

MINISTRY OF EDUCATION AND TRAINING
DALAT UNIVERSITY



COURSE SYLLABUS

ENTREPRENEURSHIP AND INNOVATION

Lam Dong - 2020

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COURSE SYLLABUS
ENTREPRENEURSHIP AND INNOVATION

1. GENERAL INFORMATION

1.1. Course code: 20QT2206. **Course title:** ENTREPRENEURSHIP AND INNOVATION

1.2. Credit units: 3 (1-1-1)

1.3. Level: Undergraduate.

Program type: Full-time

1.4. Course type: Elective

1.5. Prerequisites: None

1.6. Workload breakdown:

- Lecture : 15 hours
- Assignment : 15 hours
- Experiment : 15 hours
- Self study : 75 hours

2. LEARNING OUTCOMES

2.1. Course objectives

Objectives	Description	Program Learning Outcome	Graduate attribute
ACADEMIC KNOWLEDGE			
OBJ 1	Understand the core concept related to entrepreneurship and innovation (E&I)	1.1.10	2
OBJ 2	Understand the applicable tools and techniques in E&I	1.1.10	3
OBJ 3	Understand the process to establish a start-up	1.1.10	2
PRACTICAL SKILLS			
Personal and professional attributes			
OBJ 4	Developing personal and professional skills and attributes in E&I.	2.3.4	2
Soft-skills			
OBJ 5	Developing skills in setting the career path and target	2.4.3	3

Objectives	Description	Program Learning Outcome	Graduate attribute
SOFT SKILLS			
OBJ 6	Developing teamwork attitude and skill	3.1.1, 3.1.2, 3.1.3	3
OBJ 7	Developing presentation skill		

2.2. Course learning outcomes

Objective	Course LO	LO description	I, T, U taxonomy	Program LO	Level of consistency
OBJ 1	LO1.1	Understanding the definition E&I concepts, attributes to E&I ecology	T	1.1.10	H
OBJ 2	LO2.1	Understand and apply E&I tools and techniques.	T,U	1.1.10	H
OBJ 3	LO3.1	Understand the process to establish and manage a start-up	U	1.1.10	H
OBJ 4	LO4.1	Develop innovative and systematic thinking	U	2.3.4	H
OBJ 5	LO5.1	Developing team working skills.	U	2.4.3	H
OBJ 6	LO6.1	Understand how to establish, manage startup team and coordinate with others	U	3.1.1, 3.1.2, 3.1.3	H
OBJ 7	LO7.1	Develop effective presentation skill	U	3.2.4	H

3. COURSE DESCRIPTION

E&I is an elective course for the all major and is taught in the first semester of the second academic year. E&I is considered as the major engine for economic development in the technology era 4.0. This course provide students with the knowledge about type of innovations, E&I ecology, design thinking, and must-know guidelines for startup in order to success.

The course is designed based on the technology transferred by the Finish E&I program. The teaching methods includes games, simulations and practical activities to help learners understand the foundation knowledge. Through group activities, students experience the process to find the business ideas, establish founder groups, compose the business plan and find investors.

4. COURSE REQUIREMENTS

4.1. Requirements for teaching staff

The contents, teaching schedule, and requirements of the course must be made public to students in the first lecture. Any enquiries or suggestions from students should also be considered and finalized in the first lecture. After being finalized, matters relating to the administration of the course must be applied consistently throughout the course.

Changes in teaching schedule and make-up lectures must be informed to students in due time.

Major changes in the contents and course requirements (especially those directly affecting students' benefits) must be approved by the Faculty before the beginning of the course.

4.2. Requirements for students

Enquiries about matters relating to the administration of the course would be considered only in the first lecture. Students must comply with the course requirements once being made public and finalized.

Special provisions could be extended to students in difficult situations (such as, students in serious health conditions or students with disability). In such cases, students must inform the lecturer in charge and provide proper documentation before the end of the course.

4.2.1. Attendance

- Students must prepare for lectures in accordance with the course requirements.
- Punctuality is required. Students are not allowed to attend once the lecture has begun for 15 minutes.
- Students with clashes should inform the lecturer in charge to make proper arrangements.
- Excessive absences without prior permission by the lecturer in charge are deemed incomplete.

4.2.2. Class conducts and behavior

The course is conducted on the principle of respect for both learners and teachers. The rules for classroom conducts and behavior are as follows:

- Students must comply with the university's guidelines on proper dressing.
- Students must exhibit proper conduct and behavior and follow the instructions of the lecturer in charge during the lecture.

- Students should not consume foods or beverages during the lecture.
- Laptops, mobile phones, or tablets should only be used for taking notes or performing calculations that are required by the lecturer.
- Students should not discuss topics or perform activities that are unrelated to the lesson.
- Students are requested to keep the classroom clean and tidy.

Students who do not comply with the above-mentioned rules would be requested to leave the classroom.

4.2.3. Academic enquiries

- Appeals, complaints, or enquiries relating to grading, exam results, and other academic issues would be processed in accordance with the university's policies. Students should contact the faculty staff for consultation on the procedures and documentation.
- Enquiries relating to the contents of the course: students are encouraged to discuss with the lecturer in charge about the issues.
- Student feedback is encouraged to improve the quality of the course. During the course, feedback can be sent directly to the lecturer in charge or through class representatives.

5. COURSE CONTENTS

Lecture	Session/ Module	Topic	Course LO	Description	Teaching and learning activities						Total	
					Inclass					Self- study		
					Lecture	Tutorial	Group discussion	Lab	Other			
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	
1	Module 1. Introduction	LO1.1	- Lecture - Group work: class assignment The innovation challenge1	2	3					10	5	
	1.1											An overview of E&I
	1.2											The effectuation
	1.3											Value creation
2	Module 2. Innovation	LO1.1	- Lecture - Group work: class assignment The innovation challenge2: the masmalow challenge	2	2		5		10,5	9		
	2.1										Concepts	
	2.2										Types of innovation	
	2.3										E&I ecology	
	2.4										Ideation	
3	Module 3 Design thinking	LO2.1	- Lecture - Group work: class assignment The gift giving challenge	2			5		6,5	5		
	3.1	The principles									LO5.1	
	3.2	Design thinking process										
	3.3	Example case										
4	Module 4 Lean startup	LO3.1	- Học lý thuyết - Lecture - Group work: class assignment Case study solving	2			5		6,5	7		
	4.1	Introduction									LO5.1	
	4.2	The principle of Lean start-up										
	4.3	The process of Lean Start-up										

	4.4	Case study									
5	Module 5	Xây dựng mô hình kinh doanh	CĐR2.1	<ul style="list-style-type: none"> - Lecture - Group work: class assignment: implementation exercises on customer persona and VPD 	2			5		6,5	7
	5.1	Customer Persona	CĐR5.1								
	5.2	Value proposition design									
	5.3	Communication									
6	Module 6	New business models	CĐR1.1	<ul style="list-style-type: none"> - Lecture - Group work: class assignment: I need I have 	2			5		6,5	7
	6.1	Sharing economy	CĐR3.1								
	6.2	Social enterprises	CĐR5.1								
7	Chương 7	Business plan	CĐR4.1	<ul style="list-style-type: none"> - Lecture - Group work: class assignment: building business plan 	3			5		8,5	8
	7.1	Structure	CĐR5.1								
	7.2	SMART target									
	7.3	Business Environmental analysis									
	7.4	Build business plan									
Buổi 8		Presentation	CĐR1.1	minutes presentation followed by 10 mins Q&A. Then lecturer provides feedbacks and comments.		5				10	5
Buổi 9		Presentation (cont.)	CĐR2.1			5				10	5
			CĐR3.1								
			CĐR4.1								
			CĐR5.1								
SUM					15	15		30		75	

6. COURSE MATERIALS

6.1. Recommended textbook

- [1] Trương Thị Ngọc Thuyền, Nguyễn Thanh Hồng Ân, Nguyễn Hà Thu (2018) *Khởi nghiệp và đổi mới sáng tạo*. Tài liệu bài giảng, Đại học Đà Lạt.
- [2] Eric Ries, (2012) *Khởi nghiệp tinh gọn*, bản dịch. Nxb Doanh Trí.
- [3] Nguyễn Đăng Tuấn Minh (2017) *Khởi nghiệp và đổi mới sáng tạo- Tư duy và công cụ*. Nxb. Phụ Nữ.

6.2. Supplementary materials

Supplementary readings:

[Tài liệu khác:

- [1] Tina Seelig (2015) , *Insight out*. Haperone, New York.
- [2] Các website và bài báo được trích lọc sẽ được đăng trên hệ thống e-learning.

7. COURSE ASSESSMENTS AND SCHEDULE

7.1. Grading scheme

- Grades are on the scale of 10.

7.2. In-term assessment

In-term assessment have a weight of 50%, including:

- Attendance: 10%.
- Discussion, Seminar, in-class assignment: 20 %.
- Groupwork: 20 %

7.3. Final examination

Final examination has a weight of 50%.

- Form: project submission and presentation

7.4. Assessment schedule

Assessment	Form	Schedule	Course LO	Weight (%)
In-term	Attendance:	In each lectures	LO1.1; LO2.1; LO3.1; LO4.1 LO5.1;	10%
	Discussion, Seminar, in-class assignment	In each lectures		20%
	Groupwork: 20 %	In each lectures		10%
Final examination	Project submission and presentation	Following the university's exam schedule		50%

8. CONSISTENCY WITH COURSE LEARNING OUTCOMES

8.1. Course learning outcomes – Course content mapping

Course LO Lecture No.	LO1.1	LO2.1	LO3.1	LO4.1	LO5.1
1	I				
2		I			
3			P		I
4					I
5				P	I
6				P	I
7				P	I
8	I	I	P	P	I
9	I	I	P	P	I

I: Introductory, P: Proficient; A: Advanced.

8.2. Course learning outcomes – Course assessment mapping

Course LO Assessments	LO1.1	LO2.1	LO3.1	LO4.1	LO5.1
Attendance:	X				
Discussion, Seminar, in-class assignment	X	X			
Groupwork: 20 %	X	X	X	X	X
Project submission and presentation	X	X	X	X	X

8.3. Learning outcomes – Delivery methods mapping

Course LO Delivery methods	LO1.1	LO2.1	LO3.1	LO4.1	LO5.1
Lecture	X	X	X	X	X
Group work, game	X	X	X	X	X
Project	X	X	X	X	X

8.4. Course learning outcomes – Course materials mapping

Course LO Course materials	LO1.1	LO1.2	LO1.3	LO1.4	LO1.5	Pages
Reference [1]	X	X	X	X	X	all
Reference [2]	X	X	X	X	X	1-581
Reference [3]	X	X	X	X	X	all
Reference [4]	X	X	X	X	X	all

9. ASSESMENT RUBRIC

9.1. Rubric with learning outcomes of the course

Criteria \ Quality level	Good	Fair	Average	Pass	Not pass	Score
	10 – 8.5	8.4 – 7.0	6.9 – 5.0	4.9 – 3.5	3.4-0	
Attendance	No absence, actively participate in writing lessons	No absence, fully participate in activities	Absence up to 1 session	Absent maximum 2 sessions	Absence from 3 lessons or more	10%
Test, answer discussion questions	Complete content, on time, outstanding quality, well presented	Complete content, on time, fair quality, effective presentation	Complete required content, late submission, good presentation	Missing performance or substandard work requirements, presentation without investment	Implement less than 50% of required content, sloppy work, poor presentation	20%
Essay						20%
Project + presentation						50%
Total score						10

10. TEACHING STAFF

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**PP. RECTOR
DEAN**

**SCHOOL OF BUSINESS
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TEACHING STAFF





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