Course program and reading list

Semester 0 Year 2018

School: Adelson School of Entrepreneurship B.A

Themes in Entrepreneurship at First Hand

Lecturer:

Prof. Dafna Schwartz dafna.schwartz@idc.ac.il

Teaching Assistant:

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Course No.: 2333    Course Type : Lecture    Weekly Hours : 2    Credit: 4

Course Requirements:
Final Paper

Group Code: 180233301

Language: English

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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### Grading

#### 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

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**Lecturer Office Hours**

Reception Hours will be scheduled upon request:

Prof. Dafna Schwartz. dafna.schwartz@idc.ac.il

Instr. Assistance Details Maayan Kanfo: maayan237@gmail.com

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**Tutor Office Hours**

Reception Hours will be scheduled upon request:

Prof. Dafna Schwartz. dafna.schwartz@idc.ac.il
Reading List

**Reading:**


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):


Watching:

Introduction:
- What is entrepreneurship? What does entrepreneurship mean?
  https://www.youtube.com/watch?v=7uDD7xXHyA
- Theories of entrepreneurship
  https://www.youtube.com/watch?v=bBydFrDNugI

Myth of entrepreneurship
- Six Myths of Entrepreneurship
  https://www.youtube.com/watch?v=_zWgGX7I1ws
- 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/2418683111001/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
- 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=eHzAtxW3T2Y

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

- 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