

VAN LANG UNIVERSITY  
FINANCE AND BANKING

**FINAL EXAMINATION**  
**Semester 1, Academic year 2024-2025.**

**I. Examination information**

Course Title:	ENTREPRENEURSHIP			
Course Code:	72ENTR40023	Credits:	3	
Class code:	241_72ENTR40023_01			
Evaluation format:	ESSAY	Duration:	7	Minutes or days
<input type="checkbox"/> Individual		<input checked="" type="checkbox"/> Groupwork		
File name convention:	<i>Student ID _Student's Full Name_ .....</i>			

**II. The examination requirements must align with the CLOs.**

*(This part must be mapped with the information from the course syllabus)*

CLO	CLO Description	Evaluation format	CLO weight in the assessment component (%)	Exam question No.	Maximum score	Data collection on student achievement of PLOs/PIs
(1)	(2)	(3)	(4)	(5)	(6)	(7)
<b>CLO1</b>	Understanding, Explaining, and Discussing Key Concepts: Business Idea, Goals, Strategy, Core Values, Financial Plan, Marketing Plan, Human Resources Plan, Operations Plan, Lean Startup, Business Model Canvas, Value Proposition Canvas	Essay	20%	1	2	ELO 3
<b>CLO2</b>	Market research, market trends, evaluation, and selection of a business idea.	Essay	20%	1	2	ELO 4
<b>CLO3</b>	Developing a specific value proposition solution (Value Proposition Canvas) for a business idea.	Essay	20%	1	2	ELO 4

<b>CLO4</b>	Applying and establishing a business model according to the Business Model Canvas for a business idea.	Essay	20%	1	2	ELO 4
<b>CLO5</b>	Teamwork skills to develop a business idea. Presentation skills for presenting a business idea and pitching for funding	Essay	20%	1	2	ELO 5

### III. Examination content

#### 1. Exam questions

Based on the content learned in the course, students are required to create a business plan table for a feasible business idea.

#### 2. Instructions on how to present the exam questions

Minimum 12 pages and maximum 30 pages A4 (excluding forms, charts, diagrams, images, table of contents, appendices).

The essay must include the following sections:

1. Cover page.
2. Table of contents.
3. List of figures, tables, diagrams, etc.
4. Content: (Directly related to the course)
  - 4.1. Introduction to entrepreneurial ideas.
  - 4.2. Description of the business:
    - Form of business establishment, field of activity.
    - Describe the experience in the field of activity of the proposer.
  - 4.3. Business location.
    - Where is the business located? Provide a satellite map, describe the current situation: perimeter, area, assets on land, current rental status.
    - Analyze the advantages and disadvantages of the location.
  - 4.4. Legal analysis.
    - Business conditions.
    - Analyze incentive policies: interest rates, taxes, or government restrictions in the sector, industry.
    - Investment restriction policies (if any).
  - 4.5. Market analysis.
    - Analyze customer needs: Existing demand, potential demand.
    - Analyze existing competitors: Products, prices, distribution strategies, marketing, promotions, quality.
    - Analyze potential competitors.
    - Analyze the project's advantages over competitors.
  - 4.6. Product description.

- Describe product design: quality, cost, selling price, technological attributes.
- Survey customer willingness to pay.
- Analyze the product's suitability for customer needs.
- Analyze the unique features, highlights of the project's products, services.

#### 4.7. Marketing and distribution plan.

- Present the marketing plan: traditional marketing, online marketing.
- Present the distribution plan (distribution channels: direct, indirect).

#### 4.8. Technology, equipment, and fixed assets.

- Specify the technology process, equipment costs, layout design, equipment investment list.
- Describe the supply process.

#### 4.9. Environmental impact.

- Sources of environmental pollution.
- Emissions.
- Treatment measures.

#### 4.10. Business organization.

- Draw a management organizational chart.
- Determine the number of personnel, job descriptions.
- Develop company regulations: regulations, procedures, rules, salary, bonuses.
- Outline human resource development plans.

#### 4.11. Financial plan.

- Develop an initial investment plan.
- Capital structure (owner's equity, loans).
- Plan for borrowing and debt repayment.
- Depreciation plan.
- Income plan.
- Cash flow plan.
- Evaluate financial effectiveness (through plans, evaluate NPV, IRR, PP indices).

#### 4.12. Risk management plan.

- Qualitative risk factor analysis.
- Quantitative risk factor analysis.
- Plan for different situations.

#### 4.13. Implementation plan.

Fill in the schedule according to the time schedule including: (1) Organizational and legal preparation (core team, legal procedures); (2) Prepare to build infrastructure (rent/buy premises, build workshops, offices, purchase equipment); (3) Prepare sample products; (4) Prepare marketing, communication; (5) Grand opening plan.

5. References: Where did you get the reference materials from? If from the Internet: Clearly state the author's name, title, month, year, location accessed, and link.

Order by language group presented in Vietnamese first, followed by English, French, and other language groups.

The alpha-beta of the author's name is determined as follows:

- For Vietnamese authors, use the author's name to determine the alpha-beta. Example: Vu Trieu An uses A to rank; Nguyen The Khanh uses K to rank...
- For European-American authors, use the surname to determine the alpha-beta. Example: Pamela E. Wright: Wright P.E uses W; George M. Cherry: Cherry G.M uses C.

Present specific references in a consistent order following the APA reference format system.

### 3. Rubric and grading scale

Criteria	Proportion (%)	Outstanding 8-10	Good 6-7.9	Satisfactory 5-5.9	Inadequate <4
The form	20	Reasonable	Need minor improvement	Not quite reasonable	Not reasonable
Novelty of the business idea	30	Solid explanation and evidence	Good explanation and evidence	Decent explanation and evidence	Not clear explanation and evidence
Feasibility of the idea	30	Reasonable	Need minor improvement	Not quite reasonable	Not reasonable
Potential for development of the idea	20	Reasonable	Need minor improvement	Not quite reasonable	Not reasonable
	100				

*Ho Chi Minh City, 05/11/2024*

**Approval**



**Le Thi Phuong Loan, MSc**

**Lecture**



**Tran Trung Hieu, MSc**