

Introduction to the course

ENTREPRENEURSHIP *(BUSINESS STARTUP)*

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INTRODUCTION

- Course name: Entrepreneurship
(*Business Startup*)
- Course length: Completion in 12 weeks
(*19/2/24 – 11/5/24*)
- Number of credits: 3 Lectures
- Description
- Contents
- Requirements and Expectations
- Assessment
- References

DESCRIPTION

- This course prepares people who want to learn to become entrepreneurs and founders of new companies.
- Learners will gain practical insights into the aspects of running a business, especially in the early stages of developing a new company.
- Learners will know how to identify and explain some of the most common challenges associated with establishing a company.

DESCRIPTION (Cont.)

- Understand the foreground conditions before establishing a business.
- Design a business plan and effectively communicate and "sell" new business ideas to others.
- Distinguish between different sources of finance and evaluate which one best suits the requirements of the new business.
- Understand financial statements (balance sheet, income statement, and cash flow analysis).
- Etc.

CONTENTS

- **Chapter 1:** Who is an entrepreneur?
- **Chapter 2:** Seize business opportunities.
- **Chapter 3:** Pathways to entrepreneurial ventures.
- **Chapter 4:** Business plan.
- **Chapter 5:** Governance core for entrepreneurs: Marketing and Legal.
- **Chapter 6:** Governance core for entrepreneurs: Finance and Accounting.
- **Chapter 7:** Governance core for entrepreneurs: Startup teams and organizational governance.
- **Chapter 8:** Innovative start-up.
- **Chapter 9:** Starting a business from research results and forming a "Spin-off".
- **Chapter 10:** Bringing a startup to market: Business project presentation skills.

REQUIREMENTS & EXPECTATIONS

- Students must spend much time on self-study and learn more related materials under the instruction of lecturers.
- Implement team projects, class assignments, homework assignments, and individual assignments to develop the ability to work independently.
- Students who miss more than 30% of class sessions will not be recognized as the result of the final assessment, which means the final assessment will be **a zero score**.

ASSESSMENT

- ***Formative assessment***
 - Class and homework assignments: 30%.
- ***Mid-term assessment***
 - Essay (*60 minutes or 75 minutes*): 20%.
- ***Final assessment***
 - Project (*business startup project*): 50%.

REFERENCES

1. Donald F. Kuratko, Khởi nghiệp kinh doanh, lý thuyết, quá trình, thực tiễn, Cengage and Hong Duc Publisher, 2019.
2. Gareth R. Jones and Jennifer M. George, Quản trị học đương đại thiết yếu, McGraw-Hill Education and Hong Duc Publisher, 2020.
3. Donald F. Kuratko, Entrepreneurship: Theory, process and practice, Cengage Publisher, 2020.
4. Ngo Kim Thanh, Corporate Management, Publisher of National Economic University, 2013.
5. Other documents.

REFERENCES (Cont.)

5. Other documents

- Circular of Amendment to Circular No. 01/2021/TT-BKHDT dated March 16, 2021, of the Minister of Planning and Investment Guiding Enterprise Registration, No. 02/2023/TT-BKHDT of Ministry of Planning and Investment promulgated on April 18, 2023.
- Law on Cooperatives, No.17/2023/QH15 of the National Assembly promulgated on June 20, 2023.
- Law on Enterprise, No. 07/VBHN-VPQH of the National Assembly promulgated on Jan 25, 2022.
- Circular of Guidance on Enterprise Registration No. 01/2021/TT-BKHDT of Ministry of Planning and Investment promulgated on March 16, 2021.
- Decree on Enterprise Registration, No. 01/2021/ND-CP of the Government promulgated on Jan 04, 2021.
- Law on Enterprise, No. 59/2020/QH14 of the National Assembly promulgated on June 17, 2020.
- Law on Bankruptcy, No. 51/2014/QH13 of the National Assembly promulgated on June 19, 2014.