



Short Syllabus

Course Title	Credits
Conscious Entrepreneurship	2
Lecturer	
Erez Yerushalmi	
Contact details	
erezyerush@gmail.com 08:00-18:00	
Semester	
Spring	
Short Description	
<p>The course explores the universe of conscious entrepreneurship, covering the implementation of a higher purpose and taking a holistic approach to stakeholder engagement in venture business-modeling.</p> <p>The course combines deep analysis of case studies, covering impact and conscious organizations, examining their long-term performance in comparison to Fortune 500 firms, demonstrating the extraordinary results of such enterprises across time.</p> <p>The course also covers business modeling, where stakeholders and purpose convert into revenue engines, by providing case studies of Israeli and foreign companies.</p> <p>The course provides the means and techniques for identifying large-scale problems, crafting purpose and strategy statements into business planning and understanding theoretical approaches to the challenges humanity will be facing in the upcoming decade.</p>	
Final grade components	
<p>Minor assignments:</p> <p>Written case study analysis “Firms of Endearment” – 10%</p> <p>Midterm:</p> <p>6 slide deck covering a selected commercial “Firm of Endearment” (CC, ESG, SDG, B-Corp) – 30% [Opportunity. Problem. Solution. Competitive Landscape. Edge. Financials]</p> <p>Final requirement:</p> <p>“Philosopher’s Stone” deck – 50% Write, design, and present a corporate strategy statement [Purpose & Vision Definition. Strategy Statement. KPI’s. Stakeholder structure]</p> <p>Participation:</p> <p>Class participation – 10%</p>	
Attendance	



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Attendance is mandatory. Students are permitted a maximum of three absences without penalty. Any additional absences will affect the final grade and may result in failure of the course.

Academic Conduct

Plagiarism is taken extremely seriously. Any instance of academic misconduct which includes: submitting someone else's work as your own; failure to accurately cite sources; taking words from another source without using quotation marks; submission of work for which you have previously received credit; working in a group for individual assignments; using unauthorized materials in an exam and sharing your work with other students, will result in failure of the assignment and will likely lead to further disciplinary measures.

Additional requirements