

# From Employee-ship to Self-employment: Challenges to Embedding Entrepreneurship in Vietnamese University Curriculum

Findings from rapid assessment & teaching experience with higher  
education institutions in Hanoi, Hochiminh City and Danang

by

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# Why it's important in higher education?

- Career option for youth and new grads in Vietnam (>2% unemployment)
- Future supply of entrepreneurs
- Stronger businesses & more innovation from better preparation
- Promoting understanding of the social/economic phenomenon

# Who teaches entrepreneurship in HEIs?

- Int'l universities
- Joint national-int'l programs
- Int'l model business schools
- Economics/ business universities
- Vocational training highschools/ colleges
- ↳ Post-graduate programs
- ↳ Introductory short courses

# What 'entrepreneurship' programs?

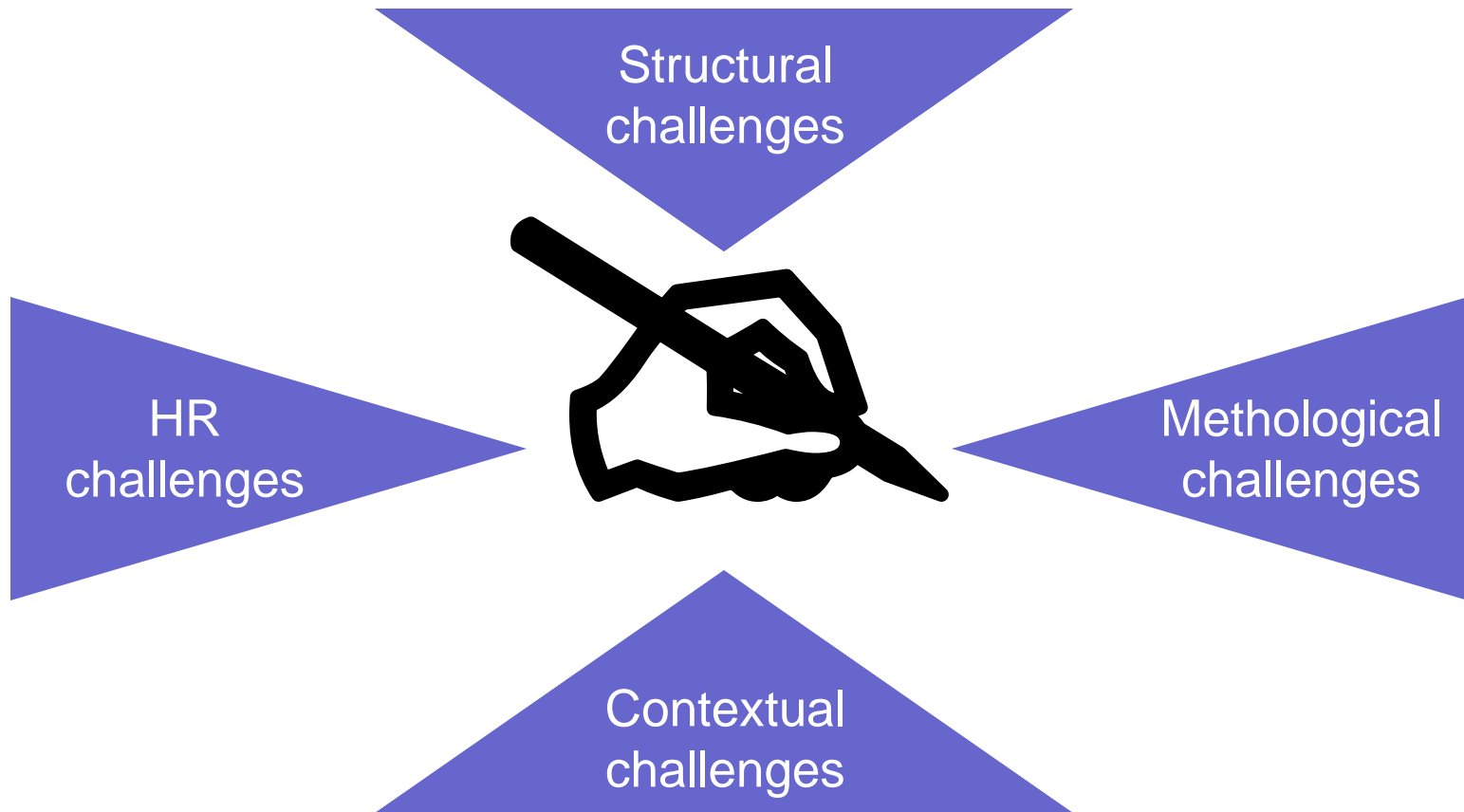
## Formal class

- Entrepreneurship/  
Management/  
Economic Programs
- Small Business/  
Entrepreneurship
- Entrepreneurship

## Extra-time short training

- Start Your Business  
specialized topic
- Business Start-up

# Major challenges to embedding entrepreneurship



# Structural challenges

- Rigidness of framework curricula
- Excessively tight school routines

# Methodological challenges

- New topic
- New pedagogic methodology
- Classroom structure not set up for hands-on learning
- Testing

# Contextual challenges

- Lack of awareness (What it is and why it is useful)
- Popular misconceptions about business and doing business
- Entrepreneurship as vocation training, not education program
- Lack of research



# Human resource challenges

- Lack of lecturers
- Limited linkages with supporters (entrepreneurs, Chamber of Commers, business service providers...)

# Suggested roadmap

	Time	Type of intervention		
		IEC	Uni. Preparation	HRD
Introductory courses for uni. lecturers	2008-09	X		
Introductory courses for students, supporters	2008-09	X		
Pilot in selected universities	2009-12		X	
Int'l training of lecturers	2009-12		X	X
Research & advocacy	2008-2012 (&on)	X	X	
Evaluation & roll-out	2012 -	X	X	
Supporting environment in unis (incubators...)	2011-		X	X

Thank you for your attention!



**please**

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