

Syllabus

Organizations & Entrepreneurship (Introduction To Entrepreneurship)

Course Number: 097657

Number of credit points: 2.5

Course Instructor: Mr. Rami Gazit

Course Objectives:

This course is very different – it's not theoretical, it's not a simulation, it does not focus on writing papers or business plans, nor on patents creation (Intellectual Property – IP). It's about creating actual startups and moving fast using the most up to date entrepreneurship methodology: The Lean Startup.

The Lean Startup is focusing on finding customers and users (early adopters), before investing a lot of money, time and efforts on building and marketing a solution. The concept avoids Business Plans as the first step in creating a new venture, and prefers fast "validation" with customers over focusing on investments and pre-mature scale up. It uses a series of MVPs (Minimal Viable Products), which are targeted at getting feedback and learning from early adopters.

The startup idea can be anything you want. It doesn't have to be based on research. It can be a physical product, or a virtual service. It can be a for-profit business startup or a non-profit one.

And if you don't have an idea – that's fine, no worries. You will be able to join others, or find an initial idea at the beginning of the course, with the help of the lecturer and other students.

The first step in the course will be creating teams, to work on your startups.

A team is a 2-5 students group that will work together to develop an idea and create a startup.

Each of the students having ideas will pitch the ideas very briefly in front of the class. Then we will form the teams.

We'll learn the Lean Startup methodology and work accordingly on the ideas:

1. Define the most important assumptions of your startup, using tools like The Lean Canvas.
2. Validate the riskiest assumptions, focusing on finding early adopters and validating their needs, problems, and the gap in the market.
3. Create a "low fidelity MVP" (Minimal Viable Product) to illustrate your solution for potential customers and users. It can be a landing page, a video clip, a power point demo presentation or some wireframes.
4. Define you "high fidelity MVP", the actual product or service to start with, focusing on maximizing learning from users and customers.

Let's create startups!

Course Scope:

The course will focus on:

- Familiarize the student with the Lean Startup concept and methodology
- Familiarize the student with The Lean Canvas and other tools for defining a startup model in an efficient yet detailed enough way.
- Familiarize the student with concept and tools in developing MVPs (Minimal Viable Products).
- Provide the student with the tools needed to review alternative models for the startup and separate short term view from longer term vision.
- Provide the student with a tool needed to review progress level in a startup, based on the Lean Startup concept.
- Experiencing real-life situations where you work with other co-founders on your startup.
- Familiarize the student with the way to articulate a clear value proposition, which is an important ingredient to get customers.

Improve presentation and pitching skills.

Teaching Methods:

- The class will include a mix of lectures, workshops, working in teams and mentorship sessions.
 - Learning by doing will be used as the primary teaching method. Students will gain hands-on experience through the initiation of a scalable venture.
- Students will have the opportunity to present their venture and get feedback.

Course Plan*

Session 1.

Course introduction: objectives, processes & expectations.

Short pitches, forming teams.

The Lean Startup Intro lecture.

Session 2.

1 minute Elevator Pitch (All teams)

A lecture on the Lean Canvas, Customer and problem analysis.

In-class exercises.

Start working on your own startup.

Session 3.

Progress reports (All teams)

A lecture on Validation.

Mentoring and working on your startup.

Session 4.

Progress reports (All teams), focusing on Problem validation readiness (All teams)

A lecture on Value Proposition.

Mentoring and working on your startup.

Session 5.

Progress reports (All teams).

A lecture on MVPs and Solution Validation.

Mentoring and working on your startup.

Session 6.

Progress reports (All teams)

Mentoring and working on your startup, focusing on creating MVPs.

Session 7.

Working on creating the Final Presentation.

Final Project presentations by all teams.

Student Assessment:

This course accredits 3 points. Accordingly, it is expected that EACH student will attend all the meetings and invest time either in team or individual work, during the entire period of the course.

The final grade will be based on the following elements*:

Final team presentation:	50%
Validation Progress within the course:	35%
Quiz:	15%

Recommended Readings:

- ❖ **Ries Eric**, "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses", Crown Publishing, 2011.
- ❖ **Steve Blank, Bob Dorf**, "The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company", K&S Ranch, 2012.

#09481585 - Business Plan for Commercializing Technology- Summer Semester Introduction to Entrepreneurship: Turning vision into reality

Entrepreneurs have been starting new ventures for generations. If in the past success was more a function of tenacity and a measure of the idea underpinning the business, in today's hyper-competitive, market-focused and highly competent world, errors can quickly doom the best of companies. A systematic, entrepreneurial orientation is the common denominator among successful ventures in this new economy.

Entrepreneurship is typically approached as a way of thinking and acting, as an attitude or behavior. Our emphasis will be on entrepreneurship as a manageable process that can be applied in almost any organizational setting. We will explore the many dimensions of new venture creation and growth including the business, technological, financial, legal, human, and ethical considerations in order to foster innovation and new business formation in a variety of settings. Additionally, we will provide the background and tools necessary for a solid foundation in terms of the role of entrepreneurs and entrepreneurship needed to function effectively in 21st Century global economy.

Creating new technologies and commercializing them into new products and services is a key competitive advantage of Israel. This course will combine both an academic and practical view of the challenges facing entrepreneurs. We will focus on the creation, evaluation, development and launch of a new business or venture. The key issues addressed will include the basic questions addressed in the formal venture planning process.

The Objectives of the Course will be to:

- Understand the (technology) venture creation process
- Impart an entrepreneurial mindset and tools that participants can use throughout their career
- Gain hands-on experience at venture creation and fund raising
- Learn by doing—teams of students will be required to create and pitch their new venture at the end of course.

Text book:

1, Required Reading: Compilation of Selected Handouts

2, Recommended (but not required) Text book: *Technology Ventures, From Idea to Enterprise*, Fourth Edition, by Thomas H. Byers, Richard C. Dorf, and Andrew J. Nelson

PRE-COURSE: THINK ABOUT AND BRING TO OUR FIRST MEETING AN IDEA FOR A COMPANY YOU WANT TO USE AS THE BASIS FOR YOUR TEAM WORK

Course Grading:

Final Business Plan	25%
Final Venture Presentation	25%
Classroom participation	30%
Weekly assignments and Quizzes	20%

Session	Date - 2017	Topic / Questions / Activity	Content	Assignments / Readings	Speaker
1	3 July	<p>Introduction</p> <p>New Venture Opportunity</p> <p>Introducing Social Ventures</p> <p>Customer Discovery</p> <p>Term Project: Teams Formation</p>	<p>Entrepreneurs and Entrepreneurship</p> <p>Role of Venture Creation Opportunity Identification Overview</p> <p>Meaning, Types Impact : SROI Measuring Impact Financing</p> <p>Interviews Surveys Data Collection & Analysis</p> <p>Divide into teams and ideate</p>	<p>Apply SV to your project?</p> <p>Preliminary Customer discovery Data</p> <p>Create Survey Questionnaire and do interviews</p> <p>One Minute Pitches</p>	<p>Saul Orbach</p> <p>(Guest speakers: TBD)</p>
2	4 July	<p>Business Model</p> <p>Market Size</p> <p>Term Project</p>	<p>New Venture Success Factors Product Market Fit Business Model Design Business Model Canvas</p> <p>Customer Segmentation Sizing Markets (TAM & SAM)</p>	<p>Create an initial business canvas</p> <p>Customer Segmentation Table Target segment rational Customer archetypes</p> <p>Describe your customer based on above Describe your venture problem and solution</p>	<p>Saul Orbach</p>

3	7 July	Intellectual Property Market Analysis / Attractiveness Competitive Assessment Term Project	Identifying your IP Patents, trademarks, and copyrights Industry Analysis & Trends Direct and Indirect Competitors Competitive Advantage Interview	List your IP Competitive analysis table/chart SWOT Competitive positioning Competitive Landscape Chart	Saul Orbach
4	8 July	Strategy Development Term Project	Differentiation Positioning Marketing Strategy Sales and Selling Go-to-Market Planning Half-way Pitch Sessions	Develop Go to Market Plan and describe how you'll 'win the game' Each Team to do 5 Minute Pitch	Saul Orbach Guest Lecturer
5	11 July	Financial Planning 'Structure follows Strategy' Term Project	Profit Models & Assumptions Income Statement Projections Cash Flow Capital Requirements	Develop assumptions, income and cash flow statements	Saul Orbach

6	14 July	Building Teams Term Project	Core Team Selection Key Partnerships Organizational Culture	Team Profile Team Description, Org Chart, and Culture Statement	Saul Orbach
7	15 July	Business Plan, Executive Summary, Pitch Deck, Financial Projections Term Project	How to write a business plan, executive summary Elevator Pitch Building a strong presentation	Draft Executive Summary	Saul Orbach Guest Lecturer
8	21 July	Funding Your Venture, Part 1 Term Project	Bootstrapping Angels Venture Capital Crowdsourcing Other sources Term Sheets Due Diligence Funding stages Cap Tables Share Price Options	Research various forms of investment capital and summarize pros and cons of each How much money should a start-up raise? Develop your Need Slide (1)	Saul Orbach VC Guest speaker
9	22 July	Launch Readiness Term Project	Investor Engagement Pre-launch checklist	Final deliverables including Exec Sum Pitch rehearsal	Saul Orbach
10	25 July	Term Project: Final Pitch Event	Each Team will do a 6 Minute Pitch to REAL investors, followed by Q&A. Feedback to teams.	Come prepared to dazzle!!	Guest Investor Judges

Introduction to Contemporary Israeli Society

Irith Freedman

This course seeks to unravel the complexity of the Israeli political, social, and cultural aspects and provide tools for understanding the uniqueness of Israeli society and peoples. Students will read and discuss issues such as religion and democracy; ethnicity and nationalism; cultural diversity; gender, media and popular culture. The course introduces Israel's contemporary society through a holistic approach using lectures, films, and discussions.

Grade: 30 % two mid-term assignments; 70% final exam

Topic 1: Pre-State and early stages of nation building

1.1 Introduction to the course, Overview of Zionism

1.2 Modern history of Eretz Israel/Palestine

1.3 The Holocaust and its impact on Israel

Ofer, Dalia. 2009. "The Past that Does Not Past: Israelis and Holocaust Memories." *Israel Studies* 14(1), 1-35.

Topic 2: The Israeli-Palestinian conflict

2.1 The Arab-Palestinian minority in Israel

Sammy Smooha, 2013. *Still Playing by the Rules: Index of Arab-Jewish Relations in Israel 2012*. Jerusalem: The Israel Democracy Institute and the University of Haifa.

Robinowitz, Dan. 1997. "The Limits of Liberal Education." In *Overlooking Nazareth: The Ethnography of Exclusion in Galilee*, 82-100. Cambridge University Press.

2.2 Military and society relations

2.3 Peace and Wars

Topic 3: Religion, ethnicity, and gender

3.1 Religious Secular Divide

Film: "Haredi: The Ultra-Orthodox Community in Israel" (2008-2009)

Link: <https://www.youtube.com/watch?v=FGJg1HPPZw>

3.2 Ethnicity divide

Reading: Mizrachi, Nisim and Hana Herzog. 2012. "Participatory Destigmatization Strategies among Palestinian Citizens of Israel, Ethiopian Jews and Mizrahi Jews in Israel." *Ethnic and Racial Studies* 35(3):418-435.

3.3 Gender and its relation to religion and ethnicity, Israel as a 'femilism' society

Reading: Ivry, Tsipy. 2013. "Halachic Infertility: Rabbis, Doctors and the Struggle over Professional Boundaries." *Medical Anthropology* 32(3): 208-236.

Topic 4: Globalization, civil society, and contemporary culture

4.1 Globalization and multiculturalism in Israel society.

4.2 Contemporary art and culture

4.3 Conclusions: Is there an Israeli culture?