Danish University Colleges

Food Entrepreneur
- simulate the life of entrepreneurs
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FOOD ENTREPRENEUR
- simulate the life of entrepreneurs.

INTRODUCTION

Setting for project:
Food Entrepreneur is an elective course (3.5 ECTS) and was initiated at 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:

• Meetings supporting role models
• Support for individual and group reflection
• Personal learning processes that creates involvement and higher motivation
• Real life problems and personal projects
• Action, experience-oriented and participatory teaching

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 importance of taking reflection processes into consideration when facilitating and guiding students in developing business concepts

The learning process is in focus.

“(...) the teacher initiate reflection (...) my learning process is in focus.
I was supported in my learning process "(…) the teacher initiate reflection (...) my learning process is in focus.
I was supported in my learning process
“(...) the teacher initiate reflection (...) my learning process is in focus.
I was supported in my learning process

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

QUOTES FROM QUALITATIVE INTERVIEWS

“(...) 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.”

“I am really unexperienced and now I know, that I have to work even more and get further experiences.”

“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?”

“(...) 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.”

www.foodentrepreneur.dk

SELECTED REFERENCES


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