

WORKSHOP ENTREPRENEURSHIP

Fall 2019

1. Instructor Name and contact information:

Instructor: Tran Anh Tung

Email: tungta@saigontech.edu.vn

2. Instructor Scheduled Office Hours (for full-time faculty)

Those who want to have a tutoring class need to make an appointment with the instructor or co-instructors in advance by email.

3. Campus and Room Location with Days and Times

Venue: R206

Time: Monday 09:30 to 11:15. Day: 23-Sep, 30-Sep, and 07-Oct 2019.

4. Course Semester Credit Hours (SCH) (Lecture, Lab) if applicable:

3 seminars (2 hours for each seminar)

5. Total Course Contact Hours: 6 hours

6. Type of Instruction: Seminar

7. Course Description:

Practical hands-on business workshop designed for students interested in starting their own business and/or the newly founded business. The course focuses on the steps necessary to generate a business idea, attract customers and find financial sources.

8. Course Prerequisite(s): No

9. Program Student Learning Outcomes (PSLO)

- Understanding basic concepts in the area of entrepreneurship
- Understanding how to attract new customers and find funding for a new business

10. Course Student Learning Outcomes (SLO)

- Generating a new business idea
- Starting to attract customers by marketing and sales technique
- Understanding the funding sources to finance a new business
- Practicing and pitching business ideas and models in front of investors and audiences.

11. Instructional Methods

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

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

12. 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

Other resources will be provided by the instructor.

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

- Attendance: Students **MUST** attend **ALL 3 SEMINARS**, being **ABSENT on 1 SEMINAR** will lead to **FAILED** result.
- Books, tools, and supplies: the material will be flexible and adjusted with the seminar's topic. Instructor will advise in details with reading materials.
- Seminar 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.
- Late submission: No late submission is accepted. Student should respect the deadline.
- Academic honesty: Scholastic dishonesty is treated with the utmost seriousness by the Instructors 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 student's scholastic progress. Consult the Student Handbook for more details. Academic Dishonesty Policy will be in effect through all exams and written assignments. Make certain you understand and adhere to them. Especially, don't commit **PLAGIARISM** under any circumstances. If you are caught to plagiarize, you will get a 0 and even an F for the whole course in case of recommitment. If you use any information from the internet, this must be referenced or you will be penalized.

Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by SaigonTech officials against a student accused of scholastic dishonesty. The penalties are regulated clearly in "Policy no.2 about Plagiarism, SaigonTech catalogue 2015" which will be available in SaigonTech's website soon. Please read my PowerPoint on "Cheating and Plagiarism" and the following policies for more details about Academic Dishonesty Policy:

Acts of plagiarism include but are not limited to:

- Submit other people's works to get points (Nộp bài làm của người khác để lấy điểm cho mình).
- Copy completely or partly from the text translated by translation tool such as Google translation etc (Sao chép nguyên văn, hoặc một phần từ các công cụ dịch thuật)
- Copy words or ideas without citing source and author's name (Sao chép từ hoặc ý tưởng của người khác mà không nêu nguồn tài liệu và tên tác giả được trích dẫn).
- Do not use quotation marks for direct citation (Không đặt dấu ngoặc kép trong các trích dẫn nguyên văn).
- Cite the wrong source (Đưa thông tin sai về nguồn của một trích dẫn).
- Change the wording but sentence structure without citing author's name (Thay đổi từ ngữ nhưng vẫn giữ nguyên cấu trúc câu của một nguồn tài liệu mà không nêu tên tác giả).
- Borrow words/ phrases from a source without using quotation marks or with making negligible change (Vay mượn từ/ cụm từ của một nguồn tài liệu mà không đặt dấu ngoặc kép hoặc chỉ thay đổi chúng một cách qua loa).

- Copy too many words or ideas that make up the most of personal work, regardless of whether source and author's name are cited (Sao chép quá nhiều từ ngữ hoặc ý tưởng từ một nguồn tài liệu làm cho các ý tưởng đó chiếm phần lớn bài làm của mình, bất kể có nêu tên nguồn hoặc tác giả hay không)
- Copy information from Internet such as company information, market information etc. (Sao chép thông tin từ Internet (thông tin công ty, thông tin thị trường v.v))
- Cooperate with other students to do the exams, tests and other assignments without permission of the Instructor (Cộng tác với sinh viên khác trong lúc làm bài thi/kiểm tra hoặc trong các bài tập mà không được phép của giáo viên)
- Use one assignment to submit for different classes without permission of the Instructor (Sử dụng hoặc nộp cùng một bài làm cho nhiều lớp khác nhau mà không được phép của giáo viên môn học)
- Have other people do the exams, tests and other assignments for you (Đi thi hộ hoặc nhờ người khác thi hộ mình trong kỳ thi/ kiểm tra hoặc làm giúp hay nhờ người khác làm bài tập cho mình)

14. Grading scheme (How the Final Grade is Calculated) and passing grade

- **In-class study**

There are 3 seminars (6 hours) that cover the academic subject areas. Attendance is strongly recommended because students will achieve beneficial and practical information related to their further careers. In addition, final presentation will test students' knowledge and ability on issues covered in the lectures.

- **Attendance & Participation**

Student should participate all the class and contribute to the lesson.

- **Group Presentation (group of 3 to 5)**

The student group will learn by doing: generating a business idea, launching a business, finding customers and financing your business. All of you will present your presentation. The presentation should last around 15-20 minutes (excluding Q&A part) with the participation of all group members.

Criteria for presentation	Standards
Speaking speed	Not too fast, not too slow
Attire	Appropriate
Time management	10-15 minutes for presentation (not including Q&A section)
Power point slides	Good design & layout
Pronunciation	Accurate, clear, loud enough
Professional Manner	Proper gesture, face expression, eye contact, audience control
Content	Quality of the content presented, quality of the answers

- **Course evaluation**

Seminar Activities Participation	50%
Final Presentation	50%

Percentage Grade	Letter Grade	Note
90 – 100	A	Pass
80 – 89	B	Pass
70 – 79	C	Pass
60 – 69	D	Pass
0 – 59	F	Fail

15. Course Calendar

WEEK	DATE	CONTENT
1	Monday 23/09/2019	Introduction to Entrepreneurship Business idea generation
2	Monday 30/09/2019	Finding customers and financing your business Project consultation
3	Monday 07/10/2019	Student presentation Course wrap-up

HAVE A NICE SEMESTER!