

Programme

Executive MBA Integration Module 1

Doing business in a complex world



Online preparation 4 June 2020

Group work on location Flevoland

25 | 26 August 2020

Lecturers

ir. Willy Baltussen	Senior Researcher, Wageningen Economic Research
drs. Krijn Poppe	Emeritus Senior Economist, Wageningen Economic Research
prof. dr. ir. Hans van Trijp	Professor Marketing and Consumer behaviour, Wageningen University

Guest lectures

Gerard Backx	CEO, HZPC
Gerjan Snippe	Director, BioBrass
Pieter de Wolf	Project leader, Farm of the Future

Locations



Hotel Van der Valk Almere: Veluwezoom 45, Almere



Location Biobrass:
Winkelweg 57, Zeewolde



Location Farm of the Future, Lelystad:
Edelhertweg 1, Lelystad



Tuesday 25 August 2020

- 11.00 Welcome at Van der Valk Hotel Almere
- 11.30 Welcome and taking inventory of questions to CEOs
- 12.30 Visit to BioBrass Zeewolde, including lunch
- 13.30 Introduction and guided tour by Gerjan Snippe, director BioBrass
- 15.30 Back to Van der Valk Hotel Break & refreshment
- 16.00 Introduction to the True Pricing concept
Willy Baltussen
- 18.30 Diner with Gerard Backx, CEO of HZPC
- 20.30 Time to work on your assignment

Wednesday 26 August 2020

- 08.00 Breakfast
- 08.30 Departure to Lelystad
- 09.00 Visit to Farm of the Future in Lelystad
Pieter de Wolf
- 11.00 Back to Van der Valk Hotel Break & refreshment
- 11.30 Reality check on assignments
Hans van Trijp
- 12.15 Lunch
- 13.15 Final work on your assignment & presentation
Hans van Trijp & Krijn Poppe
- 14.00 Assignment presentation and discussion HZPC
- 15.00 Assignment presentation and discussion BioBrass
- 16.00 Closure