



Agribusiness Programmes

A collaboration between Business School Netherlands, Institute of Food and Agribusiness Leadership and the Agribusiness Academy Learning Platform.



Welcome

We're delighted that you're thinking about learning more about agribusiness.

Our focus is on teaching a business model framework that has been developed through the study of over 200 global agrifood companies. You'll learn what they have in common, how they maximise opportunities and stay resilient through adversity.

You can choose to study the business model framework at whichever depth suits you, from understanding the key concepts through to applying it all within your day-to-day work.

Remember our team are here to help whenever you need us.

businessschool™
netherlands
the action learning business school

IFAL 
Institute of Food and
Agribusiness Leadership

powered by

**AGRIBUSINESS
ACADEMY**



What is the Agrifood Business Model Framework?

We all know there is no magic formula to develop a successful business model.

But the Institute of Food and Agribusiness Leadership (IFAL) has spent over 10 years researching and analysing successful businesses in the sector to develop a framework that can be taught globally.

Our curriculum has been brought together by IFAL, Business School Netherlands and the Agribusiness Academy learning platform to teach you the key themes, the businesses that exemplify them, and to help you apply them in your own work.

You'll learn from experts, entrepreneurs and your classmates in structured online learning and interactive live sessions.

Our alumni have developed and lead innovative agriculture, agtech and food businesses all over the world. We hope to help you reach this level too.

200+ Business Models Analysed | 500+ Businesses Referenced



Disruptive value proposition



Sustainability



Chain partnerships



Aligned distribution strategy

Shorter Programmes

Certificate in Agribusiness Entrepreneurship

For those exploring opportunities in the sector, this Certificate ensures that you understand our Business Model Framework, preparing you for further study and new opportunities.

12 Weeks | Online Only | 1 Live Session per week.

Food Security Masterclass

This programme focuses on the Business Model Framework and developing a disruptive value proposition within the context of food security, sustainability and changing consumer preferences.

13 Weeks | Online Only | 1 Live Session per week.

Entrepreneurship for Women in Agribusiness

Designed to support female entrepreneurs in launching and expanding their agribusiness organisations. Teaches the Business Model Framework and developing a disruptive value proposition, in a supportive and collaborative cohort.

26 Weeks | Online Only | 2 Live Sessions per week.



Complete Programmes

Mini-MBA in Food & Agribusiness Leadership

Developed for entrepreneurial minds in the sector, this Mini-MBA will support you in applying the Business Model Framework in your own business or project.

Learn the Business Model Framework and apply it to your own work, continuously refining to develop a business model that is profitable, sustainable and resilient in a fast changing sector.

10 months | Online Only | 3 Live Session per week.

Mini-MBA in Sustainable Food Supply Chains

For experienced professionals in the sector, this Mini-MBA has been designed to enable you to understand the Business Model Framework within your own supply chain to develop more sustainable practices and partnerships.

This programme also delivers 7.5 ECTS credits which can be used towards an MBA with Business School Netherlands and other institutions open to ECTS credits.

10 months | Online Only | 3 Live Session per week.

Curriculum Modules

*Certificate in Agribusiness
Entrepreneurship*

*Food Security
Masterclass*

*Entrepreneurship for
Women in Agribusiness*

*Mini-MBA in Food &
Agribusiness Leadership*

*Mini-MBA in Sustainable
Food supply Chains*

Business Model Foundation	●	●	●	●	●
Disruptive Food Value Chains			●	●	●
Agri-food Tech's Value			●	●	●
Novel Food & Consumers				●	
Food Sustainability & Sustainable Development		●		●	●
Food Distribution & Retail Developments				●	●
Food Loss & Waste or Sustainable Finance or Sustainable Sourcing or Novel Food					●

Module Deep Dive

Business Model Foundation

- Learn the basics of Agriculture and Value chains
- Learn the components of the business model framework and their individual importance
- Understand how the components of the business model framework come together to create profitable businesses

Agri-food Tech's Value to the Food Value Chain

- Learn to review and apply digital & hardware technologies to emerging and established Food & Agribusiness value chains
- Learn to design the processes to ensure supply chain wide safety and transparency
- Learn how established businesses are leveraging the digital innovations to fine-tune their business models

Food Sustainability and Sustainable Development

- Learn to review the sustainability elements in the context of the value chain
- Understand how different indoor food production technologies are transforming the agribusiness value chains
- Learn how to critically review sustainable food businesses in different geographies

Disruptive Food Value Chains

- Learn the competitive value proposition tool design and how to apply it
- Learn to design the value chain structure and partnerships to deliver the value proposition
- Learn to review/assess other business model components (distribution strategy and sustainability elements) for businesses that have scaled successfully

Novel Foods and Changing Consumer Preferences*

- Learn about alternative food sources around the world
- Learn the approaches to interact with consumers/shopper and leverage that data for fine-tuning and re-defining value proposition
- Understand the market realities in global meat and fresh produce sectors

Food Distribution and Retail Developments

- Learn how to design distribution strategy that is aligned with the value proposition
- Learn the distribution and retail trend patterns and map them appropriately to the specific business context
- Learn to use global retail developments and insights in your own context

* Elective Module for those studying Sustainable Food Supply Chains

Elective Module Deep Dive

Learners studying the Mini-MBA in Sustainable Food Supply Chains choose an additional module to suit their interests/development.

Food Losses and Waste

- Learn to review and apply technologies to create circular and disruptive supply chains
- Learn to apply the framework to create sustainable business value out of potential food waste
- Learn how established food businesses are dealing with food waste in their value chains

Sustainable Sourcing and Logistics

- Learn and apply supplier selection frameworks
- Learn and apply supplier risk management tools
- Learn and apply spend management tools
- Learn about and apply Cold chain logistics innovations and last mile logistics innovations

Sustainable Finance in Agriculture

- Understand the approach of value chain financing over conventional financing
- Learn how to evaluate different factors for designing an effective financial product by Banks or any Agribusiness value chain actor
- Understand the need for cashflow tool in planning and optimisation of production processes
- Understand the financial needs and risks of a smallholder

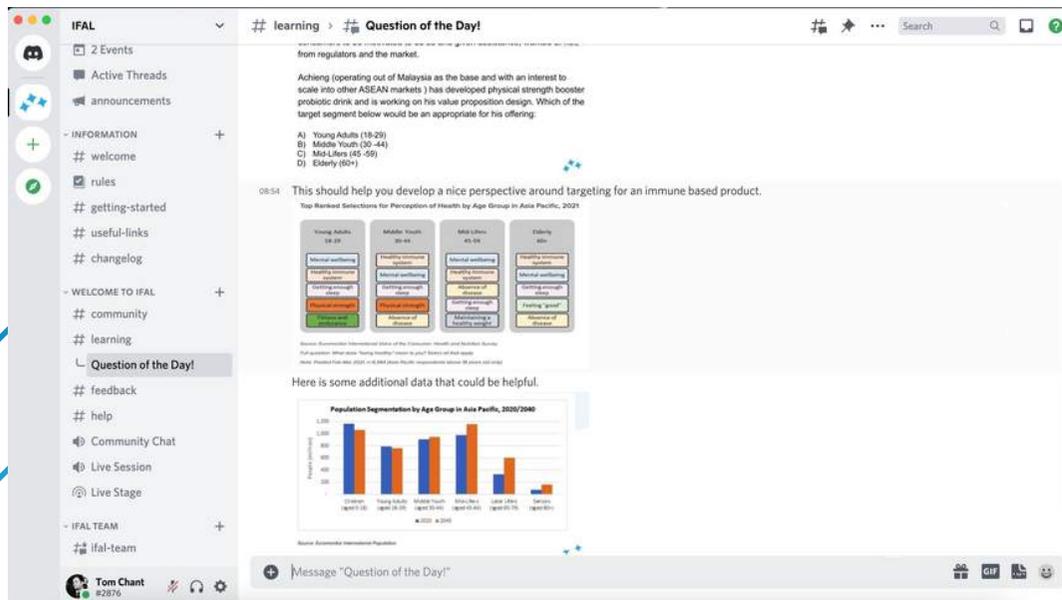
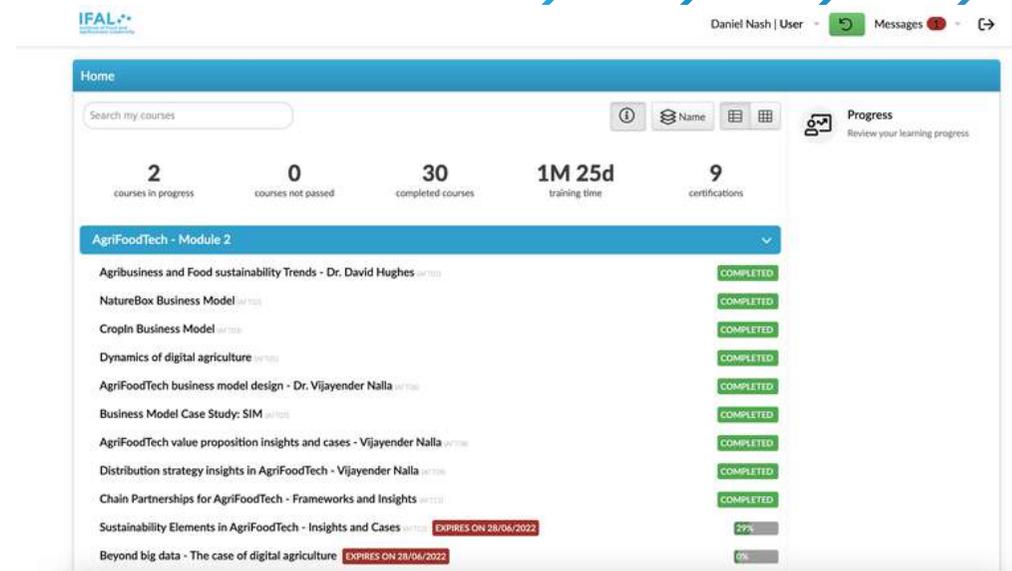
Novel Foods and Changing Consumer Preferences

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Learning Platform

Our online learning system is where you study the modules and test your understanding of the business model framework. It's the base of learning you'll use to help you have great conversations in the live sessions.

The platform is simple to use and features a mix of written, audio and video learning content.



Community Platform

Whether you're looking for support, help or just a chat with your classmates around the world, our community platform is the place.

With live chats, voice calls and unique learning experiences, it's the perfect companion to your learning experience.

What our Alumni Say

“This is the future for empowering entrepreneurs in the food industry. Every course is targeted, the learning experience is very relevant and the systematic approach used will give you the tools to scale profitable and sustainable agri-enterprises.

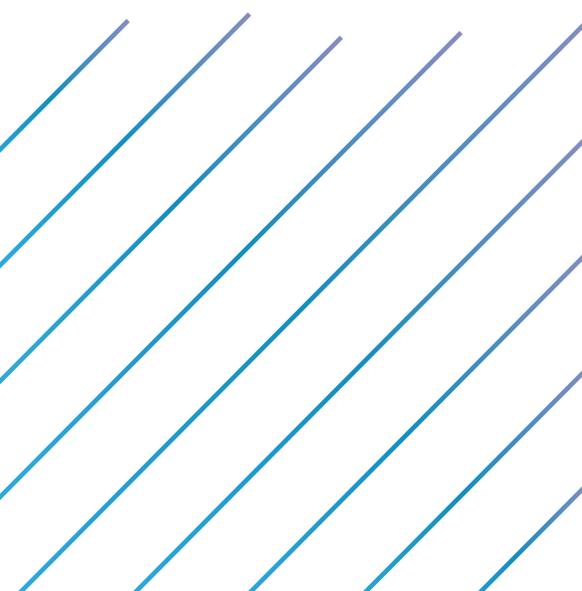
I have been involved in various areas of the food industry experiencing moderate gains since 2012, but it is the exposure to this approach that is really helping my team and I to scale our activities into long term success. Thank you for this great opportunity.”

— Keneil, Jamaica

“I’ve been really enjoying the learning process and appreciate the opportunity to learn in a self-paced manner due to work commitments.

Whenever I can, I try to take part in live sessions, which give very good insights into each topic. I think that this course benefits greatly from the involvement of lecturers who are also practitioners in their respective fields.”

— Tatiana, Washington D.C, USA



Where will the Business Model Framework take you?



Eric Muthomi 🇰🇪

Launched a national digital distribution platform.



Joseph Kaphipa 🇰🇪

Launched rural development consultancy.



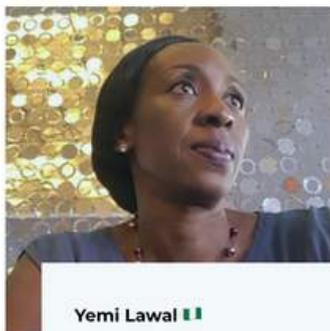
Agapi Terzi 🇸🇪

Developed a business model for family business.



Debora Van Zee 🇳🇱

Uses business model framework for consultancy.



Yemi Lawal 🇳🇮

Redesigned a business model for the cocoa value chain.



Lisa Duscheck 🇸🇪

Launched the only Agripreneur program in the world.



Marcel Ionescu 🇷🇴

Developing business partnerships for an Agtech solution.



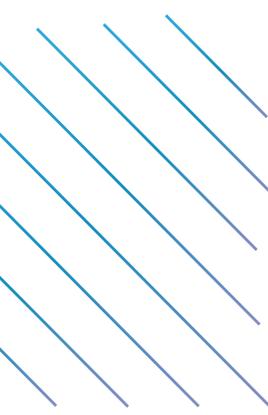
Srinadh Kotturu 🇮🇳

Launched a B2B marketplace for fresh products.

About Us

Business School Netherlands (BSN) is a triple accredited (NVAO, ACBSP and EduQua) University of Applied Sciences, a founding member of the Association for Transnational Higher Education Accreditation (ATHEA) and a Tier One ranking at #14 in the Global Executive MBA ranking.

BSN provides advice and support for learners pre-enrolment, handles payments and provides certification for learners, generally overseeing the learner journey from application to completion.



Institute of Food and Agribusiness Leadership (IFAL) was established as a response to the global pandemic of 2020. More so than ever, digital education must be available to those who want and need to learn. IFAL is committed to providing this digital education for the food and agribusiness sector.

IFAL delivers the live sessions throughout the programmes, provides additional learning content and is responsible for learner outcomes on the agribusiness programmes.

Agribusiness Academy has over 10 years experience in delivering digital education for the food and agribusiness sector to learners from across the world. The Mini MBA was originally delivered by Agribusiness Academy in 2017 and taken on by IFAL in 2020 to increase participation in more countries and more languages.

Today, Agribusiness Academy provide the learning platform and a lot of the learning content delivered throughout the modules.