Danish University Colleges

Food Entrepreneur
- simulate the life of entrepreneurs
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Publication date:
2014

Document Version
Pre-print: The original manuscript sent to the publisher. The article has not yet been reviewed or amended.

Link to publication

Citation for published version (APA):

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Download date: 05. dec. 2018
FOOD ENTREPRENEUR
- simulate the life of entrepreneurs.

INTRODUCTION

Setting for project:
Food Entrepreneur is an elective course (3.5 ECTS) and was initiated at a Bachelor’s Degree Program in Nutrition and Health, VIA University College, Aarhus, Denmark in September 2013. 22 students participated in the fulltime 40 hours pr week scheduled entrepreneurial course.

Aim and methods for project:
The project investigates the learning outcome and the identity work going on at the course in a setting that provides opportunities to develop new activities, products and knowledge within the food and health industry. The study is based on qualitative interviews with five participants from the course, observation and case study.

Conclusions from Food Entrepreneur:

Important factors for the course design:
• Action, experience-oriented and participatory teaching
• Real life problems and personal projects
• Personal learning processes that creates involvement and higher motivation
• Support for individual and group reflection
• Meeting supporting role models

The project highlights:
• The importance of taking reflection processes into consideration when facilitating and guiding students in developing business concepts
• The need for a better understanding of identity work which is by students both described as a crisis and reflected as a transformative learning process

PROJECT SPONSORS

Present for real clients
Real projects and concepts
Support of reflection

STUDENT PERSPECTIVE

"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."

SETTING 2: "(...) the teacher initiate reflection (...) my learning process is in focus. I was supported in my learning process and that is the reason why I have taking so many steps."

"It is now obvious that I have to work with identity as food entrepreneur?

FURTHER RESEARCH AND QUESTIONS


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 can discuss 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.

FURTHER REFERENCES


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Project sponsors: Foundation for Entrepreneurship Young Enterprise Denmark VIA University College Young Enterprise Denmark

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