FOOD ENTREPRENEUR
- simulate the life of entrepreneurs.

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

The identity as food entrepreneur?

"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."

"The need for a better understanding of identity work

"It is now obvious that I have to work even more and get further experiences."

"What hinders me? Do I have the skills for this? Who am I? Do I identify with my project?"

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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.
• Students have worked with specific ideas, projects and concepts.

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STUDENT PERSPECTIVE