

VAN LANG UNIVERSITY  
UNIT: FACULTY OF COMMERCE

**EXAM/RUBRIC AND GRADING CRITERIA**  
**END OF MODULE EXAMINATION**  
**Third Semester, Academic Year 2023-2024**

**I. General Information**

Module Name:	Innovative Startups		
Module Code:	72ENTR40033	Credit Units:	03
Class Group Code:	233_72ENTR40033_01		
Exam Format: Presentation/Essay	Exam Time:	18g30 17/05/2024	Minutes / Day
<input type="checkbox"/> Individual	<input checked="" type="checkbox"/> Group		
<b>File Naming Convention:</b>	<b>Student ID_Full Name_.....</b>		

Lecturers submit exam papers and answers including both **First** and **Second** rounds **before July 15, 2024**.

**1. Exam Format**

- Font: Times New Roman
- Size: 13
- File naming convention for exam paper:
  - **Module Code**\_Module Name\_Class Group Code\_TIEUL\_De 1

**2. Exam Submission**

After reviewing the exam and answers/rubric, the Department **Head/Subject Leader** sends the exam and answers/rubric to the Examination Center via email:

[khaothivanlang@gmail.com](mailto:khaothivanlang@gmail.com) including Word and PDF files (**compressed and password-protected**) and texts the sender's name to phone number **0918.01.03.09** (Phan Nhat Linh).

**II. Exam Requirements to Meet CLO**

(This section must be coordinated with information from the detailed module outline)

CLO Notation	CLO Content	Evaluation Format	CLO Weight in Assessment Component (%)	Exam Question Number	Maximum Score	Data to Measure PLO/PI Achievement
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO2	Present the	Essay	20%			PI 3.1

	factors affecting business opportunities and formulating business ideas					
<b>CLO3</b>	Effectively manage a project using agile project management methods		20%			PI 3.1
<b>CLO6</b>	Comply with legal regulations and business ethics in e-commerce activities; demonstrate responsibility; ability to work under pressure; honesty; discipline in study and work environment; lifelong learning		60%			PI 10.1

**Column Notes:**

- (1) List only CLOs assessed by the end-of-module exam (as described in the detailed module outline). Do not include CLOs not assessed by the end-of-module exam (some CLOs are assessed by mid-term tests, project evaluations, or other continuous assessment forms, not by the end-of-module exam). If a CLO is assessed both continuously and at the end-of-module, include it in column (1).
- (2) State the content of the corresponding CLO.
- (3) The assessment format can be: multiple-choice, essay, project, oral, computer practice, lab practice, report, presentation, etc., appropriate to the CLO content and described in the detailed module outline.
- (4) The relative weight of each CLO in the end-of-module exam is determined by the lecturer based on the importance of each CLO. This helps allocate the % of maximum score for

*exam questions assessing the corresponding CLOs, ensuring more important CLOs are assessed with higher maximum scores. Column (4) supports column (6).*

- (5) *List the exam question numbers (e.g., question number... or from question number... to question number...) used to assess the corresponding CLOs.*
- (6) *Record the maximum score for each question or exam part.*
- (7) *For core modules using CLO assessment results to measure PLO/PI achievement, list the relevant PLO/PI notation. If no CLOs of the module are used to measure PLO/PI, leave this column blank.*

### **III. Exam Content**

#### **1. Assignment**

Group essay or presentation with accompanying documents and presentation file.

#### **Task:**

Students use learned knowledge about Business Pitches to identify ideas and topics, apply business and entrepreneurial knowledge to design and present a product for a startup.

#### **2. Presentation Format Guidance**

##### **Guidance for students (Essay or Presentation)**

##### **1. General Rules:**

##### **(1.1) Essay Presentation**

- Cover page: University, Faculty, Course, Mid-term Essay, Group, Student Names, Class Code, Supervisor.
- Page 2: Group members list (serial number, full name, student ID, task, group score, signature, and name of group leader).
- Page 3: Lecturer's comments and score.
- Page 4: Table of Contents.
- Content: Introduction, Main Content, Conclusion.

**(1.2) Presentation** Follow the guidelines of the third week's lecture slides according to the 1-business-pitch standard. Detailed and coherent slides with high creativity.

##### **2. References:**

##### **(2.1) Reference Documents**

- For books: Author's name (year of publication). Book title. Publisher. Place of publication.
- For a book chapter: Author's name (year of publication). Chapter title. In: Author's name, Book title. Publisher. Place of publication, pages.

- For thesis/dissertation: Author's name (year of publication). Thesis/dissertation title. Degree, Faculty, Major, University.
- For online sources: Author's name (year). Document title [online], accessed date, source URL.
- For daily newspapers: Author's name (year of publication). Article title, newspaper, section, publication date.

### (2.2) Citation Methods:

- Author/organization and year in parentheses. Example: E-commerce and its challenges for Vietnam (Nguyen Van A, 2019).
- Author/organization as part of the sentence, year in parentheses. Example: Nguyen Van A (2019) states that e-commerce significantly impacts consumer behavior from 2020-2025.
- For direct quotes, include the page number in parentheses. Example: Nguyen Van A (2019, p.13) clearly states, "E-commerce significantly impacts consumer behavior from 2020-2025."

### 3. Content Format:

#### (3.1) Essay:

- Paper size: A4, portrait orientation.
- Font: Times New Roman.
- Margin: bottom, top: 2cm; right, left: 2cm.
- Justified text.
- Unicode encoding.
- Line spacing: 1.5 lines.
- Font size: 13 (content); 18 (titles).
- Length: not mandatory, 1-80 pages.
- Page number at the center bottom.

#### (3.2) Presentation: Use PowerPoint or Canva.

### 3. Rubrics and Scoring

Criteria	Weight (%)	Good (8-10)	Fair (6-8)	Average (4-6)	Poor (<4)
Understand objectives and content	5%	Full, clear, and accurate answers	Correct but with minor errors	Important errors	Unable to answer
Understand	5%	Full, clear,	Correct but	Important	Unable to

model		and accurate answers	with minor errors	errors	answer
Understand process/methods	20%	Full, clear, and accurate answers	Correct but with minor errors	Important errors	Unable to answer
Preparation	10%	Correct data calculations with lab results	Correct data calculations without lab results	Incorrect data calculations with missing lab results	No calculations or lab results
Lab skills	50%	Proactive, accurate analysis skills	Proactive with some skills not mastered	Correct but not proactive, not mastered	Incorrect and violated lab rules
Team coordination	10%	Good task assignment and coordination	Task assignment but poor coordination	Task assignment but unreasonable	No task assignment before practice
	100%				

**Approved by**

*Hồ Chí Minh city, ..... / 07 / 2024*

**Lecturer**

**ThS. Nguyễn Hoàng Phú**