



Master's degree in Preneurship for Regenerative Food Systems

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“As a preneur for re-generative food systems, you will promote the interconnecting of such systems and contribute to the sustainable development of food value creation.”

Interconnecting **Regeneration, Preneurship** and **Food Systems**

An interdisciplinary Master's degree

The agro food sector is one of the most important economic sectors in Europe in terms of gross national product¹. At the same time, it also holds great responsibility in terms of environmental impact generated and involves many social and economic challenges.

Preneurship

The term preneurship has been coined from entrepreneurship, intrapreneurship and commonpreneurship. During your studies, you will learn about each of these three types and you will focus on one type in particular during the Agro Food Project segment. **More on pages 5 & 8.**



Entrepreneurship – as founders, independently drive disruptive innovations which have the potential to change systems.



Intrapreneurship – as initiators and coordinators, take the lead in cross-system innovation processes within established companies.



Commonpreneurship – as coordinators and drivers, shape processes of social change.

Our six topic areas

The Master's degree combines six topic areas relevant to the entire industry, which you will interconnect during your studies for an in-depth systemic understanding of the food systems. This will enable you to initiate systemic changes and develop sustainable solutions.

Business & Preneurship

As a preneur, you can promote new business models which are able to survive on the open market.

Sustainability & Regeneration

Support sustainable development in the agro food sector and build regenerative value networks.

Food Systems

Develop an understanding of complex food systems and identify the challenges related to these systems for innovative solutions.

Innovation

Search for, develop, and implement solutions which are creative and innovative, and rethink existing systems.

Natural Sciences

Apply scientific methods and research findings to real-world applications.

Digitalisation

Use new technologies and digitalisation strategies to further your ideas.



Video of our Master's degree

In this video, we have brought together all key aspects regarding the study programme. Watch the video here:

zhaw.ch/lisfm/master-preneurship

or scan the QR code:



¹Leinert, L., Brand, F. S., & Duma, F. (2016). Branchenstudie Food – Kennzahlen, Struktur, Veränderungstreiber, und Entwicklungspotenziale der Schweizer Lebensmittelindustrie. Winterthur: ZHAW School of Management and Law.

Structure of the Master's Degree

Individual competence development

Programme structure

The MSc in Preneurship for Regenerative Food Systems is characterised by the Open Curriculum format and the associated options for individualisation. The programme comprises a total of 90 credits (ECTS).

In the study segments Navigation, Regenerative Preneurship, Agro Food Tech & Systems and Individual Skills, you will acquire individual knowledge and competences which you can then directly apply during the fifth segment, the Agro Food Project. The five study segments are designed to build on each other and still leave room for pursuing personal development goals.

Module descriptions

Learn more about the individual modules here:

zhaw.ch/lsfm/master-preneurship

Study segments

Navigation

Two initial modules at the start of your studies give you the opportunity to develop a common knowledge base with your fellow students. The first module focuses on the challenges of the agro food sector, sustainability, regeneration and entrepreneurship. In addition, you plan out the rest of your study programme. In the second module, you will define your project case and form teams for the Agro Food Project. **More on page 5.**

Compulsory modules: (Total 10 Credits)

- Navigation 1 – Fundamentals in Food Systems, Ecosystems and Regeneration, 6 Credits
- Navigation 2 – Fundamentals for Teams and Projects, 4 Credits

Regenerative Preneurship

An understanding of business administration and innovation processes enables you to operate within our current economic system and to comprehend its regeneration and innovation potential. In the two compulsory modules, you will learn to develop business models, manage companies and thereby not lose sight of financial aspects. In addition to the compulsory modules, you will attend elective modules from other Master's degrees.

Compulsory modules: (Total 6 Credits)

- Regenerative Strategies and Innovation Processes, 3 Credits
- Regenerative Business Models and Finance, 3 Credits

Elective modules: at least one module, 25 Credits in total

Agro Food Tech & Systems

You will become familiar with technologies in the agro food value network, which are relevant both currently and in the future, and you will gain a holistic perspective on the industry. You will implement these fundamentals in the development of novel approaches in the food value network. In addition to the compulsory modules, you will attend elective modules from other Master's degrees.

Compulsory modules: (Total 6 Credits)

- Food Tech Architecture, 4 Credits
- Food Systems Architecture, 2 Credits

Elective modules: at least one module, 25 Credits in total

Individual Skills

You have the opportunity to develop your skills both flexibly and on an individual level, independently of the focus of the other segments. You select the module content yourself.

Individual Skills Modules: at least 9 Credits

Disruption Days

The Disruption Days take place on two separate occasions over the course of the study programme. During these modules, your usual study routine is deliberately interrupted and you face unknown challenges. In the process, you will acquire new, practice-relevant competences and be able to apply existing competences from your studies in various situations.

Compulsory modules: (Total 4 Credits)

- Personal Resilience, 2 Credits
- Corporate Case and Leadership, 2 Credits

Agro Food Project & Master's thesis – the focus of the study programme

Agro Food Project

In the fifth segment of the programme, you will work with an interdisciplinary team over four semesters to develop a regenerative business model within the agro food sector. Through your Agro Food Project, you will have the opportunity to deal intensively with specific challenges. By applying yourself to the project case you will gain initial preneurship experience.

Over four consecutive semesters, the common goal is to initiate regenerative solutions and practical innovations, to test prototypes on the market and to implement them in a business model.

You will acquire the additional skills you need for your project during your studies in the other segments.

Compulsory modules: (Total 30 Credits)

- Agro Food Project 1 – Vision and Proposal, 4 Credits
- Agro Food Project 2 – Sustainable Business Model Canvas, 7 Credits
- Agro Food Project 3 – Business Model Development: Prototyping, Impact and Finance, 7 Credits
- Agro Food Project 4 – Business Plan, 2 Credits
- Master's thesis, 10 Credits

Master's thesis – 10 ECTS

The Master's thesis focuses on a question (or sub-question) from your Agro Food Project and is completed independently by all students. You can start writing your thesis from the second module of the Agro Food Project onwards.

Your project team

During Navigation, you will form a project team for the Agro Food Project based on your common interests and complementary skills. The project will benefit from the team's interdisciplinary background, and you will be able to learn from the knowledge and experience of your teammates.

The project team is supported by a mentor, both in terms of subject matter and scientific methods. **More on page 10.**

Choosing a case for the Agro Food Project

During Navigation, you choose and develop your project case for the Agro Food Project.



As an **entrepreneur**, you search for your own project case. Together with your team, you develop an innovative business model with a view to potentially founding a start-up further down the line.



As an **intrapreneur**, you aim to trigger change within companies. You can adopt a case proposal from our industry partners or from a ZHAW research group and develop this further.



As a **commonpreneur**, your goal is to pursue initiatives in the field of social innovation. You can work on your own idea or adopt a case proposal from our industry partners or from a ZHAW research group.

	Individual Skills	Agro Food Tech & Systems	Regenerative Preneurship	Agro Food Project	
4. Semester				Agro Food Project 4 – Business Plan 2 credits	Master Thesis 10 credits
Disruption Days – Personal Resilience/Corporate Case and Leadership 2 credits					
3. Semester	Individually compiled module content 9–12 credits	Elective Modules 25 credits in total	Elective Modules 25 credits in total	Agro Food Project 3 – Business Model Development: Prototyping, Impact and Finance 7 credits	
2. Semester		Food Systems Architecture 2 credits	Regenerative Business Models and Finance 3 credits	Agro Food Project 2 – Sustainable Business Model Canvas 7 credits	
Disruption Days – Personal Resilience/Corporate Case and Leadership 2 credits					
1. Semester		Food Tech Architecture 4 credits	Regenerative Strategies and Innovation Processes 3 credits	Agro Food Project 1 – Vision and Proposal 4 credits	
Navigation 1 – Fundamentals in Food Systems, Ecosystems and Regeneration 6 credits				Navigation 2 – Fundamentals for Teams and Projects 4 credits	



Learn both from and with your fellow students and collaborate to develop ideas and solutions for regenerative food systems.

Study Programme Format

Your customisable study programme

Individual Study Journey



The open format of the programme (Open Curriculum) allows you to focus on developing your individual competences and to align your studies with your personal goals. With the Individual Study Journey, you develop your personal study plan at the beginning of your studies.

Open Curriculum

In the segments Agro Food Tech & Systems and Regenerative Preneurship, you have the opportunity to attend modules from other study programmes within the framework of a maximum of 25 credits. This gives you the opportunity to pursue your personal interests and development goals. Together with the segment Individual Skills, the Open Curriculum offers you diverse and interdisciplinary development opportunities.

More on pages 4 & 5.

Part-time study

The standard period of study for 90 credits (ECTS) is four semesters. This allows you to pursue part-time employment during your Master's degree from the very beginning. You are also free to spread out your studies over more semesters to include a higher part-time workload.

4.o Educational concept

During your studies, a variety of learning methods will be used to provide you with different approaches to developing individual competences.

Online – basic knowledge is acquired individually, irrespective of time and place.

Onsite – through exchange with lecturers, fellow students, industry experts and researchers, previously acquired knowledge is consolidated and further examined.

On the job – the knowledge acquired is transferred into practice-oriented competences through issues arising from the industry.

Offline – time for reflection on the competences which have been acquired, learned and experienced, away from the regular study routine or together with your coach (e.g. during the Disruption Days).

We promote an open feedback culture and a culture of positive failure.

Personal guidance

Coaching

During your studies you will be accompanied by a coach. The coach will support you in your personal competence development and in reflecting on your Individual Study Journey.

Mentoring

A mentor will accompany you and your team in terms of subject matter and scientific methods during your Agro Food Project. The choice of mentor depends on the case you choose for your Agro Food Project - mentors can, for example, come from ZHAW research groups, be lecturers or come from our industry partners.

Admission to the study programme

Direct admission to the programme is open to all Bachelor's graduates from a related field with a final grade ≥ 4.75 (see box). Master's graduates from related fields also qualify for direct admission. For all other applicants there is the possibility to be admitted via an eligibility evaluation.

Contact

If you have any questions regarding the study programme, please get in touch:



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Subject-related Bachelor's and Master's degrees:

- Environmental Sciences
- Food Sciences
- Economic Sciences
- Agricultural Sciences
- Nutritional Sciences
- Biotechnology
- Hospitality Management
- Facility Management

Competences & Career Prospects

A diverse array of professional opportunities thanks to an interconnected and interdisciplinary understanding of food systems

Your new core competences

As a graduate of the Master's in Preneurship for Regenerative Food Systems, you will gain the following core competences, among others:

- You are able to drive forward exchange between people to solve the global challenges the food systems are facing.
- You have a broad understanding of the potential of sustainability and regeneration in the context of the agro food sector and can design innovative solutions for regenerative systems.
- You have in-depth knowledge of the technologies and processes that are central to the food industry.
- You drive the development and implementation of science-based and practice-oriented solutions in a business context in a self-motivated and self-organised manner.
- You are able to set up business models for new ideas or for changing processes, and to question these.
- You are skilled at working in interdisciplinary teams.

The customisable nature of the study programme at an individual level means that you are able to independently develop further competences that you consider relevant both for your future career and personal development. **More on page 7.**

Career prospects as a food preneur

The three different preneurship types afford you different career options. Your competences enable you to develop new products, technologies and business models, redesign processes and think about value networks from a different perspective.



Entrepreneurship

You set up your own business as an entrepreneur and found your own company or join a start-up. The following positions, among others, are open to you following graduation:

- Founder (or co-founder) of a start-up
- Leading or other central roles in start-ups at operational and strategic level (e.g. market and corporate development, product and technology development)



Intrapreneurship

Upon completion of your studies, you can work as an intrapreneur in various specialist, interconnecting or management positions in the industry. The following positions, among others, are open to you following graduation:

- Project management
- Consulting and strategy development
- Supply chain and product management
- (Food) technology and process development
- Innovation management
- Business development



Commonpreneurship

As a commonpreneur, you are able to drive social change and are aware of what it takes to do so. To achieve this, you set up your own non-profit organisation, work for existing organisations or get involved in education. In this field, a central aspect is consulting other organisations to realise their regeneration potential.

The following positions, among others, are open to you following graduation:

- Founder (or co-founder) of a non-profit organization.
- Executive or other central roles in non-profit organisations on an operational and strategic level (e.g. fundraising and stakeholder management, marketing and communication, international cooperation, product and technology development)
- Consulting and strategy development



“

A systemic understanding of the entire food value network lies at the centre of this programme as it forms the basis for sustainable solutions in the agro food industry.

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About us

The ZHAW

The ZHAW (Zurich University of Applied Sciences) is one of the leading universities of applied sciences in Switzerland. Teaching, research, continuing education, consulting and other services are scientifically-based and practice-oriented. The ZHAW comprises eight schools at three locations (Wädenswil, Winterthur, Zurich). Currently, over 14000 students are enrolled at the ZHAW.

The School of LSFM

The School of Life Sciences and Facility Management (LSFM) is located in Wädenswil on the left shore of the Lake of Zurich. Teaching and research are carried out in the fields of environment, nutrition/food, health and society. The degree and continuing education programmes include Bachelor's and Master's degree programmes, and a wide range of continuing education courses. Around 1800 students are currently enrolled at the LSFM in Wädenswil.



Environment | Food | Health | Society
Our competences in Life Sciences and Facility Management.

Study and continuing education

The Bachelor's degree programme provides practically-oriented knowledge, general education and training in work methodology, and leads to a professional qualification. The consecutive Master's degree programme allows you to specialise within your chosen field and acquire an additional professional qualification. Four Master's degree programmes are offered at the ZHAW campus in Wädenswil: Preneurship for Regenerative Food Systems, Life Sciences, Real Estate & Facility Management and Environment and Natural Resources. Engaging in ongoing education and keeping your skills and know-how up to date are important for ensuring professional success. The ZHAW offers customised, practice-oriented courses, symposiums and continuing education programmes.

Research and development

Working in conjunction with businesses, public agencies and associations, our institutes engage in applied research and provide services for third parties. Close collaboration with external parties ensures the transfer of knowledge and technology between the academic realm and professional practice. Our technical installations and equipment are state-of-the-art. In our modern laboratories and testing and production facilities, applied research and development projects can be conducted to the highest professional and practical standards.

Study programme partners

The Master's degree is conducted in collaboration with several departments at the ZHAW:

- Department of Life Sciences and Facility Management
- School of Management and Law
- Department of Applied Psychology

Various partners from the food industry provide their practical knowledge and support students in the Agro Food Project.

Master's in Preneurship for Regenerative Food Systems At a glance

Core competences	You drive forward necessary system change for sustainable and regenerative food systems. As a food preneur, you interconnect stakeholders and initiate, develop and implement business models for regenerative food systems. More on page 8.
Title	Master of Science (MSc) ZHAW in Preneurship for Regenerative Food Systems
Customisability & Preneurship	Thanks to Open Curriculum, you are able to customize your study programme. You adapt the content of your studies to your skills, interests and goals. With the Agro Food Project, you choose whether you want to be an entrepreneur, an intrapreneur or a commonpreneur. You will regularly exchange ideas with your peers and benefit from interdisciplinary inputs. More on pages 4, 5 & 7.
Partners	The Master's degree is supported by various industry partners, food system experts and people with an interest in the industry. In addition, there is a broad selection of educational partners.
Educational concept	A range of innovative teaching and learning methods are used to provide students with an exciting, varied and agile study experience. More on page 7.
Agro Food Project & Master's thesis	The focus of the programme is the comprehensive Agro Food Project, which you will work on over four semesters in an interdisciplinary team. You will develop your project case independently and, together with your team, you will drive the project forward in a self-organised and self-motivated manner. The final stage of the Agro Food Project is an individual Master's thesis on an in-depth question related to your Agro Food Project. More on pages 4 & 5.
Study model	The programme comprises 90 credits (ECTS) and lasts four semesters as a standard course of study. You can study part-time and adapt your workload to your needs. Variations of five or more semesters are also possible (it is recommended that you work between 30 to 60 percent maximum alongside your studies). More on page 7.
Teaching location & language	Wädenswil, possibly also partly in Winterthur, Zurich and other locations. The study programme is predominantly conducted in English. Individual elective modules can be offered in German.
Admission requirements	Information concerning admission requirements and the admission procedure can be found on our website. www.zhaw.ch/lspm/master-preneurship
Start of study programme	The course begins each year in the spring semester. The registration deadline is October, 31 st .
Tuition fees	CHF 720 per semester; for students whose place of residence is not in Switzerland at the start of their studies, an additional CHF 500 is payable. A detailed overview of costs can be found here: www.zhaw.ch/lspm/master-preneurship
Contact	Maya Ladner, programme director & course advisor +41 58 934 57 03; msc-prefs@zhaw.ch

Study and research in Wädenswil: practically-oriented, creative, passionate and reflective

ZHAW Campus Reidbach / Einsiedlerstrasse

ZHAW Campus Reidbach / Seestrasse

Residential building for students

ZHAW Campus Gruental

The ZHAW is one of the leading Swiss universities of applied sciences. The School of Life Sciences and Facility Management currently has around 1800 students and employs more than 600 people. The educational programme comprises Bachelor's and Master's degree programmes as well as a broad range of further training and education courses.

Our expertise in life sciences and facility management in the areas of the environment, food and health enables us to make a vital contribution to solving social challenges and improving quality of life. Our success is based on dynamic institutes with extensive competence in research, development and services in the disciplines of applied computational life sciences, biotechnology, chemistry, food and beverage innovation, natural resource sciences and real estate & facility management.



Environment | Food | Health | Society
Our competences in Life Sciences
and Facility Management.

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wädenswil