



## IURA 03

Entrepreneurship,  
Value chain & Customers

# What are your expectations??

- IURA03:

Entrepreneurship, value chain & customers

# Learning objectives of the course IURA03

Student learn:

- Types of Urban Agriculture (UA) and the costs/benefits
- Role of UA within food transition
- Entrepreneurs competences
- Canvas Business model
- (short) Agrifood Value Chain and logistic systems
- 'Food' and the 'consumers point of view'

# Course structure

- Course IURA03: 3 ECTS
  - Written exam: 2 ECTS (mark > 5,5)
  - Assignment: 1 ECTS
- ± 7 lectures (2 x 75 min)
  - Theory
  - Practical assignment during lecture (applying theory)
- Study documents: blackboard (update per week)
  - Books
  - Ppt presentations
  - Literature (other sources)

# Course structure

## Schedule:

Week 47: urban agriculture in NYC

Week 48: transition management

Week 49: entrepreneurship

Week 50: value chain 1

Week 51: value chain 2

week 1: consumers

Week 2: presentations of the assignment

# Lecture 1: Urban Agriculture

- Learning objective:
  - Student is capable:
    - to identify different types of Urban Agriculture
    - to describe the costs and benefits of the different types
- Study documents:
  - Prezi
  - Agricolturale urbanism: chapter 14,18
  - CPULS: chapter 6,7,8

# Lecture 1: Urban Agriculture

- How does Urban Agriculture look like in New York City?
- Prezi [UA New York](#)

# Lecture 1: Urban Agriculture

- Assignment to apply the theory
  - Work in groups of three
  - Time to prepare: 15 minutes
  - Presentations (30 minutes, few minutes each)
    - Show the internet page and explain the company by answering the following questions
- **What to do?**
  - **Look at the Internet**
  - **Find an Urban Agriculture Company/Initiative**
    - **Describe**
      - The company/initiative
      - Type of UA
      - Benefits/Costs
      - Customers
      - Revenue model



# Assignment IURA03: 1 ECTS

Make a short movie of an Urban Agriculture Company! (10 minutes)

- Content
  - Typification of the entrepreneur, his food value chain and his customers
- Style
  - Interview, pictures etc.
- Tools
  - Smartphone/Action Cam; your fantasy!
- Group
  - Assessment group, most easy to choose your assessment company. Not obliged!
- Presentation
  - Thursday January 14<sup>th</sup>?
- Mark
  - Group
  - 1/4 of the finale mark of IURA03