



## **Introduction to the Entrepreneurship Course Mini MBA Program of Saigon Business School**

*Academic Year 2023 – 2024*

### **Overview**

Entrepreneurship is a challenging but rewarding journey. Entrepreneurs not only create a new business for themselves but also create jobs for others, contributing to the development of society.

Successful entrepreneurs need not only a strong will, a determination to create something new in the style of "build something from nothing" but also professional skills, vision, and excellent management skills in many areas. Success may sometimes come from "bravery" but most of the time it only comes to those who are well-prepared, have the ability to adapt flexibly and quickly grasp market fluctuations.

To start a business, you need a business idea. But only an idea is never enough. The idea, even only accounts for 1%; the remaining 99% is in the ability to bring that idea to reality. Most start-up businesses cannot survive the first 2 years, either because of unrealistic or unfeasible ideas, or because of the operational capacity of the founders.

This course will help you prepare and lay the best foundation for your entrepreneurial journey. You will be given the knowledge, basic knowledge, and the most important content needed for the business startup process. You will get clearer answers about what you need to have, what you need to prepare, and challenges you will face when deciding to start a business. From there, you can assess whether you should start a business with the idea you have in mind?

In terms of expertise, this course will help you find, select, and evaluate business opportunities and ideas, from which to build an overall business plan. Topics on marketing, market, finance, human resources, organization and implementation of business establishment are also the main, core knowledge contents of this course.

### **Course objectives**

With the general meaning as above, the course will help learners achieve the following specific objectives:

- Understand correctly about entrepreneurship and the spirit of entrepreneurship. Learn the spirit of entrepreneurship and the stories of entrepreneurs from leading businesses.
- Know how to find business ideas. Evaluate, select and convert ideas into business opportunities.



- Build a feasible business plan for your start-up project.
- Prepare Pitch Deck and know how to present, raise capital from potential investors. Have a deep understanding of the rounds of capital raising for a start-up business.

## Structure

The course is divided into 4 main parts:

- Part 1: Understanding business and entrepreneurship
- Part 2: Finding and developing business opportunities
- Part 3: Building a business plan and implementing business startup
- Part 4: Mock-up pitching project

## Detailed content

The course consists of 15 theoretical classes and 1 week of mock-up pitching project, lasting a total of 6 weeks. The detailed content is as follows:

Session	Content
<b>Part 1: Understanding business and entrepreneurship</b>	
#1	<b>Entrepreneurs and entrepreneurial spirit</b> <ul style="list-style-type: none"><li>- Entrepreneurs and the secrets of entrepreneurs</li><li>- Characteristics of entrepreneurs</li><li>- Entrepreneurial spirit</li><li>- Who should start a business? Benefits and disadvantages?</li></ul>
#2	<b>Entrepreneurship</b> <ul style="list-style-type: none"><li>● What is a business model?</li><li>● Old business models and disruptive business models</li></ul>



- Startup founders and things to consider for startups

## **Part 2: Finding and developing business opportunities**

#3

### **Idea Generation**

- Finding business ideas using design thinking
- Idea generation techniques: scratchpad, idea lister builder
- Finding ideas through innovation and different types of innovation

#4

### **Validating your idea**

- Building a prototype and testing the market. Applying the Design thinking process in idea validation
- Market research
- Consulting with experts
- Lean startup model
- Minimum Viable products (MVPs)

#5

### **What business model to use to develop your idea?**

- SaaS: Software as a Service
- Subscriptions and Memberships
- PWYW: Pay what you want
- The sharing economy
- Public markets - B2B (Business to Business) or D2C (Direct to Consumer)
- Crowdsourcing and crowdfunding



#6	<p><b>Case studies (from guest entrepreneurs): From idea to the successful development of a startup model</b></p> <ul style="list-style-type: none"><li>● Typical case study: a startup that has been formed in Vietnam, has gone through the development and idea validation stage (success or failure). For example: 30Shine, Tiki, TopCV, Coolmate, Tanca, etc.</li></ul>
<p><b>Part 3: Building a Business Plan and Implementing Startup</b></p>	
#7	<p><b>A complete business plan</b></p> <ul style="list-style-type: none"><li>● Why is a business plan important?</li><li>● The content of a good business plan</li><li>● What sources of information to build your business plan?</li><li>● Strengthen your business plan</li></ul>
#8	<p><b>Marketing plan</b></p> <ul style="list-style-type: none"><li>● Marketing plan and market research</li><li>● Lean market research steps</li><li>● Marketing 4Ps and 7Ps</li><li>● Product (Product), Pricing (Pricing), Placement (Place), and Promotion (Promotion)</li><li>● Digital Marketing &amp; Marketing 5.0</li></ul>



#9	<p><b>Financial plan</b></p> <ul style="list-style-type: none"><li>● Important parameters and content needed in a financial plan for a startup project: valuation, revenue calculation, costs, depreciation, revenue-cost plan (P&amp;L), cash flow plan</li><li>● Sources of capital and how to access sources of capital</li><li>● Templates and instructions on how to build a revenue-cost plan and cash flow</li></ul>
#10	<p><b>Building a project presentation (Pitch Deck) and fundraising</b></p> <ul style="list-style-type: none"><li>● How to build an effective project presentation (pitch deck)</li><li>● How to value a business (valuation) and fundraising strategy</li></ul>
#11	<p><b>Practicing Pitch Deck presentation and defending your business idea</b></p>
#12	<p><b>Choosing a business type and registration procedures</b></p> <ul style="list-style-type: none"><li>● Legal forms of business</li><li>● Choosing the right business type</li><li>● Legal obligations of the business</li></ul>
#13	<p><b>Registering a new business in Vietnam</b></p> <ul style="list-style-type: none"><li>● Some forms and regulations on business registration that you need to know</li><li>● Procedures and procedures for registering a new business in Vietnam</li></ul>



#14	<b>Naming your new business and trademark protection</b> <ul style="list-style-type: none"><li>• Notes when naming a new business</li><li>• Secrets to naming an attractive business and product</li><li>• Stories about the naming of major brands</li><li>• Business trademark protection and regulations of Vietnamese law on trademark protection for goods and services.</li></ul>
<b>Part 4: Simulated Fundraising Project</b>	
#15	<b>Introduction to the simulated fundraising project</b>
#16 - 18	Students work on a simulated fundraising project in groups, in which each group independently selects a business idea, proceeds with the steps of building a complete business plan, making a pitch deck, and presenting a fundraising pitch to the SBS Board of Jury (Sharks).

## Course materials

Students will be given access to the following learning systems by SBS:

- **Google Classrooms** (accessible using SBS's own domain email): to view and download materials uploaded by the instructor each week.
- **Learning management system (Academic portal)** to check attendance, track learning progress, and take exams, etc.

## Assessment

Students will be evaluated based on three criteria:

- **Attendance (Attendance - 10%):** Students who miss more than 20% of classes will not receive a certificate.



- Progress assessment (progress test - 30%): group and individual assignments given by the instructor during the learning process.
- Business project or final real-world case study (Final project - 60%)

Students who meet the attendance requirements and achieve an average grade of 5.0 or higher will receive a certificate for the Entrepreneurship course from SBS.

Students who accumulate enough certificates in the entire course will receive a Mini MBA degree from SBS.