Danish University Colleges

Food Entrepreneur
- simulate the life of entrepreneurs
Ramsgaard, Michael Breum; Christensen, Marie Ernst; Matzen, Peter

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):

General rights
Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain.
- You may freely distribute the URL identifying the publication in the public portal

Download policy
If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

Download date: 18. mar., 2020
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 on

The food entrepreneur process:
- 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 on