



Ollscoil  
Teicneolaíochta  
an Atlantaigh

Atlantic  
Technological  
University

## BUST09002 2022 Food Sector Entrepreneurship

Mandatory Delivered in Stage 1 Semester 1

<b>Full Title</b>	Food Sector Entrepreneurship		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	2022
<b>NFQ Level</b>	09	<b>ECTS Credits</b>	10
<b>Delivery Mode</b>	Semester 1	<b>Duration</b>	Semester - (13 Weeks)
<b>Grading Mode</b>	Numeric/Percentage	<b>Failed Element</b>	No
<b>Department</b>	Sport Exercise & Nutrition		
<b>Module Author</b>	Lisa Ryan		
<b>Co Authors</b>	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 food 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 them in the context of a food venture start-up.
2. Develop insights for the customer development process for food businesses.
3. Demonstrate an awareness of food business creation dynamics and the ability to generate Food Business models and critically analyse business model strengths and weaknesses.
4. Develop and demonstrate personal, interpersonal and professional entrepreneurial traits.
5. Develop insights into brand awareness and have the ability to formulate brand strategies and prepare plan for brand development.
6. 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

#### Market identification

- National & international routes to market

### 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

### **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 - Business plan Draft**

In this module the students will engage on project work on the development of their business. 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: Business plan Presentation**

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

<b>Indicative Coursework and Continuous Assessment:</b>		<b>100 %</b>		
<b>Form</b>	<b>Title</b>	<b>Percent</b>	<b>Week (Indicative)</b>	<b>Learning Outcomes</b>
Written Report/Essay	Personal Reflective Document	40 %	End of Semester	1,2,3,4,6
Group Project	Project Presentation: Business Plan Draft	30 %	Week 10	1,2,3,5,6
Group Project	Project Report: Business Plan Draft	30 %	End of Semester	1,2,3,4,5,6

<b>Part Time Delivery Mode Average Weekly Workload:</b>			<b>6.00 Hours</b>		
<b>Type</b>	<b>Description</b>	<b>Location</b>	<b>Hours</b>	<b>Frequency</b>	<b>Weekly Avg</b>
Lecture	Lecture	Flat Classroom	1.5	Weekly	1.50
Practical	Project Work	Flat Classroom	3	Weekly	3.00
Tutorial	Reflective Discussion through facilitation	Flat Classroom	0.5	Weekly	0.50
Tutorial	Tutorial	Flat Classroom	0	Weekly	1.00

### **Programme Membership**

GA\_SFIEG\_S09 202200 Certificate in Food Innovation and Entrepreneurship (Special Purpose Award)