



Entrepreneurship in the Food Industry

The interactive nature of the online resources in this module will help you to develop key entrepreneurial skills such as collaboration, creative thinking, risk taking and problem solving. Asynchronous learning will be supported by online discussions and formative assessments to check progress.

This module will be primarily structured around the 'Opportunity Business Model' unpacking drivers (Social, Commercial, Legal, Technological) and dimensions (Proposition, People, Place, Process, Profit) of entrepreneurial opportunities.

Case studies and activities will draw from examples related to the food science industry.

Course Outline (50h) Chapters:

- Entrepreneurial Goals & Context
- Recognising Opportunities
- Finding Resources
- Developing Ventures
- Creating Value

Formative Assessment:

50% quizzes for each of the activities
50% submission of a final assignment

Learning Outcomes:

After successful completion of the activity, the participants are able to:

- Appreciate the commercial drivers for innovation and product development within the food industry
- Understand how to identify, contextualise and communicate opportunities
- Analyse their own entrepreneurial skills and appreciate how to further develop these as part of their ongoing personal development



For further information please contact office@food-sta.eu