

Level 5 Training Course: Creating Entrepreneurs in Food

Course Title:	Creating Entrepreneurs in Food
Level:	EQF Level 5
Weighting:	30 credits
Course Delivery Method:	Blended Learning
Notional Hours:	100 hours for every 10 credits

Course Aim

To develop entrepreneurial skillsets in early stage food entrepreneurs and to facilitate innovative thinking that will develop the potential for participants to recognize and critically analyse opportunities within the sector and in turn create employment in their local regions.

The course is designed to provide food producers with the skills and the mind set required to remove themselves from long food supply chains, add value to their business and create short food supply chains. In order for food producers to enforce short food supply chains, they will need to acquire the skills to be able to carry out the processing, logistics and distribution steps normally associated with long food supply chains. The course will provide those skills.

Course Objectives

1. Develop farmer's entrepreneurship skills
2. Increase income for food producers
3. Increase awareness and understanding around supply chains and value chains
4. Create collaborative learning that advances knowledge base
5. Teach processing, logistics and regulation skills
6. Establish key skills of communications, personal and interpersonal
7. Teach Business Skills/ICT Skills
8. Create awareness of food sustainable (through entrepreneurship skills)
9. Develop Innovation and Technology Transfers
10. Demonstrate the importance of ICT in business and enhance digital business skills

Learning Outcomes of the Course

This course takes the approach of combining industry relevant skillsets with soft skills development related to enhancing entrepreneurial mind-sets within participants. The course builds knowledge and know-how of entrepreneurship through the topics outlined, however the teaching style of experiential and challenge based learning enhances the competence of the participants for entrepreneurship and therefore venture execution. This approach requires a non-traditional learning environment that blends teaching and assessment techniques. Peer and experiential learning are at the core of the modules and facilitation plays significant roles in the student learning more over the traditional style lecturing.

Entrepreneurship development

Entrepreneurs have a unique mindset that enables them to visualise new ideas and to take action to harness the opportunity that leads to change for the entrepreneur or society in general. They play a key role in employment, innovation and change in society. The perception of entrepreneurs is that they are risk takers and highly motivated, however the mindset is much more analytical and composed. With entrepreneurs playing such a significant role in our society it is important to nurture the mindset and skill sets entrepreneurs require. Entrepreneurship is a creative process of idea development to execution. This process like any other can be improved in students by creating a more entrepreneurial mindset. This is also beneficial for employees who can see problems in their companies or industry and take action to create and implement solutions.

This entrepreneurial process requires both hard and soft skills development and both are nurtured in this course. Resilience is a common soft skill required to implement a new idea or venture. Through the creation of a challenge based environment students are exposed to situations that take them fully out of their comfort zone. Through facilitation and reflective practices, the students create an awareness to their resilience levels, which gives them a solid skills platform for taking on a new venture. This example can be replicated for many other soft and hard skill development.

Specific Learning Outcomes of the Course

<p>Knowledge</p>	<p>Critically analyse and understand European long/short food supply chains</p> <ul style="list-style-type: none"> - Food production - Food waste systems - Markets - Distribution - Logistics <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>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 - Grow customer base
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	<p>Have an awareness of business creation dynamics and have the ability 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 the personal, interpersonal and professional entrepreneurial traits</p> <ul style="list-style-type: none"> - Soft skills development - Team dynamics - Resilience
<p>Know-how</p>	<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 their 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 marketing strategies in the uncertain context of business creation</p> <ul style="list-style-type: none"> - PR campaigns - Low budget marketing - Social media/digital skills - Venture community buildings

	<p>Develop insights into brand awareness and have the ability to Formulate Brand strategies and prepare plan for brand development</p> <ul style="list-style-type: none"> - Brand communication - Brand strategy - Personal brand management <p>Evaluate options for advanced product design and testing</p> <ul style="list-style-type: none"> - Food innovation - Food science - Novel packaging techniques <p>Interpret food law, HACCP and Hygiene standard and apply to product development and business plans</p> <ul style="list-style-type: none"> - Food labeling - Food production systems - Allergen control - HACCP Implementation <p>Interpret and evaluate basic financial modelling for new food ventures and have the ability to conduct financial planning, control and pricing.</p> <ul style="list-style-type: none"> - Profit and loss interpretation - Cash flows interpretation - Reading Balance sheets - Product pricing <p>Have a critical understanding of business planning and business plans and develop insights into their application and development</p> <ul style="list-style-type: none"> - Creating a business plan - Utilising state supports - Resource planning <p>Propose and plan advanced prototyping and testing</p> <ul style="list-style-type: none"> - Product testing
Competence	<p>Use 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

	<ul style="list-style-type: none"> - Design based thinking - Design innovation <p>Develop 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 their own business, personal or interpersonal 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
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Course Structure

Module	Topics	Credits	Delivery Method	Resources Required
1	<p>Personal Development, Interpersonal Skills, Communication, Creativity</p> <p>Characteristics of Entrepreneur Self-Assessment Team Dynamics/Team Theory Communication will be embedded throughout the course Creative Thinking Decision Making</p>	7.5	<p>Online Online/Classroom Classroom Online/Classroom</p> <p>Online/Classroom Online Online/Classroom</p>	<ul style="list-style-type: none"> ➤ Case Studies ➤ Video Links to Personality Tests, Communication Skills ➤ Industry Challenges

	Influencing and Negotiation Opportunity Recognition, adaptability and change		Online/Classroom	
2	<p>Entrepreneurship Process skills SME Development type module, Branding/Marketing, Business Model</p> <p>Product Design/Design Thinking, Customer Discovery</p> <p>Market Research/Customer development</p> <p>Business Theory/Planning, Financial Planning, Business Modelling, benchmarking</p> <p>Cooperation/Collaboration Supply Chain dynamics</p> <p>Sales and marketing</p> <p>Business Management</p> <p>Pitching/Presentation</p>	10	<p>Online/Classroom (research can take place online i.e. identify what the customer wants and can the business deliver that</p> <p>Online</p> <p>Online</p> <p>Online</p> <p>Online</p> <p>Online</p> <p>Classroom/Online</p>	<p>Prototypes, Customer survey templates, challenges implementing design thinking</p> <p>Online lectures, podcasts, reading materials/resources</p> <p>Templates, Videos, Case Studies, Podcasts, online lecturers</p> <p>Case Studies, Online Resources, reference materials, journals</p> <p>Templates, strategies, Online lecture notes</p> <p>Guest speakers</p>
3	<p>Business and ICT skills – generic skills</p> <p>Website Design</p> <p>Business skills in the digital economy</p>	5	<p>Online</p> <p>Classroom/Online</p>	<p>Links to platforms and guidelines on what works best</p> <p>Links, videos, podcasts, lecture notes</p>

	Digital marketing/social media Online platforms for business management Financial Transactions Digital Security		Classroom Online	Workshops on using and establishing social media mediums Lecture notes, links to relevant platforms, how to guides, videos
4	Sector specific skills (national regulations, processing, logistics, regulation) Regulation (region specific, product, market access, business regs) Quality Assurance – quality systems Logistics, distribution, market access Market characteristics Processing Food Science and Nutrition Sustainability/ Adding Value (Value added)	7.5	Online and Classroom	Lecture notes, case studies, qualifications, exams, reference materials, government regulations, case studies

Skills taught throughout the course:

This course has been specifically designed to provide participants with the extensive knowledge and skillset required to become an Entrepreneur. In addition to that, the course will also provide participants with the transversal skillsets such as Creativity, Design and Innovation, Critical/Analytical Thinking Skills, People and Management skills.

The course and its graduates will feed into achieving the goals outlines in national and European policy and will contribute to a growth of entrepreneurs in the sector.

Module One focuses on personal development, developing interpersonal and communication skills and creative thinking. The topics covered in the module will include

- Characteristics and qualities of an entrepreneur
- Self-assessment of existing skills
- Team dynamics
- Communication
- Creative thinking
- Decision Making – (opportunity recognition)
- Influencing and negotiating
- Idea Generation

This module will focus on developing the soft skills required to become a food entrepreneur i.e. Creative thinking and Innovation contributes to the growth of an entrepreneurial mind set and allow students to safely executing ideas i.e. design thinking; creative thinking. Team dynamics and Team Theory enables students to develop skills by networking, collaborating and understanding their place in a team and other team personalities. Customer discovery demonstrated empathy for the customer.

Module Two: focuses on the implementation discipline of entrepreneurship and innovation and the skills and knowledge required to do so. The modules include topics such as:

- Product design/ Design Thinking
- Customer engagement
- Demand/supply driven
- Market research/customer development
- Lean Start up
- Business model generation/Benchmarking
- Business Collaboration
- Business theory/financial planning
- Competitor analysis
- Supply chain design/dynamics
- Sales and marketing (brand design)
- Business management
- Business management skills (day to day business running and understanding the funding available)
- Pitching and Presenting skills
- Strategy for early stage growth

Module two will develop the hard skills associated with entrepreneurship. This module is based on experiential learning so students will “learn by doing”. Students will be set challenges putting theory into practise, therefore giving them the real life pressure of entrepreneurship i.e. testing their prototype with their target audience and the general public.

Module Three: focuses on Business and ICT skills, how to grow business using digital technologies and create opportunity via online collaborations. The modules will include the following topics:

- Website design
- Digital marketing – social media
- Online platforms (business management)
- Financial transactions (bank accounts, paypal etc)
- Digital security
- Branding
- Communication

The module will also include CV workshops, personal professional development, interview techniques, mock interviews and building a professional profile on social media channels.

Module Four: focuses on developing the core skills required for venture creation in food and will include the following topics:

- Regulations (region, product, market access, business regulations, labelling)
- Quality assurance – quality systems
- Logistics, distribution, market access
- Market characteristics
- Processing
- Nutrition
- Sustainability
- Adding value/value added