



Instructor: Dr. Ho Ngoc Phuong
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Venue: LVC (Third floor), 7 Ly Tu Trong, Q.1, Ho Chi Minh City

Thursdays: 3:00-5:30pm.

ENTR 201: Entrepreneurship
Vietnam Spring Semester 2019
Meeting Days: Thursdays from 3:00pm to 5:30pm
Number of students enrolled: three

Catalog Description

- Prerequisite: Sophomore standing or above.
- This course introduces students to the development of new business ideas and innovation derived from the market observation and how to apply the venture ideas to practice in terms of writing business plan to persuade investors and customers.

Course Overview

- To learn from starting process of new ideas and innovation accepted risky to develop product/service and how to realize venture ideas to meet demand of customers and investors.

Course Objectives and Learning Outcomes

- Core learning to include:
 - Entrepreneurship-engine for the country
 - The country environment for Entrepreneurship
 - Developing new ideas and innovation
 - Feasibility analysis of new ideas about product/service
 - Industry study and Market analysis

- Marketing plan
- Management team and human resources
- Company structure
- Product/service development plan
- Operations management
- Financial projection
- Writing Entrepreneurship project

REQUIRED Materials

Bruce Barringer, (2015), *Preparing Effective Business Plans. An Entrepreneurial Approach.* Second Edition. Oklahoma State University. Pearson Education Inc.

➤ Supplemental readings and cases study will be distributed

Kee Young Kim et al (edited), (2009), [*Business Cases for Master of Business Administration in Vietnam.*](#) University of Economics HCM, Hanoi University of Agriculture, Hue College of Economics. VNU-HCMC Publishing House. The Sasakawa Peace Foundation.

Ho Ngoc Phuong, (2001), *Entrepreneurship in Vietnam: just the starting point of the race.* The Maureen and Mike Mansfield Foundation, Washington D.C

Chan Kim and Renee Mauborgne, (October 2004), Blue Ocean Strategy, Harvard Business Review

Course Requirements and Grading Criteria)

Grade Points

1. Individual Entrepreneurship Project: *	500 pts.
Part #1 @250pts. Part #2 @250pts.	
2. Active Individual Class Participation: .**	100 pts.
3. Individual case study presentation***	300 pts.
4. Class Attendance ****	100 pts.
TOTAL REQUIREMENTS (TOTAL COURSE PTS.)	1,000 pts.

*Entrepreneurship Project:

Based on your observation Vietnam market you will choose a product/service as the object of your developing new ideas and innovation, then you write down Entrepreneurship Project that is business plan to apply your ideas.

The Project to be submitted into two parts:

Part #1: Each student to submit a hard copy, 4.0 page paper with a separate cover page and source page. Format: 12 font, 1.5 spacing and maximum .75” margins and a **minimum of three external source other than the course text**. The content to be the following core course learning:

- *Your new ideas and innovation of a product/service. Feasibility study your ideas and the country environment. Industry and Market analysis.*

Part #2: Each student to submit a hard copy, 4.0 page paper with a separate cover page and source page. Format: 12 font, 1.5 spacing and maximum .75” margins and a **minimum of three external source other than the course text**. The content to be the following core course learning:

- *Marketing plan. Operations Plan. Financial Projection. Conclusion.*

** **Active Individual Class Participation:** Effective participation requires *verbal articulation in class* of your assessment / analysis / implications of the facts depicted in the business cases reviewed and lecture topics covered in the course.

*** **Individual Presentation:** Effective presentation main content of chosen case study and answer question: *What are the main points of the case relating to innovations/new ideas and how it applied.* Also responded well to the questions/comments raised in class.

**** Attendance is required. **Unexcused absences** will result in the following points being deducted.

- **3 or more unexcused absences -100 points**

Course Grading Scale

A	100-93%
A-	92-90%
B+	89-87%
B	86-83%
B-	82-80%
C+	79-77%
C	76-73%
C-	72-70%
D+	69-67%
D	66-60%
F	59% and below

Quinlan School of Business Policies:

Attendance and Class Etiquette:

Students are expected to attend all classes, on time and for the duration of each class. If a student must miss class, notify me by email prior to the class to be missed to validate an excused absence.

As a courtesy to the instructor and to the class members, cell phones must be placed in mute or vibrate mode during the class. Critically important calls should be taken outside of the classroom. Please inform me upfront of the class start of known critically important phone calls that you will be stepping out to take.

Make-Up Examinations

Loyola University academic policy provides that tests or examinations may be given during the semester or summer sessions as often as deemed advisable by the instructor. Because Quinlan faculty believes examinations represent a critical component of student learning, required examinations should be taken during the regularly scheduled class period.

Exceptions may be granted only by the faculty member or department chair, and only for unavoidable circumstances (illness verified by a signed physician's note, participation in intercollegiate athletic events, subpoenas, jury duty, military service, bereavement, or religious observance). A make-up final examination may be scheduled only with the permission of the appropriate Quinlan Assistant or Associate Dean.

Academic Integrity

All members of the Quinlan School shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehood...Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of "F" for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved. For further information about expectations for academic integrity and sanctions for violations, consult the complete Quinlan School of Business Honor Code and Statement of Academic Integrity on the Quinlan website:

<http://www.luc.edu/media/lucedu/quinlanschoolofbusiness/pdfs/Honor-Code-Quinlan-July2012.pdf>

Course Outline

Class conducted from January 17th to April 25th 2019 on Thursdays from 3:00 to 5:30pm with ten minutes of break at LVC (third floor) 7 Ly Tu Trong St. Dist. 1. Ho Chi Minh City.

Each class consists of (i) lecture; (ii) answers topic questions; (iii) discussion new ideas for the project; and/or individual case study presentation. Besides in-class learning, site visit start-up company will be arranged. The time of field trip will be discussed that available for all students.

Week	Topic	Note
Week 1 Jan. 17	Introduction to the course and requirements <i>Lecture 1: (i) Intro to Entrepreneurship. (ii) Blue Ocean Strategy; (iii) Entrepreneurship for the country.</i> Questions & Answers	Reading materials will be provided. Tasks will be allocated to each student: cases study, questions of each topic.
Week 2 Jan. 24	<i>Lecture 2: The country environment for Entrepreneurship: how Vietnam changed from centrally planned to Entrepreneurial Approach</i>	

	Questions & Answers	
Week 3 Jan. 31	<p><i>Lecture 3: Why business plan</i></p> <p>Student allocated in advance to answer questions</p> <p><i>Lecture 4: Developing and Screening Business Ideas</i></p> <p>Student allocated in advance to answer questions</p>	
Week 4 Feb. 28	<p><i>Lecture 5: Feasibility Analysis of innovations/new ideas</i></p> <p>Student allocated in advance to answer questions</p> <p>@1 Students raise their new ideas of the project for discussion in class</p>	No class Feb. 7, 14 (Tet holidays), 21 (excursion to Cambodia)
Week 5 Mar. 7	<p><i>Lecture 6: Industry Analysis of a product/service</i></p> <p>Student allocated in advance to answer questions</p> <p>@2 Students raise their new ideas of the project for discussion in class</p>	
Week 6 Mar.14	<p><i>Lecture 7: Market Analysis of a product/service</i></p> <p>Student allocated in advance to answer questions</p> <p>@3 Students raise their new ideas of the project for discussion in class</p>	Visit start-up company in this week. To be announced available day for all.
Week 7 Mar.21	<p><i>Lecture 8: Marketing Plan</i></p> <p>Student allocated in advance to answer questions</p> <p>#1 Individual case study presentation</p>	Due date Part #1 project
Week 8 Apr.4	<p><i>Lecture 9: Management Team and Company Structure</i></p> <p>Student allocated in advance to answer questions</p> <p>#2 Individual case study presentation</p>	Mar.28 no class excursion to the North & Central.
Week 9 Apr.11	<p><i>Lecture 10: Operations Plan and Product (or Service) Development Plan</i></p> <p>Student allocated in advance to answer questions</p> <p>#3 Individual case study presentation</p>	

<p>Week 10 Apr.18</p>	<p><i>Lecture 11: Financial Projections</i> Student allocated in advance to answer questions <i>Lecture 12: Presenting the Entrepreneurship project</i> Student allocated in advance to answer questions</p>	
<p>Week 11 Apr.25</p>	<p>Review the course Questions & Answers</p>	<p>Last class Due date Part #2 project</p>

Please note: The schedule may occasionally deviate from the course outlined above. The instructor reserves the right to make changes as needed to the course syllabus.