

23531 Entrepreneurship in Food and Bio Engineering August 6 – August 24, 2018

The course is a formal collaboration with the University of Copenhagen

Danish title	Entrepreneurship in Food and Bio Engineering
Language of instruction	English
Point(ECTS)	5
Course type	MSc Taught under single-course student

Schedule	The course runs from August 6 - August 24, 2018.
Location	DTU Campus Lyngby You should plan for full time course attendance every day during the three week period. The course is 3 weeks full time and will consist of lectures on entrepreneurship and presentation of case stories throughout the course. Students will work in carefully designed groups (e.g. containing a student from each of the participating universities and an international student) on a project about how to develop a business plan based on the case that they have been assigned into a new business opportunity. Teaching takes place only at DTU .
Duration of Course	3 weeks
Date of examination	August 24
Type of assessment	Oral examination and reports Weighting of 50% for the report and 50% for the oral exam.
Exam duration	Oral examination, 20 min No Aid :
Aid	Pre-pared slides addressing 6 questions. All aids permitted for the report writing.
Evaluation	7 step scale , internal examiner
Not applicable together with	None
Mandatory	None
Prerequisites	The course is open for students (incl. MSc and BSc students) who have passed 100 ECTS points of their bachelor program in Food science, Food technology, Biotechnology, Business or a related area.
Recommended prerequisites	International students from non-English speaking countries must have sufficient English qualifications to participate actively at a high level in group discussions and report writing (Danish students are fluent in written and spoken English and international students are expected to be at the same level. If in doubt contact the course responsible in advance).
Participants restrictions	Minimum 5

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Department	23 National Food Institute
Registration	July 1 for non DTU students via e-mail to course responsible
Sign up	Students from Copenhagen Uni should enrol for the course at DTU. Private persons and from industry are welcome.
Green challenge participation	This course gives the student an opportunity to prepare a project that may participate in DTU's Study Conference on sustainability, climate technology, and the environment (GRØN DYST). More information http://www.groendyst.dtu.dk/english

General course objectives

The aim of the course is for students to develop their entrepreneurial skills and competences by working with a defined idea (case story) and by identifying the right business case with clear market research and finally develop a fo-to-market business plan. All case stories will be related to the food sector but can be based on ingredients, equipment design, raw material, platforms or new values in food production.

Learning objectives

A student who has met the objectives of the course will be able to:

- Understand the special entrepreneurial challenges in the food sector
- Identify business opportunities
- Develop business models
- Analyze markets for knowledge based products and services
- Set up questionnaires and interview customers
- Analyze customer value proposition
- Plan the establishment of a company (Business planning)
- Determine capital requirements
- Establish cash flow projection
- Establish budgets on profit/loss, assets/liabilities
- Specify need for competences need in the company to implement strategy
- Prepare a business plan

Content

The course will consist of lectures on entrepreneurship and presentation of cases throughout the course. Simultaneously, Students will work in groups (e.g. containing a student from each of the participating universities and/or an international student to maximize competences within business, engineering and science, and thereby utilize knowledge from this diverse group of students). The product of the group is a report in the form of a business plan based on the case which the group has been assigned. Students will be introduced to the basic concepts of entrepreneurship and business development with emphasis on the distinctive features of the food industry, market shares and possible use of food technologies. Guest lecturers from industry and academia will provide inspiration for the project work developing the business plan on the case stories. Moreover, for initiating the project work a general introduction to the nature and basis behind the assigned case story will be provided to each group, enabling you to fully understand the aspects of your case. Finally, case owners and teachers will be available for discussing the relevant technical and business issues of the case.

Course Literature

Pre-reading material is the book Knowledge-based Entrepreneurship by John Heebøll (to be purchased by students). Other relevant literature can be announced later. Before the course begins you are asked to read the book Knowledge-based Entrepreneurship by John Heebøll. During the course there will be lectures, company presentations, discussions and exercises together with group project work and report writing.

Remarks

The Danish food industry is among the best in the world to use knowledge and technology in the development of new products. Such knowledge-based growth is important for the future business opportunities. This course will provide the students with the newest knowledge on entrepreneurship within food and students will learn how to commercialize good ideas related to food.

Whether you have ambitions of launching your own business or just want to spice up your academic profile with competencies in entrepreneurship, the summer course will provide a great opportunity to develop your skills and learn from the professionals through company presentations. By completing the course, you will gain an understanding of and be able to present a plan for commercialization of an innovative product for the food industry.

In principle, this course is 3 weeks of full time teaching and learning activities from 08.00 - 17.00 each day. Some days may be a little shorter, and some a little longer depending on the exact activity and you will be informed of this at the start of the course. Minimum 80% presence during the course, must participate in group project work. If a student does not fulfill the course participation, the student must retake the course.