MINISTRY OF EDUCATION AND TRAINING

**LAC HONG UNIVERSITY**

**COURSE OUTLINE**

**<125052 – STARTUP >**

| 1. | GENERAL INFORMATION | |
| --- | --- | --- |
| Course name (Vietnamese): | | Khởi nghiệp và ứng dụng |
| Course name (English): | | Startup |
| Course ID: | | 125052 |
| Types: | | Specialization |
| Faculty/Department: | | Administration – International Economics |
| Main Lecturer: | | Master Van Thi Bich  Email: bichvt@lhu.edu.vn |
| Lecturer participating in: | | Master Van Thi Bich  Email: bichvt@lhu.edu.vn  NCS. Luu Ngoc Liem  Email: liemln@lhu.edu.vn |
| Number of credits: | | 3 |
| Theory: | | 3 credits (45 periods) |
| Practice: | | 0 period |
| Exercise: | | 0 period |
| Specialty: | | Obligatory to students in major of International Business |
|  | 1. **COURSE DESCRIPTION** | |

The “Startup” course will have students equipped with knowledge and analyzing skills, have some business ideas, make these ideas into real-life business opportunities, then they will establish a business plan and begin starting a business; provide students with presentation and defense skills in a business project throughout team work. Creating habitual research and self-study which satisfy life-long study.

|  | 1. **COURSE LEARNING OUTCOMES** |
| --- | --- |

**Table 1: Course Learning Outcomes (CLOs)**

| **Course Learning Outcomes (CLOs)** | **Course Learning Outcomes content** | **Bloom domain/Bloom level** | **Program Learning Outcomes PLOs/SOs/PI (\*)** |
| --- | --- | --- | --- |
| CLO1 | Analyzing the business idea’ options | Knowledge (4) | PI3.2 |
| CLO2 | Establishing a business plan for a startup project | Skills (4) | PI4.3 |
| CLO3 | Forming a study, research ability which satisfy life-long study. | Attitude (4) | PI8.1 |

|  | 1. **COURSE CONTENT, LESSON PLAN** |
| --- | --- |

**Table 2: Course Content, Lesson Plan**

| **Week** | **Lesson/**  **Chapter** | **Name/**  **Chapter** | **Lesson Learning Outcomes (LLO)** | | **Lecture and Study activities** | **Method of Lecture** | **Method of**  **assessment** | **References (\*)** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | Chapter 1 | **The Startup’s overview**  The overview of business activities, business ideas, types of startups | LLO1.1 | **Differentiating** types of startups | **Lecturer** introduces the course overview, regulation and study goals.  SV approach new knowledge by listening, observing and questioning | + Lecture  + Discussion | Short form test | **[1]** |
| 2 | Chapter 2 | **The Business opportunity and Startup plan**  Considering and choosing ideas | LLO2.1  LLO2.2 | **Analyzing** business opportunities, business environment  **Analyzing** basic contents of business plan’s draft | **Lecturer** lectures and guides students to analyze and identify business opportunities, select business ideas. | + Lecture  + Discussion | Short form test | **[1], [2]** |
| 3 | Chapter 2 | The opportunities and methods in identifying the business opportunity | **Lecturer** lectures and guides students to analyze and identify business opportunities, select business ideas. | + Lecture  + Discussion | Short form test | **[1], [2]** |
| 4 | Chapter 2 | Business plan’s draft establishment exercises | **Lecturer** lectures and distributes into groups discussing the business plan’s draft | + Lecture  + Discussion | Presentation | **[1], [2]** |
| 5 | Chapter 3 | **Enterprise establishment**   * Traditional startups | LLO3.1 | **Setting up** the basic business plan’s draft | **Lecturer** lectures and instructs students in choosing a business model and initiating startups procedure | + Lecture  + Discussion | Short form test | **[[1], [2]** |
| 6 | Chapter 3 | - Innovative startups | LLO3.2 | **Creating** a detailed plan’s draft in a business project. | **Lecturer** lectures and shows students every step to construct the enterprise establishment | + Lecture  + Discussion | Presentation | **[1], [2]** |
| 7 | Chapter 3 | Every step in enterprise establishment | Each group has to demonstrate their detail of every step to establish an enterprise | + Lecture  + Discussion | Short form test | **[1], [2]** |
| 8 | Chapter 4 | **Business activities**  Organizing the administration and human resource department  Designing headquarters and buying facilities | LLO4.1 | **Connecting** the associated content to establish the human resource department in project | **Lecturer** lectures and instructs students in group discussion | + Lecture  + Discussion | Short form test | **[1], [2]** |
| 9 | Chapter 4 | Marketing and the sales network | LLO4.2 | **Linking** the relevant content to set up the marketing network | **Lecturer** lectures and instructs students in group discussion | + Lecture  + Discussion | Short form test | **[[1], [2]** |
| 10 | Chapter 4 | Source of capital and how to raise capital | LLO4.3 | **Associating** the related content to raise capital | **Lecturer** lectures and instructs students in group discussion | + Lecture  + Discussion | Short form test | **[1], [2]** |
| 11 |  | Midterm test |  |  |  |  | Presentation |  |

|  | 1. **MAPPING OF LESSON AND COURSE LEARNING OUTCOMES** |
| --- | --- |

**Table 3: Mapping of Lesson and Course Learning Outcomes**

| **Lesson**  **Learning Outcomes** | **Course Learning Outcomes** | | | **Evaluation Component** |
| --- | --- | --- | --- | --- |
| **CLO1** | **CLO2** | **CLO3** |
| **LLO1.1** | x |  |  | A1,A2,A3 |
| **LLO2.1** | x |  |  | A1,A2,A3 |
| **LLO2.2** | x |  |  | A1,A2,A3 |
| **LLO3.1** |  | x |  | A1,A2,A3 |
| **LLO3.2** |  | x |  | A1,A2,A3 |
| **LLO4.1** |  |  | x | A1,A2,A3 |
| **LLO4.2** |  |  | x | A1,A2,A3 |
| **LLO4.3** |  |  | x | A1,A2,A3 |

|  | 1. **COURSE ASSESSMENT** |
| --- | --- |

**Table 4: Course assessment**

| **Evaluation Component** | **Form of assessment** | **CLOs** | **Percentage (%)** |
| --- | --- | --- | --- |
| A1. Process | - Participating in the lesson  - Class exercises | CLO1, CLO2, CLO3 | *30%* |
| A2. Midterm | - Test  - Presentation | CLO1, CLO2, CLO3 | *30%* |
| A3. Final | - Written report | CLO1, CLO2, CLO3 | *40%* |

|  | 1. **COURSE REQUIREMENTS AND EXPECTATIONS** |
| --- | --- |

- Attendance: Obeying the regulation

- Students have to read the given study documentation by the lecturer before every lesson on the online learning system (LMS - learn.lhu.edu.vn).

- Doing homework, answering short questions and quick exercises, students will be given a bonus mark to the student's process.

- Finishing the group discussion process is followed by the lecturer.

|  | 1. **STUDY REFERENCE**    1. **Textbook** |
| --- | --- |

[1] Josh MacDonald, Khánh An, Khởi nghiệp kinh doanh thời 4.0, Công ty TNHH Văn hóa và Truyền thông 1980 Books, 2019

**8.2 References**

[1] Mike McKeever, Lập kế hoạch kinh doanh từ A đến Z, NXB Tổng hợp Tp. HCM, 2017

[2] Michael Morris, Khởi nghiệp thành công, NXB Đại học kinh tế quốc dân, 2018.

|  | SOFTWARE OR SUPPORTING EQUIPMENTS FOR PRACTICE |
| --- | --- |

- Internet

- Google Chrome

**General rules:**

| **Abbreviation** | **Description** |
| --- | --- |
| **PLO/SO** | Program Learning Outcomes/Standard Outcomes |
| **PI** | Performance Indicators |
| **CLO** | Course Learning Outcomes |
| **LLO** | Lesson Learning Outcomes |

| **Head of Major/ Head of Faculty**  (sign and write full name) | Dong Nai, February 24th 2023  **Responsible lecturer**  (sign and write full name)  Van Thi Bich |
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