

Course Syllabus

Entrepreneurship and Economic Development

BUSG 1373

SPRING 2018

1. **Instructor Name:** Trần Anh Tùng
2. **Instructor Contact Information:**
Email: tungta@saigontech.edu.vn
Phone: 0913408267
3. **Instructor Scheduled Office Hours**
Friday 09:00 – 11:00 AM
4. **Campus and Room Location with Days and Times**
Saigon Tech, Room 302
Thursday: 13:00 – 16:30
5. **Course Semester Credit Hours (SCH) (Lecture, Lab) if applicable:**
 - a) Credit Hours: 3
 - b) Lecture Hours: 3
 - c) Laboratory Hours: 18 hours
6. **Total Course Contact Hours:** 48
7. **Type of Instruction:** Lecture and Laboratory approaches

8. **Course Description:**

Practical hands-on business course designed for students interested in starting their own business and/or the newly founded business. The course focuses on the steps necessary to create, maintain, modify and market the new business from an entrepreneurial perspective. Students will develop a business plan, find ways to secure financing, develop a mentoring relationship and learn marketing techniques.

9. **Course Prerequisite(s):**

Though there are no prerequisites to this course officially, students could learn better if they have previously taken principles of accounting and principles of marketing

10. **Program Student Learning Outcomes (PSLO)**

- Understanding basic concepts in the area of entrepreneurship,
- Understanding the role and importance of entrepreneurship for economic development,
- Developing personal creativity and entrepreneurial initiative,
- Adopting of the key steps in the elaboration of business idea,
- Understanding the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.

11. **Course Student Learning Outcomes (SLO)**

After completing this course, students will be able to:

- Develop and explain advanced entrepreneurial strategies.
- Prepare a business plan.

- Explain and apply the product development process in a small business context.
- Explain the current and apply strategies for small business finance.
- Explain current issues relating to entrepreneurial management skills.
- Explain current issues relating to entrepreneurial marketing.

12. Instructional Methods

The course will be delivered in the web-enhanced format. Specifically, the following methods shall be used:

Course materials for each chapter shall be presented using PowerPoint presentations throughout the course.

Extensive discussion between instructors and students and among student groups shall be employed to develop students' presentation and communication skills.

Students shall be divided into small groups to work together on group projects. Small group activities help students develop various skills needed at the workplace, such as teamwork, communication, organizational decision making, etc.

Students shall be asked to complete the chapter quiz online and submit their result via email after each class.

Students shall be asked to discuss case studies in small groups and present their findings to other groups in the class.

Coaching on building financial models for the business plan using Excel

13. Textbook with title, edition, author, ISBN number and publisher

Entrepreneurship: Starting and Operating A Small Business, Student Value Edition, 4/e by Steve Mariotti, Caroline Glackin. Publisher: Pearson; 2015. ISBN-13: 978-0133935608

14. Other Required Materials

15. Course Policies on Make-up Exams, Late Assignments, Tardiness

- Make-up exam: Students who cannot attend any exam must submit their make-up exam request to the instructor at least 2 weeks before the actual exam date. No make-up exam shall be arranged for those without prior request as above.
- Attendance: Students are expected to attend classes regularly, and to be on time for every class period. Students can be dropped from a class due to excessive absences. Excessive tardiness may be considered absences. Students are responsible for subjects, assignments, and projects covered during their absences.
- Academic honesty: Scholastic dishonesty is treated with the utmost seriousness by the Instructor and the College. Academic dishonesty includes, but it is not limited to the willful attempt to misrepresent one's work, cheat, plagiarize, or impede other students' scholastic progress. Consult the Student Handbook for more details.
- Books, Tools, and Supplies: Students are required to purchase and bring to class the required textbooks, tools, notebooks, supplies, and writing instruments as required by the Instructor.
- Dress code: Dress code must be appropriate for the class. Students must dress in a way that clothing and accessories do not compromise their safety, and the safety of others. Proper foot wear is required in all laboratories. Absolutely no sandals or other footwear that exposes the feet will be allowed.
- Classroom & Laboratory Conduct: Proper behavior is expected in all classes and laboratories. Foul language and horseplay are not allowed. Making or receiving cell phone calls during class are not allowed. Sleeping in class is not allowed.

- Course withdrawal: It is the responsibility of the student to officially withdraw from a course before the official withdrawal deadline. A student who does not withdraw from a course by the deadline will receive an "F" as the final grade. Also note that under Section 51.907 of the Texas Education Code, an institution of higher education may not allow a student to drop more than six courses.
- Late submission: A deduction of 10% (ten percentages) per day will apply to any late submissions of cases, assignments, reports, financial project, etc. This rule is in place to ensure fairness among students.

GRADING SCHEME

Grading will be based on assignments, class activities, class participation and attendance, group discussion, case study, midterm and final exam. Late assignments will be marked down or deducted some points (see in Course Policies - Late Submission Section). No assignment will be accepted after exams (Midterm and Final exam). Exams cannot be made up EXCEPT in the event of serious illness or emergency with prior Instructor permission. Points are accumulated throughout the semester.

Grading scheme:

No.	Activities	Weights
1	Class activities, participation, attendance, group discussion, and case study	25%
2	Business Plan Project	30%
3	Midterm exam	30%
4	Presentation of Business Plan	15%

The final grade will be evaluated based on the final score as below:

Grade	Final Score
A	90 - 100
B	80 - 89
C	70 - 79
D	60 - 69
F	0 - 59

The passing grade is D

PLAGIARISM & CHEATING

Cheating:

Cheating is defined in this class as having someone else do your work or provide you with feedback on an assignment that is intended to improve your score. It does not include asking someone else to "proof" your paper for readability, spelling, and grammar. Cheating also includes using sources of assistance other than those allowed for any assignment. For example, exams will be open book and untimed. It is not permitted to work as a group or use outside assistance. Students caught cheating will be assigned a failing grade for the semester.

Plagiarism:

Plagiarism is using someone else's work and presenting it as your own. This can take many forms; however, the most common involves the copying and pasting of material from the Internet. Whenever using information from another source, you must cite the source of that information. You should review the link on citations in the resource section of the course homepage. Please note that copying and pasting large amounts of information from the Internet into a paper for submission is poor academic practice and is not worthy of a passing grade. Your assignments are intended to elicit your thoughts not those of someone else. I also will compare your exam responses to the text to ensure that you are not merely copying answers out of the text. Paraphrasing is acceptable, duplicating is not.

The consequences for plagiarism are:

- **Intentional plagiarism (failure to cite or indicate quotes accompanied by evidence that intention to deceive):** Failing grade for the semester.
- **Inadvertent plagiarism (lacking major citation without an apparent attempt to deceive):** Zero assigned for the particular assignment without affecting other grades. This does not apply to minor technical errors with citations; only to more substantial errors. This includes the copying and pasting of source material for substantial portions of a response, with citations.
- Examples of Cheating or Plagiarism are:
 - Representing the words, ideas or work of another as one's own in any academic exercise (plagiarism), including the use of commercial term paper companies.
 - Copying or allowing another student to copy from one's paper or answer sheet during an examination. Allowing another individual to assume one's identity for the purpose of enhancing one's grade in any of the following: testing, field trips or attendance.
 - Falsifying or attempting to falsify attendance records and/or grade rosters;
 - Changing answers on a previously scored test, assignment or experiment with the intent to defraud.
 - Inventing data for the purpose of completing a laboratory experiment or case study analysis with the intent to defraud.
 - Giving and/or taking information during an examination by any means such as sign language, hand signals or secret codes.
 - Obtaining copies of notes, exams or exam questions by any means other than distribution from the Instructor. (This includes copying and removing exam questions from the classroom for any purpose.)

COURSE CALENDAR

Spring 2018

Week	Date	Content	Note
1	24/01/2018	Chapter 1: Entrepreneurs Recognize Opportunities	Project assignment
2	31/01/2018	Chapter 2: The Business Plan: Road Map to Success	Using beer game

3	07/02/2018	Chapter 3: Creating Business from Opportunity	Using beer game
4	28/02/2018	Chapter 4: Exploring Your Market	Using beer game
5	07/03/2018	Chapter 5: Developing the Right Marketing Mix and Plan	Project' name discussion
6	14/03/2018	Chapter 6: Smart Selling and Effective Customer Service	
7	21/03/2018	Chapter 6: Cont. and Review for mid-term	
8	28/03/2018	Mid-term examination (chapter 1,2,3,4,5,6)	Project draft submission
9	04/04/2018	Chapter 7: Understanding and Managing Start-up, Fixed, and Variable Cost	Using Business Strategy Game
10	11/04/2018	Chapter 8: Using Financial statements to Guide a Business	Using Business Strategy Game
11	18/04/2018	Chapter 8: Cont.	Using Business Strategy Game
12	25/04/2018	Chapter 9: Cash flow and Taxes	Using Business Strategy Game
13	02/05/2018	Chapter 10: Financing Strategy and taxes	Using Business Strategy Game
14	09/05/2018	Chapter 10: cont.	Using Business Strategy Game
15	16/05/2018	Chapter 11; Addressing legal issues and managing risks	Review the result of Business Strategy game
16	23/05/2018	Project submission + Presentation	Hard copy + soft copy

EXAM FORMAT

Exam	Exam Type	Open / Close book	Number of questions	Duration (minutes)	Points	Chapters
Midterm + Final exam	Multiple Choice	Close	30	30	30	
	Essay	Close	2	75	70	