



# Course program and reading list

Semester 0 Year 2018

**School:** Adelson School of Entrepreneurship B.A

Themes in Entrepreneurship at First Hand

**Lecturer:**

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**Teaching Assistant:**

Ms. Rachel Ben-Shoshe [rachel.benshoshe@post.runi.ac.il](mailto:rachel.benshoshe@post.runi.ac.il)

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<b>Course No.:</b>	<b>Course Type :</b>	<b>Weekly Hours :</b>	<b>Credit:</b>
2333	Lecture	2	4

<b>Course Requirements :</b>	<b>Group Code :</b>	<b>Language:</b>
Final Paper	180233301	English

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## Course Description

**Overview**

The course offers students a framework for starting their exploratory journey into the world of entrepreneurship and entrepreneurial management through case study, interactive class discussion, guest lectures and educational trips.

The goal of the course is to acquaint students with the terminology, processes and players in the entrepreneurial eco-system.

The topics that will be covered involve different aspects and challenges of entrepreneurial management from team formation and management, idea development and validation, strategic partners and network management, raising capital and growing a business.

The course includes four elements:

### **a) Lectures**

Introduction to entrepreneurship and the terminology, processes and players in the entrepreneurial eco-system.

### **b) In-class cases/ topics to solve and venture consulting/analysis**

Learning from real cases that cover different aspects of entrepreneurship.

### **c) Guest lecturers**

Meeting industry people who are involved in the different aspects and life cycle stages of the entrepreneurial activity: entrepreneurs – both veterans and unexperienced; investors –angels, VCs, incubators etc.; innovation managers of large organizations and many more.

### **d) Hands-on project**

This project is designed to let students experience at first hand the most important elements of entrepreneurship:

- Being active and entrepreneurial
- Identifying problems
- Understanding customers and their needs
- Working in teams
- Locating and maximizing resources
- Planning and prototyping
- Landscape and competition analysis
- Executing

### **Main Subjects (tentative):**

- Introduction to entrepreneurship
- Heterogeneity among entrepreneurs
- SME's vs. Innovative driven entrepreneurs (startups)
- Entrepreneurial Motivation, Expectations, Personality and Competencies
- From entrepreneur to manager
- The resources that are needed to transform idea into successful venture
- Difficulties, market failures and support programs
- Risks, uncertainty and threats.
- Financing new ventures
- Learn from failures
- The canvas Model, Lean start-up

**Introduction to different entrepreneurial domains by guest lecturers and experts (tentative):**

- Entrepreneurs - veterans and new entrepreneurs;
- SME's and/or start-ups,
- Biotech and/or medical device entrepreneurship
- Social enterprises and the fourth sector
- Sustainability and clean-tech ventures
- Media entrepreneur and/or ICT ventures
- Innovation in educational technology and products
- Innovation managers of large organizations
- Financial entities (VC, angel etc.)
- Entrapreneur
- Food -Tech ventures
- Representative of support institutions (private/public)

**Course structure (may change):**

**6-8 lectures:** From the list above (including summary meetings)

**4 in-class cases:** Students work in teams to solve cases/topics relevant to entrepreneurship.

**Students' presentations:** Students present their entrepreneurial projects in class.

**9-14 Guest lecturers:** Meeting industry people who are involved in the different aspects and life cycle stages of the entrepreneurial activity - see above.



## Course Goals

**Course Goals:**

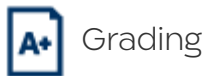
To offer students a framework for starting their exploratory journey into the world of entrepreneurship and entrepreneurial management

With the goal of – increasing employment and income opportunities for students in their lifelong career path.

To expose students to leading entrepreneurs and industry executives and to enhance their professional network.

To let students to experience entrepreneurship at first hand.

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## **Requirements**

The final grade is comprised of the following components:

### **Guest lectures - Questions (Individual)**

Each student will submit, for each guest lecturer a question

Students will be selected randomly to present their question in class

Submitted individually

10% of the final grade

Grades: pass/fail

### **Guest lectures -Summary papers (individual)**

Submit 3-4 main lessons learned from each guest lecturer

Submitted individually

10% of the final grade

Grades: pass/fail

### **In-class cases/ topics to solve (in teams)**

Submit 4 in-class cases/ assignments

20% of the final grade

Submitted in teams

Grades: 0-100

### **Venture consulting/ analysis (individual) - First semester**

Pick a venture that interests you

Write a short description of the venture, define its main challenges and threats and analyze it.

Read 1 relevant academic articles and summarize it. Explain how it can improve the venture.

30% of the final grade

Presentation

Submitted individually

Grades: 0-100

**Hands-on project 1 (in teams) - Second semester**

Present your project and submit a description of the process

30% of the final grade

Submitted in teams

Grades: 0-100

**Attendance:**

Attendance is required.

Participation and presence in lectures - minimum presence 80%

You may miss up to 2 class.

Missing 3 classes will result in grade deduction of 10%.

If you miss 4 classes or more you will not be able to complete the course.

All absences should be notified in writing to class TA in advance and include documents (e.g. a formal letter from the army/doctor..).

Minimum grade: 60



### Lecturer Office Hours

Reception Hours will be scheduled upon request:

Prof. Dafna Schwartz. [dafna.schwartz@idc.ac.il](mailto:dafna.schwartz@idc.ac.il)

Instr. Assistance Details Maayan Kanfo: [maayan237@gmail.com](mailto:maayan237@gmail.com)



### Tutor Office Hours

Reception Hours will be scheduled upon request:

Prof. Dafna Schwartz. [dafna.schwartz@idc.ac.il](mailto:dafna.schwartz@idc.ac.il)

Instr. Assistance Details Maayan Kanfo: [maayan237@gmail.com](mailto:maayan237@gmail.com)



## Teaching Assistant

Reception Hours will be scheduled upon request:

Prof. Dafna Schwartz. [dafna.schwartz@idc.ac.il](mailto:dafna.schwartz@idc.ac.il)

Instr. Assistance Details Maayan Kanfo: [maayan237@gmail.com](mailto:maayan237@gmail.com)

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## Reading List

### Reading:

Andrew, J. P. and Sirkin, H. L. (2008). "Using the cash curve to discuss and discipline innovation investments." *Strategy & Leadership*. 35 (4), pp: 11-17.

Birkinshaw, J. and Haas, M. (2016). "Increase Your Return on Failure." *Harvard Business Review*. Reprint R1605G. pp: 1-7.

Blank, S, (2013). Why the lean start-up change everything. Spot light on entrepreneurship. *Harvard Business Review*. R1305C, pp:1-9.

Bussgang, J., J. (2014). "Raising Startup Capital." *Harvard Business School Background Note* 814-089. **H02V33** .pp: 1-27.

Butler, T. (2017). "Hiring an Entrepreneurial Leader: What to look for." *Harvard Business Review*. R1702E, pp:1-11.

Clark G. Gilbert. C., G. and Eyring, M. J., (2010). "Beating the odds when you launch a new venture." *Harvard Business Review*. pp: 1-7.

Eisenmann, R., T. (2013) "Entrepreneurship: A Working Definition." *Harvard Business Review*. JANUARY 10, 2013. <https://hbr.org/2013/01/what-is-entrepreneurship.html>

GEM (2017). *The 2016/2017 Global Entrepreneurship Monitor (GEM)*.  
<http://gemconsortium.org/report/49812>

Picken, J., C. (2017). "From founder to CEO: An entrepreneur's roadmap." *Business Horizons*. pp: 60, 7-14

### Case Studies

**WeWork:**

To watch: YouTube, <http://youtu.be/-EKOV71m-PY>

To read: <https://www.forbes.com/sites/stevenbertoni/2017/10/02/the-way-we-work/#2470e45a1b18>

<https://www.forbes.com/sites/stevenbertoni/2017/10/02/the-way-we-work/#2470e45a1b18>

**Other Case studies (watching, reading) - TBD****Other Reading (optional):**

Andrew, J. P. and Sirkin, H. L. (2008). "Using the cash curve to discuss and discipline innovation investments." *Strategy & Leadership*. 35 (4), pp: 11-17.

Benjamin Edelman (2015). "How to launch a digital platform." *Harvard Business Review*. pp: 1-9.

Blank, S. (2014) *How to Build Your Startup* - MOOCs Course (Massive Open Online Courseware) <https://www.udacity.com/course/ep245>

Certo, T., Moss, T. W., and Short, J. C. (2009). "Entrepreneurial Orientation: An applied perspective." *Business Horizons*, 52, pp: 319-324

Marion, T. J. (2016) *4 Factors that Predict Startup Success, and One that Doesn't*, Harvard Business Review. <http://dx.doi.org/10.1787/9789264262324-en>

Nobel, C. (2011). "Why Companies Fail—and How Their Founders Can Bounce Back." Working knowledge, Business Research for Business Leaders, *Harvard Business School*. 7/2011. <http://hbswk.hbs.edu/item/why-companies-failand-how-their-founders-can-bounce-back>

OECD (2016), *SME and Entrepreneurship Policy in Israel 2016*, OECD Publishing, Paris.

Patel, N. (2015) Forbes. "90% Of Startups Fail: Here's What You Need To Know About The 10%." *Forbes*. Jan 16, 2015. <https://www.forbes.com/sites/neilpatel/2015/01/16/90-of-startups-will-fail-heres-what-you-need-to-know-about-the-10/#ed98f9466792>

Ruback, R., S., and Royce Yudkoff, R. (2017). "Managing Yourself, Buying Your Way into Entrepreneurship." *Harvard Business Review*. Reprint R1701M, pp:1-6.

Schwartz, D., and Bar-El, R. (2004). "Targeted Consultancy Services as an Instrument for the Development of Remote SMEs – A Brazilian Case", *International Small Business Journal*, 22(5), pp: 503–521.

### **Watching:**

#### **Introduction:**

- What is entrepreneurship? What does entrepreneurship mean?

<https://www.youtube.com/watch?v=7uDD7xXHyaA>

- Theories of entrepreneurship

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

#### **Myth of entrepreneurship**

- Six Myths of Entrepreneurship

[https://www.youtube.com/watch?v=\\_zWgGX71lws](https://www.youtube.com/watch?v=_zWgGX71lws)

- Debunking three entrepreneurship myths. Daniel Isenberg, author of [Worthless, Impossible, and Stupid](#), shatters the stereotypes about who the typical entrepreneur really is.

<https://hbr.org/video/241868311001/debunking-three-entrepreneurship-myths>

#### **Success -Failure**

- Three Pitfalls Startup Founders Must Avoid. Noam Wasserman, Harvard Business School professor, outlines the three Rs: relationship decisions, roles decisions, and rewards decisions.

<https://hbr.org/video/2226827548001/three-pitfalls-startup-founders-must-avoid>

- The single biggest reason why startups succeed. Bill Gross:

<https://www.ted.com/talks/>

[bill\\_gross\\_the\\_single\\_biggest\\_reason\\_why\\_startups\\_succeed?language=en](https://www.ted.com/talks/bill_gross_the_single_biggest_reason_why_startups_succeed?language=en)

- Case Studies of Failure. Jeff Hawkins, Numenta

<http://ecorner.stanford.edu/videos/2252/Case-Studies-of-Failure>

- Steve Jobs's Top 10 Rules For Success

<https://www.youtube.com/watch?v=eHzAtxW3TzY>



## Business Model Canvas Explained

- <https://www.youtube.com/watch?v=QoAOzMTLP5s>
- <https://www.youtube.com/watch?v=IP0cUBWTgpY>
- <https://hbr.org/video/2363593484001/sketch-out-your-hypothesis>
- <https://hbr.org/video/2363593484001/sketch-out-your-hypothesis>

## The Israeli experience

- [https://en.wikipedia.org/wiki/List\\_of\\_Israeli\\_inventions\\_and\\_discoveries#Robotics](https://en.wikipedia.org/wiki/List_of_Israeli_inventions_and_discoveries#Robotics)
- <http://foundedinIsrael.com/>

- The top 10 quotes every entrepreneur should live

<https://www.youtube.com/watch?v=TzNHeKZ73xg>

- **Communication Techniques** (Think Fast, Talk Smart)

<https://www.youtube.com/watch?v=HANw168huqA>

## Series of videos:

*How to Start a Startup* is a series of video lectures, initially given at Stanford University in the Fall of 2014.

<http://startupclass.samaltman.com/>

## Stanford e-corner

<https://www.youtube.com/user/ecorner>

"Stanford University's Entrepreneurship Corner (eCorner) offers videos featuring entrepreneurship and innovation thought leaders. eCorner, produced by the Stanford Technology Ventures Program, also offers hundreds of podcasts and articles to help you develop an entrepreneurial mindset at <http://ecorner.stanford.edu>."

## Tools for Entrepreneurs Video Series - Google for Entrepreneurs

<https://www.youtube.com/playlist?list=PL9KVIdeJ2K8MEMoZH5wzrHa4prGvrhHJA>

Google for Entrepreneurs + General Assembly have partnered to provide weekly lessons for entrepreneurs of all kinds. Take your skills to the next level with business, marketing, and technical classes taught by leading entrepreneurs, academics, and... more

**Entrepreneurship Videos** – Wall Street Journal

<http://www.wsj.com/video/browse/business/entrepreneurship>

**Entrepreneurship videos** from the Wall Street Journal, MarketWatch, and Barron's