

# **Entrepreneurship Education at Hanoi School of Business**

**APEC Workshop on Embedding  
Entrepreneurship  
Hanoi, July 22-23, 2008**

**Vu Xuan Quang**

# **HSB – A first implementer**

1. A Brief Introduction about HSB
2. Entrepreneurship Education
3. Comments and Discussions

# Hanoi School of Business - HSB (Vietnam National University)



# I. Hanoi School of Business

## ■ History

- Found in 1995, started MBA in 2002.
- HSB (a HBS in Vietnam)
- First partner: Amos Tuck Business School
- Fast growing international partnerships

## ■ Programs

- Full-time MBA, Executive MBA, Joint MBA
- Corporate Training and Consulting

# I. Hanoi School of Business

## ■ Mission

- We are educating Vietnam's current, rising, and future leaders and entrepreneurs to play a major role in the development of the country's economy and future position in the world.

## ■ Key Concepts

- East meets West
- Modernity and Tradition

# What does people say most about Hanoi School of Business?

1. A Leading Business School in Vietnam
2. Leadership & Entrepreneurship Focus
3. Substantial Connections to Business Community
4. Growing Achievements of Graduates
5. Led by a Dean – a well-known CEO

# What makes HSB special?

- **East meets West**
- **Modernity and Tradition**
- **Business Talents focus (National Championships)**
  
- **Innovative Way of Teaching**
- **2C Game**
- **Practice-oriented**
  
- **Leadership Excellence**
- **Entrepreneurship Focus**
- **Substantial Business Contacts**

# Many MBA students are Prize Winners and Candidates from National Championships of Business Talents





## II. Entrepreneurship Education at Hanoi School of Business

- Entrepreneurship as a Core Subject
- A Business Project as a Group Assignment at the End
- Co-taught between HSB lecturers and consultants or foreign lecturers
- => Issues: just a compulsory subject, being far from projects to setting-up.

# What is the differentiation?

- Selection of Young People with Business Talents and/or Spirits (National Championships)
- Adjustment in Education (Company Visits, Industry Studies)
- Connections to Business Community
- Entrepreneurship Fund
- Fostering Entrepreneurship Spirit

# Company Visits and International Partnerships



# Getting Experience directly from CEOs



# Entrepreneurship Fund

- Initiated in 2006 by Dean Truong Gia Binh
- 5 billion VND (~ US\$ 300,000 – 350,000)
- Target: full-time MBA students
- Joint Ventures (max. 70% from the Fund)
- Selection Committee (Academia, Business)
- Outcome: Applicable, Profitable.
- Priority: Innovation (if any)

# Some primary figures

- Each MBA class has a class business during the study.
- About 20% set-up their own business during the study.
- Most areas: services, consulting, online-businesses.
- Often: groups of several co-founders
- Other: keep learning before setting-up

# Some Challenges

- Formal, classical approach seems unlikely to work well in some cases.
- Time constraints for doing both, study and business.
- Impatient of certain young entrepreneurs.
- Business sensitivity in a growing, emerging economy needed.

**HSB receives visits from the Government,  
foreign diplomatic missions, and international  
companies for the school's achievements  
(Visit of the President of Vietnam)**





# III. Comments and Discussions

- National and International Context
  - Lot of opportunities for educated entrepreneurs
  - International business: opportunities and challenges
  - Business owners or entrepreneurs (?)
  - Catching up opportunities or satisfying business spirits with less EE (?)

# How to Approach?

1. Selecting people with business talents and/or entrepreneurship spirits
2. A synthesized approach: teaching, coaching, experience-sharing, joint implementing (venture fund)
3. Innovation driven, if applicable.
4. Sustainable development, if applicable.
5. Vietnamese ways of actions 😊

# How can HSB join in the implementation of EE in Vietnam?

- A leading implementer/pioneer
- An effective partner for pilot projects
- A good connector to business community for experience-sharing
  
- HSB: [www.hsb.edu.vn](http://www.hsb.edu.vn)

**Thank You Very Much for  
Your Attention.**