RQ02013: BUSINESS PROJECT DESIGN AND ANALYSIS

1. General information
- o Term: 3
- o Credits: **Total credits 2 (Lecture: 2 – Practice: 0)**
- o **Self-study: 6** credits
- o Credit hours for teaching and learning activities: 30 hrs
- o Self-study: 90 hrs.
- o Department conducting the course:
  - ▪ Department: Business Management
  - ▪ Faculty: Accounting and Business Management
- o Kind of the course:

Foundation □		Fundamental □		Option 1 ☑		Option 2 □	
Compulsory □	Elective □	Compulsory □	Elective □	Compulsory □	Elective ☑	Compulsory □	Elective □

- o Prerequisite course(s):

2. Course objectives and expected learning outcomes

** Course objectives***:**

- Knowledge: Course aims to provide learners with knowledge of business project planning and analysis including general project issues, project management, market research, finance, socio-economics, environment and risks of business project.

- Skills: Course trains students the skills of flexibly applying soft skills in communication, management, teamwork at work, and at the same time analyzing the feasibility of business projects to make decisions determine correctly before conducting business projects.

- Attitude: Course provide students with a serious, proactive and positive attitude in studying, researching and organizing work related to the business project.

* Course expected learning outcomes

Notation	Course expected learning outcomes After successfully completing this course, students are able to	PLO performance criteria
Knowledge		
CELO1	Apply knowledge and general theory of project to design and analyze business projects.	1.3
Skills		
CELO2	Collect, process and exchange information with stakeholders effectively during business project design, analysis and implementation	5.1
CELO3	Analyze domestic market factors to design business projects effectively	7.1
CELO4	Analyze world market factors to design business projects effectively	7.2
Attitude		
CELO5	Open-minded in exchanging ideas to design and analyze business projects	10.3

3. Course description

Brief description of the course: This course includes of 5 chapters related to Project overview; Market research and technical research on business projects; Financial research on business projects; Socio-economic and environmental research of business projects; Business project risk analysis.

4. Teaching and learning & assessment methods

CELOs	CELO1	CELO2	CELO3	CELO4	CELO5
Teaching and learning					
Lecturing	x	x	x	x	x
Discussion group	x	x	x	x	x
E-learning	x	x	x	x	x
Assessment					
Rubric 1. Attendance (10%)					x
Rubric 2. Discussion group (20 %)	x	x	x	x	x
Rubric 3. Mid-term exam (20%)	x		x	x	
Rubric 4 Final exam (50%)	x		x	x	

5. Student tasks

- Attendance: All students attend at least 75% of lecture hours

- Preparation for the lecture: All students read the relevant book chapter handouts and readings before and during the class

- Presentation assignment: All students must work in group of 4 or 5 students, discussion for several topics (3 topic at least, 5 topic in total) and present in front of class.

- Mid-term exam: All students must take the test following the class' schedule.

- Final exam: All students take must take the test following the university' schedule.

6. Text books and references

 * *Text Books/Lecture Notes:*

1. Nguyễn Bạch Nguyệt, 2012, Giáo trình lập dự án đầu tư, NXB Đại học Kinh tế Quốc dân
2. PGS.TS Từ Quang Phương, 2012, Giáo trình quản lý dự án, NXB Đại học Kinh tế Quốc dân
3. Stephen Barker, Rob Cole; Minh Thư (dịch), 2009, Quản lý dự án - Thật đơn giản, NXB Lao động - Xã hội.

* *Additional references:*

1. Joseph Heagney, Tái bản 2018, Quản trị dự án - những nguyên tắc căn bản, NXB Công thương.
2. Khoa Kinh tế & PTNT (Học viện Nông nghiệp Việt Nam), 2012, Kết quả các đề tài, dự án, nghiên cứu giai đoạn 2006-2012, NXB Chính trị quốc gia
3. Miguel Pardo De Zela, 2007, Quản lý đầu tư và thương mại toàn cầu các kỹ năng thiết yếu để thành công trong nền kinh tế toàn cầu WTO (Global trade and investment management - core competencies for prospering in the WTO global economy), NXB Chính trị Quốc gia.

7. Course outline

Week	Content	Course expected learning outcomes
1,2	***Chapter 1: Project overview***	
	A/ Main contents: *(6 hours)* **Theory:** *(4 hours)* 1.1 Projects 1.2. Drafting business investment projects **Discussion:** *(2 hours)*	CELO1, 2,3,4,5
	B/Self-study contents: *(18 hours)*	
2	***Chapter 2: Market research and technical research on business projects***	
	A/Main contents: *(4 hours)* **Theory:** *3 hours* 2.1 Roles 2.2 Contents of technical analysis of technology **Discussion:** *(1 hours)*	CELO1, 2,3,4,5
	B/Self-study contents: *(12 hours)*	
3,4	***Chapter 3. Financial research on business projects***	
	A/ Main contents: *(9 hours)* **Theory:** *(6 hours)* 3.1 Purpose and effect 3.2 Contents of financial research 3.3 Time value of money 3.4 Indicators reflecting the financial side of the project **Discussion:** *(3 hours)*	CELO1, 2,3,4,5
	B/Self-study contents: *(27 hours)*	
4,5	***Chapter 4. Socio-economic and environmental research of business projects***	
	A/ Main contents: *(5 hours)* **Theory:** *(3 hours)* 4.1. Socio-economic analysis 4.2. Indicators to evaluate the socio-economic efficiency of the project 4.3. Analysis of the project's impact on the environment **Discussion:** *(2 hours)*	CELO1, 2,3,4,5
	B/Self-study contents: *(15 hours)*	
5,6	***Chapter 5. Business project risk analysis***	

	A/ **Main contents:** *(6 hours)* **Theory:** *(4 hours)* 5.1 Concept and classification of risks 5.2 Risk management program 5.3 Risk measurement method **Discussion:** *(2 hours)*	CELO1, 2,3,4,5
	*B/***Self-study contents**: *(18 hours)*	