Course program and reading list
Semester 1 Year 2020

School: Adelson School of Entrepreneurship B.A

First Hand Entrepreneurship - A

Lecturer:
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Teaching Assistant:
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Course No.: 26000  
Course Type : Lecture  
Weekly Hours : 2  
Credit: 2

Course Requirements: Final Paper  
Group Code: 201260003

Language: English

Prerequisites
Students who took one of the courses listed below will not be allowed to register to the course First Hand Entrepreneurship - A (26000):
26028 - First Hand Entrepreneurship

Course Description:

“Vision without execution is hallucination.” Thomas Edison
The course offers students initial frameworks and a starting point in their journey into the world of entrepreneurship. This is achieved through interactive discussion, hands-on projects and guest lectures. The goals of this course is to familiarize students with the terminology, processes and players that comprise the entrepreneurial ecosystem and to expose them to various entrepreneurial sectors. Course topics include entrepreneurial challenges, ideation and validation techniques, strategy, building an entrepreneurial business plan, fundraising and growth.

<p>| 2019-2020 |
|---|---|---|
| <strong>Week</strong> | <strong>Date</strong> | <strong>Topics</strong> | <strong>Assignments</strong> |
| 1 | 4.11.2019 | Orientation + Introduction |  |
| 2 | 11.11.2019 | Entrepreneurship 101: The Entrepreneurial Ecosystem |  |
| 3 | 18.11.2019 | Where do I start I? Ideation | Introduction: 20 NIS Team Challenge |
| 5 | 2.12.2019 | Team building | Guest speaker Iris Mitz – In class workshop Due: 20 NIS Team Challenge Video |
| 7 | 16.12.2019 | Where do I start II?: Mapping your competitive landscape + 20 NIS challenge presentations |  |
| 8 | 23.12.2019 | The Lean Startup Methodology: MVP | Due : Individual Exercise #1 :Business Model Canvas |
| 9 | 31.12.2019 | Entrepreneurship Game |  |</p>
<table>
<thead>
<tr>
<th></th>
<th>Date</th>
<th>Event</th>
<th>Due:</th>
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<tbody>
<tr>
<td>10</td>
<td>6.1.2020</td>
<td>Entrepreneurship game – Recap &amp; Discussion</td>
<td>Individual assignment #2 Entrepreneurship Game analysis</td>
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<tr>
<td>12</td>
<td>20.1.2020</td>
<td>MVP Presentations and feedback Part 1</td>
<td>Team project: Presentation of planned venture</td>
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<tr>
<td>13</td>
<td>27.1.2020</td>
<td>MVP Presentations and feedback Part 2</td>
<td>Team project: Presentation of planned venture</td>
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**Course Goals**

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- Provide deep understanding of the fundamentals of entrepreneurship.
- Provide deep understanding of the full entrepreneurial process.
- Gain experience in planning a venture.
- Determine and validate the business and strategic plan needed to build a strong foundation for venture creation.
- Practice team building and team dynamics.
- Practice presenting ideas in various stages.
- Participation in experiential exercises built around core entrepreneurial terms.

**Assignments and Requirements:**

- Full Attendance
- Individual assignments
- Team assignments
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- Full Attendance
- Individual assignments
- Team assignments
- Class presentations

Individual assignments:

1. In class answers to questions regarding readings (specific readings will be pre selected) : Grading: 10%
   Answers uploaded to Moodle. Pass/fail

2. Analysis of Business Model Canvas for an existing organization: Grading 25%
   Due: Week 8, Dec 23, 2019

3. Start up game analysis*
   Grading 10%
   Due: Week 10: Jan 7, 2020

* Students absent from the entrepreneurship game class will submit a written case study in accordance with class TA

Team Assignments:
1. **20 NIS challenge – Grading 15%**

Due: Week 5, Dec 2, 2019

2. **Final project – Total grading 40%**

Planning a venture around a challenge of the 21st century

**A.** Video presentation of the planned project: grading: 10%

Due: week 12+ 13

**B.** Written plan including:

- Business Model Canvas analysis
- Planning and execution of initial MVP
- Planning future MVP

Grading: 30%

**Attendance:**

- Attendance is required. Class attendance is very important as in an area like entrepreneurship, learning occurs through interaction and actual work.
- Mandatory attendance in 80% of classes
- Missing more than 3 justified classes will revoke eligibility to complete the course.
- All absences should be notified in writing to faculty administration, class TA cc’d in advance and include documents (e.g. a formal letter from the army/doctor).

**Active Class Participation:**

You are expected to come to class well prepared and to participate in class discussions.

*Teamwork* is an essential component of this class. Be respectful of your team members and be an active member of the team.
Do not be late for class!

Assignment Submissions:
All submissions MUST be submitted through class Moodle.
Late submissions will result in a “0” grade.

Due: TBD (During Semester Break)

Reading List

1. Orientation + Introduction (Nov 4, 2019)

Topics: Introduction; Orientation; getting to know your classmates.
Startup Myths: "What is really needed to build a Startup?"

Readings:

- Optional:
2. **Entrepreneurship 101 (Nov 11, 2019)**

**Topics:** What is entrepreneurship? What is an entrepreneur? Why is entrepreneurship important? What are different types of entrepreneurship? Can entrepreneurship be taught?

**Readings:**


**Topics:** What comes first: the problem or the solution?

How do I find a good idea for my venture? Tips and tricks

**Readings/view:**


5. **Team Building (Dec 2, 2019)**

**Topics:** The basics of team Building: How do I choose my partners? How to manage relationship within a team? What is the value of my team for my venture? Class exercises

Guest lecturer: Iris Bar Hava Mitz
Readings:


**Due: 20 NIS Team Challenge**

6. *The Lean Startup Methodology. Business Model Canvas (Dec 6, 2019).*

**Topics:** What is the lean startup methodology? How does it differ from a business plan? What are the 9 building blocks of a business model canvas?

**Readings:**


7. *Where do I start II: Mapping your landscape : (Dec 16, 2019)*

**Topics:** Mapping your competitive landscape, Porter model, SWOT analysis Blue Ocean, Petal Diagram, what is a traditional business model?

**Readings:**


8. **Business Model Canvas :Minimal Viable Product (MVP) (Dec 23, 2019)**

**Topics**: What is an MVP? Initial validation, customer development: surveys, interviews,

**Readings**:


• Croll, A., & Yoskovitz, B. (2016). Lean analytics: Use data to build a better startup faster. Beijing: OReilly Media Inc, pp. 159-194


• Moore, G. (2014). *Crossing the Chasm – marketing and selling disruptive products to mainstream customers*. Chapter 1 pp. 11-31

**Due: Individual assignment #1 – Business Model Canvas for existing organization**

9. **Entrepreneurship Game (Dec 30, 2019)**

The game will be played in class – goal: to practice role playing as entrepreneurs, investors and startup employees
No assigned Readings: Be prepared for your individual role in the game (according to emailed instructions)

10. **Entrepreneurship Game: Recap & Discussion** (January 6, 2020)

**Readings:**


**Due:** Start up game analysis


Guest Lecturer – Caroline Dicker, Wharton School of Entrepreneurship

No assigned readings

12. **Class Presentations – Part 1 –(Half class) (Jan 20, 2020)**

Presenting team project: Planned Venture Idea + Feedback

13. **Class Presentations – Part 2 –(Half class) (Jan 27, 2020)**

Presenting team project: Planned Venture Idea + Feedback

**Additional readings:**


**Recommended Podcasts:**


**Recommended viewing**

• Stanford University ecorner: channel featuring talks by prominent entrepreneurs: [https://www.youtube.com/user/ecorner](https://www.youtube.com/user/ecorner)

• Harvard Innovation Lab: Entrepreneurship 101: [https://www.youtube.com/watch?v=6pKW-ehL7dU](https://www.youtube.com/watch?v=6pKW-ehL7dU)

**Good Luck!**