broad selection of the prospective work field (Annex 1). Furthermore the qualifications comply with the profile of International Business (Annex 2); this also ensures that the Dublin descriptors and the HBO-standard are met. The comparison shows that the profile of International Business is employed in the specific domain of (the transition of) the food system.

Seven qualifications have been established, including a description of the Body of Knowledge and Skills. The three qualifications on agri-food knowledge are indicated in Table 1.

Table 1 Agri-food knowledge based qualifications

Qualification	Description	Body of Knowledge and Skills
1. Improving Sustainability of the Global Agri-Food System	Graduate analyses food systems from a transition perspective and contributes to (re)designing sustainable future food systems	Food systems and systems thinking, food and nutrition security, sustainability, SDGs, governance, food policy, certification, food safety, transition theory and pathways, future scenarios
2. Contributing to Sustainable Innovation in Agri-Food Production and Consumption	Graduate contributes to innovation in sustainable agri-food production and consumption in a global context	Primary production in agri-food, healthy food and nutrition, sustainable diets, food security in food processing, biobased economy and circularity, systems approach in sustainable agri-food systems, footprinting, anticipatory and normative competency
3. Contributing to New Business Models	Graduate contributes to new business models and strategies in agri-food business	Marketing and creation of values, finance, budgeting and business plan, supply chain management and trade, entrepreneurship, new business models, true cost accounting

The four qualifications on Personal Leadership and Skills are indicated in Table 2.

Table 2 Personal Leadership and Skills Qualifications

Qualification	Description	Body of Knowledge and Skills
4. Creating Change	Graduate promotes the implementation of a transition or innovation in the global agri-food sector	Advisory techniques, change management, consultancy skills, influencing skills
5. Value Based Personal Leadership	Graduate critically self-reflects in relation to others, leading to personal leadership within relevant social, international and ethical dimensions	Personal development, ethics, value based leadership, self-awareness, self-reflection, giving and receiving feedback
6. Project Management	Graduate organizes and executes projects and collaborates effectively in diverse teams as well as with stakeholders	Project management, planning systems, presentations, communication and social skills, intercultural communication, meeting skills, business English
7. Conducting Applied Research	Graduate designs and executes applied research	Methodology, desk and field research, qualitative research, quantitative research, research plan, statistics, data collection, structuring and interpreting, report writing, critical thinking

## Annex 1: Workfield consultation

In the period 2018-2020 various partners have contributed to this profile. They are outlined in the following table:

Name	Position	Company or organization
Kees Blokland	Algemeen Directeur	Agriterra
Richard van der Maden	Business Development Asia	Agriterra
Willem Ferwerda	Founder and CEO	Commonland
Jan Willem Straatsma	Manager Duurzame Veehouderij	Friesland Campina
Frederike Praasterink	Professor Future Food Systems Coordinator SDG 2	HAS University of Applied Sciences SDG Nederland
Wijnand van IJssel	Senior Advisor Food Security	Ministerie van Buitenlandse Zaken
Martin Houben	Directievoorzitter	Rabobank 's-Hertogenbosch e.o.
Heleen Bos	World-wide Development Projects & Account manager Organic	Rijk Zwaan
Leontien Hasselman	CEO	SIM Supply Chain Information Management
Jocelyne Commandeur	Talent Coordinator	Talentpool AgriProFocus en Young Expert Programme
Adrian de Groot Ruiz	Executive Director of True Price	True Price
Marianne van Dorp	Manager Business Development	Wageningen Centre for Development Innovation/ Wageningen University & Research
Thijs Janssen	Manager Markt & Ondernemerschap	ZLTO

## Annex 2: Frameworks used as a reference

The profile International Business has been published in 2018. The connection of the qualifications of International Food & Agribusiness (IFA) to the framework International Business (IB) is displayed in the following table:

Qualifications IFA		Domains & Themes IB (2018)						
		1. Improving Sustainability of the Global Agri-Food System	2. Contributing to Sustainable Innovation in Agri-Food Production and Consumption	3. Contributing to New Business Models	4. Creating Change	5. Value Based Personal Leadership	6. Project Management	7. Conducting Applied Research
Ways of Thinking	Critical Thinking							X
	Innovation & Creativity			X	X			X
	International Business Awareness	X		X				
Ways of Working	International Business Communication				X		X	
	Collaboration						X	
	Management of information as digital citizen			X				X
Living in the World	Personal & Professional Development				X	X		
	Ethical & Social Responsibility					X		
	Intercultural Proficiency				X	X	X	
Tool for Working & Management	Marketing & Sales			X				
	Finance & Accounting			X				
	Operations & Supply Chain Management			X				
	Organisation & People			X	X			
	Business Research			X				X

The connection of the qualifications of International Food & Agribusiness (IFA) to European and Dutch frameworks is displayed in the following tables:

Qualifications IFA		European and Dutch frameworks						
		1. Improving Sustainability of the Global Agri-Food System	2. Contributing to Sustainable Innovation in Agri-Food Production and Consumption	3. Contributing to New Business Models	4. Creating Change	5. Value Based Personal Leadership	6. Project Management	7. Conducting Applied Research
EQF level 6 <sup>2</sup>	<b>Knowledge:</b> Advanced knowledge of a field of work or study, involving a critical understanding of theories and principles	X	X	X				
	<b>Skills:</b> A comprehensive range of cognitive and practical skills required to develop creative solutions to abstract problems				X	X	X	X
	<b>Responsibility and autonomy:</b> Manage complex technical or professional activities or projects, taking responsibility for decision-making in unpredictable work or study contexts; take responsibility for managing professional development of individuals and groups					X	X	X
Dublin descriptors (first cycle) <sup>3</sup>	Knowledge and understanding	X	X	X				
	Applying knowledge and understanding	X	X	X				
	Making judgements							X
	Communication				X		X	
	Learning skills					X		

<sup>2</sup> <https://europa.eu/europass/en/description-eight-eqf-levels>

<sup>3</sup>

[http://www.ehea.info/media.ehea.info/file/WG\\_Frameworks\\_qualification/85/2/Framework\\_qualificationsforEH\\_EA-May2005\\_587852.pdf](http://www.ehea.info/media.ehea.info/file/WG_Frameworks_qualification/85/2/Framework_qualificationsforEH_EA-May2005_587852.pdf)

Qualifications IFA		European and Dutch frameworks						
		1. Improving Sustainability of the Global Agri-Food System	2. Contributing to Sustainable Innovation in Agri-Food Production and Consumption	3. Contributing to New Business Models	4. Creating Change	5. Value Based Personal Leadership	6. Project Management	7. Conducting Applied Research
HBO-standaard	A solid theoretical basis	X	X	X				
	Research skills that will enable them to contribute to the development of their chosen profession				X			X
	A sufficient set of professional skills				X		X	
	A professional, ethical, and social orientation				X	X	X	