



**Asia-Pacific
Economic Cooperation**

**APEC WORKSHOP ON EMBEDDING ENTREPRENEURSHIP IN
UNIVERSITY CURRICULUM**

Sunway Hotel, 22-23 July 2008, Ha Noi

APEC Human Resource Development Working Group

August 2008

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Reproduced electronically in September 2008
HRD11/2008A

Produced by
Ministry of Industry and Trade of Viet Nam

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APEC#208-HR-04.2

AGENDA
APEC WORKSHOP ON EMBEDDING ENTREPRENEURSHIP IN UNIVERSITY
CURRICULUM

Sunway Hotel, 22-23 July 2008, Ha Noi

22 July 2008		
8.30 – 9.00	Registration	
9.00 – 9.15	Welcoming remarks	Mr. Do Thanh Hong, Viet Nam Senior Official to APEC
9.10 – 12.00	Session 1: The role of Higher Education and Entrepreneurship Training in the promotion of successful new firms starts and small business management and current status in member economies	Moderator: Ms. Rosemary, O'Connor, Innovation Manager, RMIT, Australia
9.15 – 10.00	<i>The role of Higher Education and Entrepreneurship Training from the perspective of APEC member economies</i>	Professor Chris Hall, Macquarie School of Macquarie Graduate School of Management, Australia
10.00 – 10.40	<i>The role of Higher Education in Entrepreneurship Training: a UK perspective</i>	Ms. Natalie Campbell, National Lead for Entrepreneurship Education in Universities and Colleges in the UK
10.40 – 11.10	Coffee break	
11.00 – 11.30	Discussion	
11.30 – 13.30	Lunch	
13.30 -	Session 2: Challenges encountered to embed entrepreneurship in University Curriculum	Moderator: Professor Tan Wee Liang, Singapore Management University
13.30 – 14.10	<i>From employee-ship to self-employment: Challenges in Embedding Entrepreneurship Education in Vietnamese University</i>	By: Ms. Nguyen Huong Tra, Vietnam Chamber of Commerce and Industry

	<u>Curriculum</u>	
14.10 – 14.50	<i>Experiences of Australia</i>	By: Professor Chris Hall, Macquarie School of Macquarie Graduate School of Management, Australia
14.50 – 15.20	Coffee break	
15.20 – 16.00	<u>Challenges in building and sustaining the RMIT Business Plan Competition</u>	Ms. Rosemary O'Connor, Innovation Manager, RMIT, Australia
16.00 – 16.30	Discussion	
End of Day 1		
23 July		
9.00 – 12.00	Session 3: Practical example of APEC member economies	<u>Moderator:</u> Professor Chris Hall
9.00 – 9.25	<u>Viet Nam</u>	Dr. Vu Xuan Quang, Viet Nam National University, Hanoi School of Business
9.25 – 9.50	<u>Chile</u>	Ms. Vesna Karmelic Pavlov, University of Tarapaca
9.50 – 10.15	<u>China</u>	Ms. Xiao Quiong and Mr. Liu Wansheng, Ministry of Education
10.15 – 10.30	Coffee break	
10.30 – 10.55	<i>Indonesia</i> <u>-Introduction</u> <u>-Entrepreneurship in Bogor agricultural university</u>	Mr. Muhammad Basri Dalle (University of Muslimin) and Ms. Hanny Wijaya (Institute of Agriculture, Bogor)
10.55 - 11.20	<u>Malaysia</u>	Dr. Shafiz Yusof, Lecturer, Nothern University of Malaysia
11.20 – 12.00	Discussion	
12.00 – 13.30	Lunch	

13.30 – 17.20	Session 4: How to deliver entrepreneurship education in higher education institutions/Real lessons and cases	<u>Moderator:</u> Ms. Natalie Campbell, National Lead for Entrepreneurship Education in Universities and Colleges, UK
13.30 – 14.10	<i>Experiences of Australia</i>	Professor Chris Hall, Macquarie Graduate School of Management, Australia
14.10 – 14.50	<i>Enhancing Entrepreneurship in Universities: Two practical program</i>	Ms. Rosemary O'Connor, Innovation Manager, RMIT, Australia
14.50 – 15.10	Coffee break	
15.10 – 15.50	<i>Entrepreneurship Education at Singapore Management University</i>	Professor Tan We Liang, Singapore Management University
15.50 – 16.30	<i>How to deliver Entrepreneurship Education in Higher Education</i>	Ms. Natalie Campbell, National Lead for Entrepreneurship Education in Universities and Colleges in the UK
16.30 – 17.10	Discussion	
17.00 – 17.20	Closing remarks	Mr. Do Thanh Hong, Viet Nam Senior Official to APEC
End of the Event		