



– Entrepreneurship From A to Z

2nd Semester – 2019

2120.8000.01

Section	Day	Hour	Class room	Exam date	Lecturer	Email	Telephone
01	TBD	TBD	TBD	No exam, view course assignment	Mr. Jonathan Feffer	FefferOffice@gmail.com maayan237@gmail.com	

Teaching Assistant (TA): Maayan Knafo

Office Hours: By appointment

Course Units

3 semester hours.

1 course unit = 4 ECTS units

The ECTS (European Credit Transfer and Accumulation System) is a framework defined by the European Commission to allow for unified recognition of student academic achievements from different countries.

Course Description

The course focuses on understanding the terms as well as the implementation principals of establishing a new business venture. The course will combine practical and academic aspects, examples and case studies (local and global) discussing the practical attributes of entrepreneurial activity.

The course will provide approaches and tools for generating, validating and presenting entrepreneur ideas. It will focus on principles and basic concepts in entrepreneurship and intrapreneurship including theoretical aspects based on research and practical terms and real examples from the Israeli start-up nation and global arena.

The course will include the fundamentals regarding the entrepreneurial process and how to establish a new business, business plan – purpose and structure, financial aspects of start-ups, entrepreneurship within corporates, social entrepreneurship, reasons for success and failures of entrepreneurs, unique approach to technology start-ups in the web and mobile world, design thinking, presentation skillset and how to pitch to investors.

This course will be taught in **English**.

Course Objectives

Upon completion of the course, the student will be successfully able to:

1. Understand and implement the start-up foundation process
2. Important concept, terms and ideas in entrepreneurship and intrapreneurship
3. Understand and create Business plan of new venture or later stage venture
4. Different types of ventures being impact ventures, medical, software, hardware, mobile, commerce, etc.
5. Venture valuation, funding, funding sources, timing; how to protect the entrepreneur
6. Presentation your venture in front of investors

Evaluation of Student and Composition of Grade

Percentage	Assignment	Grade	Group Size	Comments
15%	Attendance and Participation	P/F	Individual	You are allowed to miss 2 class after which we deduct 2 points per missed class
20%	Homework	P/F	Individual/ Teams of 3-4	
20%	Mid-term assignment	0-100	Teams of 3-4 students	
45%	Team presentation	0-100	Teams of 3-4 students	

* According to University regulations, participation in all classes of a course is mandatory (Article 5).

* Students who absent themselves from classes or do not actively participate in class may be removed from the course at the discretion of the lecturer. (Students remain financially liable for the course even if they are removed.)

Course Assignment

The course will combine frontal lectures (combined with guest lecturer), open discussion, workshops and presentations.

Team assignment guidelines: The assignment is based on presentation and written, team based real-case analyses. Each submitted analysis should address the study question(s) as posted on the course website. You will work in groups of three to four (3-4) student. Your group's answers should

be based on your own group's analysis and reflect your original, individual, and independent thinking. The assignment to groups is not designed to divide labor between students but to benefit from interactive brainstorming, discussion, and comprehension. A submission should include on a separate cover slide of the team members' names and ID numbers. Only students listed on the cover page will be eligible to receive credit for the analysis. The mid-term analysis is mandatory for everyone participating the course. The teams assignment will be submitted by one (1) group member via the course website or to the teacher's and TA e-mail.

Presentation: The purpose of the presentation is to see how well you have mastered the concepts discussed in class. You will choose a firm of your choice and prepare an investment deck presentation in which you apply the theoretical concepts discussed in class to help the audience better understand their business model and other related issues. The objectives of the presentations are to obtain constructive feedback from the course participants and the instructor.

You are expected to prepare an effective 10 minutes PowerPoint presentation to fit the allotted time.

Students who are unable to complete an assignment or course requirement must notify the TA of the course in advance via email

Grading Policy

In the 2008/9 academic year the Faculty instituted a grading policy for all graduate level courses that aims to maintain a certain level of the final course grade. Accordingly, the final average grade for this course (which is an elective course) will be in the range 83-87%. Additional information regarding this policy can be found on the Faculty website.

Evaluation of the Course by Student

Following completion of the course students will participate in a teaching survey to evaluate the instructor and the course, to provide feedback for the benefit of the students, the teachers and the university.

Course Site (Moodle)

The course site will be the primary tool to communicate messages and material to students. You should check the course site regularly for information on classes, assignments and exams, at the end of the course as well. Course material will be available on the course site.

Please note that topics that are not covered in the course material but are discussed in class are considered integral to the course and may be tested in examinations.

		relations, failures reasons	
7	Teams presentations	Part 1	
8	Teams presentations	Part 2	

*Optional according to lecturer's decision

**lessons material, order and guest lectures may be changed according to lecturer's decision

Required Reading

1. Stevenson HH, Gumpert DE. 1985. The heart of entrepreneurship. *Harvard Business* **184**
2. O Reilly CA, Tushman ML. 2004. The ambidextrous organization. *Harvard Business Review* **82(4):** 74-83
3. Bessant J, Tidd J. 2011. *Innovation and Entrepreneurship* (2nd ed.). John Wiley and sons Ltd. Chapters 3.
4. Christensen K. 2003. The Innovators Dilemma. *Harper Business*, Chap. 2 (pp.31-68) and pp. 111-115

Required Viewing

1. Saras Sarasvathy interview <http://bigthink.com/users/sarassaravathy>
2. Jim Ellis movie at Stanford http://www.youtube.com/watch?v=yG6_6UbpFw
1. The business model Canvas <http://www.businessmodelgeneration.com/canvas/bmc>

Recommended Reading

- The Lean Start-up – Eric Ries
- Business Model Generation – Alex Osterwalder
- ***Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers*** or simply ***Crossing the Chasm*** (1991, revised 1999 and 2014)