Danish University Colleges

Food Entrepreneur
- simulate the life of entrepreneurs
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FOOD ENTREPRENEUR

- simulate the life of entrepreneurs.

LEARNING OUTCOMES

Students have worked with specific ideas, projects and concepts.

Students have been inspired and see new opportunities within the food and health industry.

Students have discussed and relate critically to development of new activities, products and knowledge in the food and health industry.

Students can reflect opportunities and barriers for implementation of new ideas and concepts.

Students have gained an understanding for innovation as a process to work with new knowledge and generation of new ideas.

Students have experienced a working environment similar to that of a real entrepreneur.

INFORMATION 1

"It is important to meet people (stakeholders) that challenge me to get a sense of reality. I am really unexperienced and now I know, that I have to work even more and get further experiences."

INFORMATION 2

"(...) the teacher initiate reflection (...) my learning process is in focus. Why I have taking so many steps."

INFORMATION 3

"It is now obvious that I have to work with my identity and to realize how to continue... I have asked myself a lot of questions like: "what hinders me? Do I have the skills for this? Who am I? Do I identify with my project?"

STUDENT PERSPECTIVE

INFORMANT 1: INFORMANT 2: INFORMANT 3:

Presenting authors:

Peter Matzen, Marie Ernst Christensen and Michael Breum Ramsgaard

VIA University College, Denmark

COURSE ROADMAP WEEK 1

DAY 1

08.30

09.00

10.15-11.00

Workshop 14-16

Master class 18-19

Topics

Value proposition and Customer segments

Opening workshop and Channels

Key partners

VABE Key activities and Key resources

Trip to Copenhagen

Innovation

Business model canvas

Idea workshop

Entrepreneurship

Entrepreneurs: Fundraising

Networks: Networking

Food Solutions

Impact investors: Food solutions Denmark

Food cheeses, start-ups, food production

Designer: Food and Future

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Designer: Food and Future

Supportive lab.

Reflective process

Entrepreneurial process

In the field

My own real project

Identity as food entrepreneur?

FURTHER RESEARCH AND QUESTIONS

Meaningful actions and qualitative experiences

Identity work in entrepreneurship education

Learning by doing entrepreneurship

Transformative entrepreneurial learning

Experimental course design in entrepreneurship

Qualified reflection-in-action

REFERENCES


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www.foodentrepreneur.dk