



Entrepreneurship in Food Business

DR SUSIE CHANT

Learning Themes & Aims

This course aims to develop those who wish to be more effective in their role as a social, economic and technological change agent. It is designed for those who wish to understand, support, finance or facilitate the creation and growth of new food ventures that are based upon innovative ideas which significantly change the status quo. Analyse and understand how entrepreneurs influence and alter the market dynamics of the world we live in.

Who Is This Course For?

Passionate foodies, chefs, hospitality teachers, hospitality students, post-graduate students, or food industry professionals who are either curious about entrepreneurship or have a unique product idea or research they are considering commercialising.

Weekly Topics

1. The Nature and Importance of Entrepreneurship
2. History of Entrepreneurship
3. Forms of Entrepreneurship
4. Entrepreneurship as a Process – the Timmons Model
5. The Entrepreneurial Mind
6. Creativity, Ideas and Innovation
7. Innovation
8. Opportunities: Drivers, Emerging Trends, Buying an Existing Business
9. Screening Business Opportunities
10. Course Review and Quiz

Key Facts

Duration	:	10 weeks
Language	:	Courses in English only
Teaching method	:	Web-based tutorials and activities, recorded interviews, one-on-one feedback from teaching staff, optional reading, resources, activities
Award	:	Upon successful achievement of this course, participants will receive a Certificate of Completion and Statement of Results

Instructor: Dr Susie Chant

Susie Chant is an Academic Coordinator of Le Cordon Bleu Australia, specializing in the area of food entrepreneurship. As well as owning many successful and award-winning hospitality businesses in South Australia, Susie has also lived and worked as a successful chef in a number of locations around the world. She has a PhD in Food Localism, a Masters in Entrepreneurship and Innovation, and a Le Cordon Bleu Masters in Gastronomy.



What is entrepreneurship? This 10-week course has been developed to introduce you to the exciting world of entrepreneurship. The study of entrepreneurship is multidisciplinary, so this course will assist you in understanding not only the nature of food entrepreneurship, who food entrepreneurs are, how they take advantage of an opportunity, but also why it can be studied and why it is important to researchers. If you are an entrepreneur or planning to start your own food-related business this course is for you.

Explore how entrepreneurs influence and alter the market dynamics of the world we live in by analysing a range of businesses such as: new food ventures start-ups; corporate entrepreneurship; the venture capital, banking or informal investment industry; government and other policy or regional development agencies or authorities; or social enterprise to support and facilitate independence for disadvantaged or minority communities.