

BUST09002 Food Sector Entrepreneurship

Full Title	Food Sector Entrepreneurship		
Status	Uploaded to Banner	Start Term	2015
NFQ Level	09	ECTS Credits	10
Module Code	BUST09002	Duration	Semester - (13 Weeks)
Grading Mode		Department	Physical & Life Sciences
Module Author	Maria McDonagh		

Module Description

Entrepreneurship is the process of venture creation through a combination of idea generation and implementation. This module focuses on the implementation discipline of entrepreneurship and innovation.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. Design and implement Lean start up principles and evaluate in the context of a food venture start-up
2. Obtain an understanding of customer development for food businesses and be able to develop insights into the customer development process
3. Have awareness of food business creation dynamics and the have the ability to generate Food Business models and critically analyses business model strengths and weaknesses
4. Have an awareness and insights of personal, interpersonal and professional entrepreneurial traits
5. Differentiate between venture creation and business management
6. Construct venture creation strategies
7. Have a working understanding of the various business model and lean start up tools and through there use have the ability to create insights and interpretations for a venture creation process
8. Develop insights into brand awareness and have the ability to Formulate Brand strategies and prepare plan for brand development
9. Effectively communicate a food business concept verbally and visually

Indicative Syllabus

Lean start up

- Customer discovery
- Idea validation

Business model generation

- Business model canvas
- Lean canvas
- Value proposition canvas
- Venture eco-systems

Minimum viable product and Prototyping

- Food product development and prototyping
- Product testing

Marketing and branding

- Guerilla marketing
- PR campaigns
- Branding
- Social media marketing

Communications skills

- oral presentation techniques
- Written presentation formats and techniques
- Visual presentations (posters or prototypes)

Teaching and Learning Strategy

This module will use a mixed approach to its delivery and achievement of the learning outcomes.

Experiential Learning

This will engage the student in learning-by-doing scenarios in a challenging but safe environment.

Peer to peer learning

With effect facilitation the group dynamics will be nurture to promote a peer learning environment and a community approach to learning.

Lectures

Traditional style lecturing will be used but at a low proportion to the entire course content.

Facilitation

Effective facilitation of the group will drive a significant portion of the learning outcomes. The facilitators will guide and allow discussions, debates and student interactions to help the group achieve learning goals

Reflection

The practice of reflection will be common place in this programme to ensure the students are analyzing their relationship with the content and context of the programme

	Learning Outcomes	Principle Teaching technique
Knowledge	<p>The ability to Critically analyse and understand the Irish and international food systems</p> <ul style="list-style-type: none"> - Food production - Food waste systems - Markets - Distribution 	<p>Lectures Group facilitation</p>
	<p>Design and implement Lean start up principles and evaluate in the context of a food venture start-up</p> <ul style="list-style-type: none"> - Venture development and testing - Step start techniques - Minimum viable product and Prototyping 	<p>Lectures Experiential learning Reflection</p>
	<p>Obtain an understanding of customer development for food businesses and be able to develop insights into the customer development process</p> <ul style="list-style-type: none"> - Customer identity - Market sizing - Get keep grow customers 	<p>Lectures Experiential learning Reflection</p>
	<p>Have an awareness of food business creation dynamics and the have the ability</p>	<p>Peer to peer</p>

	<p>to generate Food Business models and critically analyses business model strengths and weaknesses</p> <ul style="list-style-type: none"> - Develop and testing business models - External business model factors <p>Have the ability to create new food business concepts or the ability to nurture business concepts in other people</p> <ul style="list-style-type: none"> - Market identification - Product testing - Prototyping <p>Have an awareness and insights of personal, interpersonal and professional entrepreneurial traits</p> <ul style="list-style-type: none"> - Soft skills development - Team dynamics - Resilience 	<p>Lectures</p> <p>Experiential learning</p> <p>Peer to peer</p> <p>Experiential learning</p> <p>Facilitation</p> <p>Reflection</p> <p>Facilitation</p>
Know-how	<p>Evaluate customer discovery techniques</p> <ul style="list-style-type: none"> -Understanding customers -Empathy mapping -Value proposition development - Surveying - Customer interviews - Ethnography <p>Have a working understanding of the various business model and lean start up tools and through there use have the ability to create insights and interpretations for a venture creation process</p> <ul style="list-style-type: none"> - Product market fit - Market validation - Business model adaptation - Business model canvas <p>Have a deep understanding of marketing principles for venture creation process undertaken in isolation and with limited resources and Design and implement</p>	<p>Lectures</p> <p>Peer to peer</p> <p>Experiential learning</p> <p>Lectures</p> <p>Reflection</p>

marketing strategies in the uncertain context of business creation	
- PR campaigns	
- Low budget marketing	Peer to peer
- Social media	Lectures
- Venture community building	
Develop insights into brand awareness and have the ability to Formulate Brand strategies and prepare plan for brand development	
- Brand communication	
- Brand strategy	
- Personal brand management	Lectures
Evaluate options for advanced product design and testing	Experiential learning
- Food innovation	
- Food science	
- Novel packaging techniques	
Interpret food law, HACCP and Hygiene standard and apply to product	Lectures
- Food labeling	Tutorials
- Food production systems	
- Allergen control	
- HACCP Implementation	
Create the ability to interpret basic financial modeling for new food ventures and have the ability to conduct financial planning, control and pricing.	Lectures workshops
- Profit and loss interpretation	
- Cash flows interpretation	
- Reading Balance sheets	
- Product pricing	
Have a critical understanding of business planning and business plans and to develop insights into their application and development	Lectures Workshops Tutorials
- Creating a business plan	
- Utilising state supports	
- Resource planning	
Propose and plan advanced prototyping and testing	
- Product testing	
	Lectures
	Workshops
	tutorials

		Lectures Tutorials
Competence	<p>Problem solving ability through a range of tools and thinking techniques</p> <ul style="list-style-type: none"> - Analytical thinking - Problem recognition - Idea generation - Idea selection <p>Have a systematic knowledge of design thinking as a tool to developing products or services</p> <ul style="list-style-type: none"> - Customer empathy - Design based thinking - Design innovation <p>A critical awareness of the creative thinking process and the ability to demonstrate a range of tools and techniques used to stimulate creative thinking</p> <ul style="list-style-type: none"> - idea generation - idea selection - Lateral thinking <p>Analyse team work skills and apply analysis to own business, personal or inter-personal situations</p> <ul style="list-style-type: none"> - leadership - skills recognition - team management - team selection <p>Develop an awareness of optimal presentation skills in the context of developing a business</p> <ul style="list-style-type: none"> - presentation planning - presentation techniques - audience empathy <p>Analyse emotional intelligence and empathy and use a self-evaluation instrument</p> <ul style="list-style-type: none"> - self awareness 	<p>Facilitation and reflection</p> <p>Peer to peer</p> <p>Workshop</p> <p>Reflection</p> <p>Experiential learning</p> <p>Reflection and facilitation</p> <p>Experiential learning</p> <p>reflection</p> <p>Reflection and facilitation</p>

Assessment Strategy

Reflection documents

The reflection will be a detailed description of the students' insights in relation to the course topics. This is a personal reflection and therefore answers vary. Reflections would be normally graded on the pass or fail basis and this is the preferred method in this programme. The facilitators in charge of each module will complete grading.

Project report

In this module the students will engage on project work. There will be a requirement to develop a written report on the project to describe the project methodologies and its outcomes and recommendations. This will be assessed on a percentage basis based on a marking scheme developed. The areas marked will be: design and implementation of a business model, venture creation, marketing and brand awareness and effective communication of a food business concept.

Project Presentations

As part of this module, students will have to individually present the results of their project. These presentations will be assessed on content, relevance and presentation skills. Marking in this assessment will be centered on presentation quality, use of visual aids and time keeping.

Repeat Assessment Strategies

Students must obtain a mark of 40% to pass this module

If a student obtains a mark of between 35-39% they will be given the opportunity to resubmit the course work

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Written Report	Personal Reflective Document	40 %	Week 15	1,2,3,4,5,6,7
Group Project	Project Presentation	30 %	Week 16	1,2,3,5,6,7,8,9
Group Project	Project Report	30 %	Week 16	1,2,3,4,5,6,7,8,9

Part Time Delivery Mode Average Weekly Workload:			8.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Lecture	Flat Classroom	1.5	Weekly	1.50
Practical	Project Work	Flat Classroom	5	Weekly	5.00
Tutorial	Reflective Discussion through facilitation	Flat Classroom	.5	Weekly	0.50
Tutorial	Tutorial	Flat Classroom	1	Weekly	1.00

Literary Resources

- The Lean start up – Eric Ries
- The business model canvas – Alex Osterwalder
- The value proposition canvas – Alex Osterwalder
- The start up owners manual – Steve Blank and Rob Dorf
- [Technological Revolutions and Financial Capital](#) – Carlota Perez
- [the other side of innovation](#) – Vijay Govindarajan & Chris Trimble
- [The Innovator's Dilemma](#) & [The Innovator's Solution](#) by Clayton M. Christensen
- [The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators](#) – Jeff Dyer, Hal Gregersen, Clayton M. Christensen
- [Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers](#)
- [Inside the Tornado: Marketing Strategies from Silicon Valley's Cutting Edge](#)

- [Dealing with Darwin](#) : How Great Companies Innovate at Every Phase of Their Evolution — all three by Geoffrey A. Moore
- [The Tipping Point](#): How Little Things Can Make a Big Difference by Malcolm Gladwell
- [Blue Ocean Strategy](#): How to Create Uncontested Market Space and Make Competition Irrelevant by R. Mauborgne and W. C. Kim

Programme Membership

GA_SFIEG_S09 201500 Certificate in Food Innovation and Entrepreneurship