



ISO 9001:2008

START – UP BUSINESS

Credit number: 2 credit (1 theory credit, 1 practice credit)

Semester: VII (Semester I, 4th year)



LEARNING CONTENT

- Chapter 1: Overview of starting a business
- Chapter 2: Building an entrepreneurial idea
- Chapter 3: Legal procedures for establishing an enterprise
- Chapter 4: Case studies: Practical exercises
- Chapter 5: Analysis of Case Study
- Chapter 6: Business organization and development
- Chapter 7: Developing a business plan / startup project

LEARNING METHODS

- Students read materials, develop hypotheses, and their own questions
- Students participate in lectures and group discussions
- Implementing a hypothetical business model:
- Each group of students plays a business company (specialized field)
 1. Develop a business plan
 2. Business registration and legal status
 3. Search for output partners
 4. Sourcing raw materials
 5. Marketing market
 6. Manufacturing business products and product supply
 7. Market monitoring, budgeting
 8. Maintaining business activities

COURSE EXPECTED LEARNING OUTCOMES (CELOs)

Symbol	Expected learning results of the module Complete this module, students made	Expected learning outcomes
KNOWLEGES		
CELO 1	Explain the factors involved in starting a business	ELO 1
CELO 2	Analyze start-up operating environment and business support policies	ELO 2
CELO 3	Forming and selecting business ideas to start a business (aquaculture or veterinary husbandry)	ELO 2
CELO 4	Assess the quality of business ideas.	ELO 3
CELO 5	Building a business project	ELO 4
CELO 6	Simulation of business model and startup	ELO 4
SKILLS		
CELO 7	Good application of analytical, critical, critical and problem-solving thinking to build and organize business projects	ELO 5
CELO 8	Work independently and lead teams, manage business projects	ELO 6
CELO 9	Multimedia communication to Marketing for business products	ELO 7,8
ATTITUDES		
CELO 10	Compliance with the law, professional working style, preserving professional ethics, showing the sense of protecting the environment and people in business	ELO10
CELO11	Clear future direction, expressed desire to start a business and lifelong learning.	ELO11



REVIEW AND SCORE

Measure point: 10

Weight: Process evaluation: 50% (presentations, group discussions, practical case exercises);
Final exam: 50%: Writing start-up projects

DUTIES OF STUDENTS

- Attendance: Students must attend at least 80% for the theory and 100% for the practical.
- Preparing for lectures: Students must read textbooks, related scientific articles provided by lecturers; do small class assignments, engage in hypothetical businesses.
- Attitude: actively participating in asking questions, exchanging and marketing.

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