

## Entry level for Competences and Skills in SBT

Below you will find per topic the expected entrance level of the student of the master SBT. The master consists of a challenging one year programme. Not meeting the entry level at the start will cause an immediate delay that will be very difficult to make up for during the programme.

### Sustainable business

#### Starting level: Level 2

- Understand foundational knowledge of circular economy and sustainability
- Basics in creating a circular business model
- Understand a business model canvas and its various elements (e.g. value proposition, competitor analysis, basic business model design)
- Create a cost benefit analysis

#### Recommended reading

- [A Safe and Just Space for Humanity: Can we Live Within the Doughnut?](#)

#### Additional online sources

- [Sustainability what everyone needs to know](#)
- [Driving business towards the Sustainable Development Goals | Coursera](#)
- [Global sustainability and corporate social responsibility: Be sustainable | Coursera](#)
- [Stakeholder Theory Explained - Bing video](#)
- [Stakeholder Analysis - Bing video](#)
- [Circular Economy: An Introduction | edX](#)
- [Business Model Canvas](#)

### Critical thinking

#### Starting level: Level 2

- Understand and contextualize academic and professional texts
- Consult the appropriate popular scientific literature for a project and exams
- Search for relevant academic literature, professional works and popular science
- Identify good and bad argumentation (including fallacies in argumentation)
- Engage in high-paced reading speed of popular text, slow for scientific literature

#### Recommended reading

[Applied Design Research](#)

### Creativity

#### Starting level: Level 2

- Understand design thinking and creative collaboration
- Propose ideas and innovations that fit a solution and client
- Empathize and connect with different groups and use their insights in projects (co-creation)
- Understand complex problems from multiple angles
- Express and communicate an idea in a unique and fitting format for clients
- Understand marketing and communication to roll out solutions to consumers and stakeholders

## Recommended materials

[What is Design Thinking? | IxDF \(interaction-design.org\)](#)

## Additional online courses

- [Introduction to Design Thinking Video](#)
- [Webinar Design Thinking What is it and Why should I Care?](#)
- [Case study](#)

## Technology

### Starting level: Level 2

- Understand and evaluate the implications of new technologies, such as AI and blockchain, on business models and solutions
- Analyse how new technologies create impact in a given context or sector
- Analyse how new technologies drive, impact or challenge sustainability
- Use different types of platforms and software to reflect on new technologies and data (e.g. experiment with generative AI, explore different metaverses and look into blockchain applications)

## Recommended materials

[Digital Sustainability](#)

## Future Thinking

### Starting level: Level 2

- Think long-term within a specific context or case
- Envision the future of a business and consider different innovation pathways
- Co-create and imagine desired futures for companies with their stakeholders and consumers
- Create qualitative research on different groups to gain insights on different futures and possibilities
- Provide strategic advice to businesses and communicate advice and ideas clearly

## Recommended materials

- [Towards a Climate-resilient Future Together: A Toolbox with Participatory Foresight Methods](#)
- [TED Audio Collective: How to Predict the Future with Jane McGonnigal](#)

## Independent Research

### Starting Level: Level 2

- Create research questions and sub questions
- Initiate qualitative research, such as interviews, focus groups and co-creation sessions
- Create basic poll or survey
- Use a broad spectrum of research methods for one project (mixed methods)
- Critically think about models and theories, synthesizes them and contribute a unique perspective
- Engage in applied research and design research (see reading below)

## Recommended material:

[Skill Sheets - An Integrated Approach to Research, Study and Management | Skill Sheets](#), doing research (FAQ), principles of research, research skills levels, self assessment for research, research downloads

## Writing

### Starting level: Level 2

- Write a solid line of argument, based on a clear question, in an acceptable amount of time
- Collect and analyse primary data
- Use secondary data, such as literature, effectively
- Use references to appropriate academic and professional works, and understand/contextualize these sources within an analysis
- Use effective layout, language and editing skills to convey insights

### **Recommended reading**

[Mind Your Writing: How to be a Professional Academic Writer](#)

## **Study and self-management skill levels**

### **Starting level: Level 2**

- Develop 'learning to learn' in practice
  - Manage projects within a study well in terms of organization and time management
  - Create a reflection which links weaknesses and strengths
  - Gather feedback from peers and lecturers, and reflect on it to improve a project
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- **Recommended material**
    - [Time management skills](#)
    - [Study skills](#)