



Course program and reading list

Semester 2 Year 2023

School: Arison School of Business MBA

Strategy Innovation and Entrepreneurship

Lecturer:

Prof. Niron Hashai nhashai@runi.ac.il

Teaching Assistant:

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Course No.:	Course Type :	Weekly Hours :	Credit:
25200	Lecture	4	4

Course Requirements :	Group Code :	Language:
Final Paper	1202235	English



Course Description

In this course participants will learn practical models, tools and methodologies critical to the creation of data driven start-up companies and the development of innovative data driven ventures of large organizations. This course will concentrate on: ideation and market testing processes, creating competitive advantages, intellectual property, product-market strategy, legal aspects and organizational issues, business models of technology companies, business plan preparation, effective presentation and entrepreneurial finance.



Course Goals

Learn the essential building blocks of a successful venture, from analyzing business opportunities to being able to raise funding for your new venture.

 Grading**Class Participation**

Students are expected to attend class regularly and arrive on time. Students must complete all assigned readings before the class meeting and be prepared to participate actively in discussions of the readings and current events.

In-class Presentations

Students will work on developing a new venture during the 2 mini-semesters. Some of the key elements that we will learn and practice would be ideation, idea validation, business model canvas, and more.

Group Final Paper

The students will learn the thought process of investors in evaluating investment opportunities. The final paper will be in a form of a business plan.

The following grading guidelines will be used for this course:

Assignments/Activities	% of Final Grade
Class Participation	10%
Interim Presentations	40%
Group Final Paper and Presentation	50%

Failure to submit or fulfill any one of the required course component results in failure of the class.

 Additional Notes

Week/Date	Topic	Reading	Assignment Due
Nov. 14 2022 13:40-16:40	Israel: A Country of Innovation and Entrepreneurship + The Entrepreneurial Process	Senor D. and Singer S. 2011. Startup Nation: The Story of Israel's Economic Miracle. Twelve Grand Central Publishing.	

Nov. 21 13:40-16:40	Ideation + lean startup	Ries, Eric. The Lean Start Up. Crown Publishing Group: 2011.	
Nov. 28 13:40-16:40	Intellectual Property Principles and Licensing Strategies		
Dec. 5 13:40-16:40	Startup growth strategies	Guest Lecture – Guy Meiboom, VP customers, startups and technologies, Meta Israel	
Dec. 12 13:40-16:40	Market Validation and Market Evaluation	Ries, Eric. The Lean Start Up. Crown Publishing Group: 2011.	
Dec. 19 13:40-16:40	Business Model Canvas	Ries, Eric. The Lean Start Up. Crown Publishing Group: 2011.	Project Idea Due
Mini semester break			
Jan. 9 2023 13:40-16:40	Business Model + Business Plan		Project Market Analysis Due
Jan. 16 13:40-16:40	Effective presentation		
Jan. 23 13:40-16:40	Legal aspects in venture creation + Entrepreneurial Finance		
Jan. 30 13:40-16:40	Operating and Financial Plan		
Feb. 6 13:40-16:40	Group meetings – preparation for final presentations		Project Business Model and Finance Due
Feb. 13 13:40-16:40	Final Presentations- investor panel		

Final Project Due Feb
20



Reading List

Complementary Readings

Senor, Dan. Start-up Nation: The Story of Israel's Economic Miracle. Twelve Publishing: 2011.

Ries, Eric. The Lean Start Up. Crown Publishing Group: 2011.