Course Design Document:

IS 427: Technopreneurship Study Mission - Vietnam

12 May 2013
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## 1. Versions History

<table>
<thead>
<tr>
<th>Version</th>
<th>Description of Change</th>
<th>Author</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>V 1.0</td>
<td>TSM Vietnam</td>
<td>Ma Nang Laik</td>
<td>13-06-11</td>
</tr>
<tr>
<td>V1.1</td>
<td>Change the book to be reviewed</td>
<td>Ma Nang Laik</td>
<td>5-8-2011</td>
</tr>
</tbody>
</table>
**IS 427: Technopreneurship Study Mission – Vietnam**

**Academic Year 2012: Term 1: August to December 2013.**

**Facilitator:** Ma Nang Laik  
**Offices:** SIS Room 4053; School of Information System, SIS  
**Phone:** +65 6828 0282  
**Email:** nima@smu.edu.sg

**Lesson:** TBD  
**TA:** TBD

**Country of Visit:** Vietnam

**Class Size:** Maximum class size is 20. Enrolled students should be willing to travel during week 14 of term 1. If you are unable to travel, please don’t register for the course.

**Travel date:** 17 Nov – 23 Nov 2013, Week 14

**Estimated Cost:**  
Full cost for the trip is estimated to be S$1300. For those who qualify for subsidy estimated cost after subsidy will be S$350.

**Subsidy:** 75% subsidy for the airfare, lodging and most of the meals to students with following background.  
1. Those who have previous entrepreneurial experience.  
2. Those who are currently building a company  
3. Those enrolled in either SIS Technopreneurship or LKCSB entrepreneurship tracks.

**Students without subsidy:** Students who have no intention of starting up a technology based company can sign up for the course at full costs (around 1300 Singapore dollars) if there are openings.

**Prerequisite:** Students in Years 2 and 3 will be given a preference. Students in year 4 may be enrolled if there are openings. Desire to start a technology based company will be a strong plus.

**Special note:**  
- Students receiving subsidies should be willing to undertake an internship at some of the startup companies during summer of 2014 (May – Aug 2013). Those who refuse to do an internship that is offered to them will be asked to repay the subsidy.  
- Students enrolling with subsidies for the course will be required to pay roughly 450 dollars in the first class for the cost of boarding, lodging and the airfare. Other students will be required to pay 1800 dollars in the first class.
Freshmen and Final term students are not allowed.

Students who are unable to make it on the travel dates are advised not to take this module.

Students are also expected to prepare a memento or gift for each company visited to express our appreciation for hosting the group. TA will coordinate. The cost is around $25 per student.

**Interview Sessions:**
All applicants are to go through an interview. Interview sessions are through appointments only.

- 4 June 2013, 4-6.30pm
- 11 June 2013, 4-6.30pm
2. Overview of the Technopreneurship Study Mission

2.1 Synopsis

Vietnam is a booming economy and has an entrepreneurship eco-system closer to that of Singapore. There is perhaps even more entrepreneurial talent in Vietnam as compared to Singapore. Many major venture capital firms such as DFJ affiliated Vina Capital and IDG Ventures have set up their early stage venture funds in Vietnam to ride on its growth.

This course will introduce students to the vibrant entrepreneurship scene in Vietnam. A visit that helps develop an understanding of the factors leading to the proliferation of start ups in Vietnam will help aspiring entrepreneurs apply their findings to their own new venture journey. The main focus of the course will be to understand how and why entrepreneurs in Vietnam were able to start up technology based companies. It is hoped that such learning will motivate and facilitate SMU students to start their own technology based companies in other parts of SE Asia.

Students are strongly encouraged to explore Technopreneurship related internship opportunities with the companies that they visit. Those landing with such internships will be provided subsidized airfare and subsistence allowance during the course of their internship with Vietnamese companies.

2.2 Prerequisites

Students are encouraged to take innovation and Technopreneurship related course.

2.3 Objectives

This course will help

- Introduce students to the vibrant entrepreneurship scene in Vietnam.
- Develop an understanding of the factors leading to the proliferation of start ups in Vietnam
- Aspiring student entrepreneurs apply their findings to their own new venture journey.
- Students understand how and why entrepreneurs in Vietnam were able to start up technology based companies.
- Motivate and facilitate SMU students to start their own technology based companies in other parts of SE Asia.
- Students explore Technopreneurship related internship opportunities with the companies that they visit.

2.4 Structure of the course

<table>
<thead>
<tr>
<th>Class</th>
<th>Description</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Team formation and Class introduction</td>
<td>Form team, make payment</td>
</tr>
<tr>
<td>Week 3</td>
<td>Understanding Vietnam, Reforms in Vietnam</td>
<td>Student presentations - Books 1,3</td>
</tr>
<tr>
<td>Week 5</td>
<td>Reforms in Vietnam, Entrepreneurship in Vietnam</td>
<td>Student presentations - Books 5,6</td>
</tr>
<tr>
<td>Week 7</td>
<td>Studies on companies to be visited Design of questionnaire and leads</td>
<td>Student presentations</td>
</tr>
<tr>
<td>Week 9</td>
<td>Studies on companies to be visited Design of questionnaire and leads</td>
<td>Student presentations</td>
</tr>
<tr>
<td></td>
<td>Organizational meeting prior to the visit</td>
<td></td>
</tr>
<tr>
<td>Week 11</td>
<td>Personal business idea sharing Pre-trip discussion</td>
<td>Student presentations</td>
</tr>
<tr>
<td>Week 14</td>
<td>Visit about 10 companies and final presentation</td>
<td>Student presentation, trip reflection journal</td>
</tr>
<tr>
<td>---------</td>
<td>-----------------------------------------------</td>
<td>------------------------------------------------</td>
</tr>
<tr>
<td>Week 15</td>
<td></td>
<td>Final report submission</td>
</tr>
</tbody>
</table>

Companies for the visit will be drawn from the portfolio of the following venture capitalists.

a. IDG Ventures Vietnam  
b. Vina Capital

The following are examples of companies we might visit.

1. Vietnamworks  
2. Goldsun Focus Media  
3. Amphba.com  
4. MSS  
5. Minh Dat Viet  
6. VNG  
7. Dia Diem JSC  
8. TIKI CORPORATION  
9. VietStock  
10. MX  
11. YeuTheThao  
12. YeuAmNhac group (YAN)  
13. NCT  
14. Not a basement Studio  
15. Project Lana

2.5 Teaching staff

<table>
<thead>
<tr>
<th>Professors</th>
<th>TA</th>
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<tbody>
<tr>
<td>Ma Nang Laik</td>
<td>TBD</td>
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</table>

3. Output and Assessment Summary

Students will be assessed on the following performances.

<table>
<thead>
<tr>
<th>Component</th>
<th>Topics</th>
<th>Assessment Type</th>
<th>Weighting</th>
</tr>
</thead>
</table>
| 1         | Class participation/Helping others  
- Pre-Trip (in-class)  
- During Trip | Individual | Total 20%  
- 10%  
- 10% |
| 2         | Pre-trip in class presentation  
- Book review (max 45 min)  
- Company review (max 20 min) | Team | Total 20%  
- 10%  
- 10% |
| 3         | Individual Reflection journals  
- Pre-trip (max 500 words per lesson/week)  
- During trip (max 200 words per company) | Individual | Total 20%  
- 10%  
- 10% |
<table>
<thead>
<tr>
<th></th>
<th>Quality of discussions during the trip</th>
<th>Individual</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Trip Post-Mortem</td>
<td>Team</td>
<td>Total 20%</td>
</tr>
<tr>
<td></td>
<td>Presentation</td>
<td></td>
<td>- 10%</td>
</tr>
<tr>
<td></td>
<td>Report</td>
<td></td>
<td>- 10%</td>
</tr>
</tbody>
</table>

There will be four assignments.

4. In class presentations about Vietnam
   a. Students will prepare a report based on a book assigned to them and present their findings in the class.
   b. Students will be required to link their findings to the mission of the course and the trip.

5. Discussions during the trip
   a. Each team will be asked to research on one or more companies and lead the discussions when the team visits that company. The discussion topics should include
      i. Introduction to the company
      ii. Motivation for starting the company
      iii. Key challenges faced during different stages of growth
      iv. Experience in getting investments
      v. ESOP and hiring strategies
      vi. IP strategy
      vii. What worked and what did not work
      viii. Strategy for growth
      ix. Exit plans (Trade sale Vs IPO)
      x. Key lessons learnt
   b. The team responsible for a company will be required to write up on how they would apply the learning to their own entrepreneurial journey

6. Individual Reflection Journals

   Each person should maintain a journal that includes the following.
   a. Reflections on each lessons
   b. Key learning from each lesson
   c. THREE takeaways from the visit to each of the companies

7. Group presentation after the trip
   a. Each team should write a report on the companies for which they led the discussions. The report should include:
      i. Vietnam Technopreneurship landscape from your trip experience
      ii. Overview of the company, challenges faces, current landscape
      iii. Key takeaways
      iv. List of success factors to support your argument
      v. Learning points by interacting with senior management/founder
      vi. Recommendation on how the trip can be improved further
   b. Each team should also prepare a presentation on the company that they have visited, understanding of the company during the trip and how you will apply your findings in your entrepreneurial journey.
4. **List of Information resources and references**

Reference Books from SMU Library

2. Reconfiguring families in contemporary Vietnam edited by Magali Barbieri and Daniele Belanger HQ674.5.R43 2009
3. Rethinking Vietnam Edited by Duncan McCargo DS556.3R48 2004
4. Economic reform and employment relations in Vietnam, Ngan Thuy Collins HD8700.5.c65 2009
7. Vietnamese state industry and the political economy of commercial renaissance: dragon’s tooth or curate’s egg? Adam Fforde HC 444.F4657 2007