Course program and reading list

Semester 1 Year 2022

School: Adelson School of Entrepreneurship B.A

Lecturer:
Mr. Lyron Wahrmann lyron.wahrmann@post.idc.ac.il

Tutors:
Mr. Omri Melamed omri.melamed@post.idc.ac.il

Teaching Assistant:
Mr. Omri Melamed omri.melamed@post.idc.ac.il

Course No.: 3400  Course Type : Lecture  Weekly Hours : 4  Credit: 4

Course Requirements : Home Exam  Group Code : 220340000  Language: Hebrew

Prerequisites

Students who took one of the courses listed below will not be allowed to register to the course 3400:
26001 - First Hand Entrepreneurship - B
26028 - First Hand Entrepreneurship

Course Description

"Everything around you that you call “life” was made up by people that were no smarter
than you - and you can change it - you can influence it - you can build your own things that other people can use...”. Steve Jobs

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 are 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, team building, tech innovations and trends, ideation and creativity, validation techniques, revenue models and business plan.

Course Goals

- Provide a deep understanding of the fundamentals of entrepreneurship.
- Provide a deep understanding of the full entrepreneurial process.
- Introduce current and future tech trends and innovations.
- Enhance Ideation and Creativity techniques.
- 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.

Grading

Assignments and Requirements:

- Attendance (according to IDC regulations) and class participation.
- Individual assignments.
- Team assignments and presentations.

Composition of Course Grade:

- Team submission #1 - 15%
- Team presentation and submission #2 - 30%
- Final individual assignment - 55%

Students who demonstrate active participation in 10 or more classes and received a minimum of 60 on their final assignment will receive 5 bonus points.

Attendance:

- Class attendance is very important as in an area like entrepreneurship, learning occurs through interaction and actual work.
• Teamwork is an essential component of this class. Be respectful of your team members and be an active member of the team.

**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.

• **On zoom, it means activating your camera, answering questions, and taking part in class.**

**Do not be late for class!**

**Assignment Submissions:**

• All submissions MUST be submitted through class Moodle.

• Unjustified late submissions will result in a “0” grade.

**Course Assignments**

**Detailed assignment guidelines will be uploaded separately to Moodle**

**Individual assignments:** (55%)

Final individual assignment – Grading 55%

**Due:** TBD

**Team Assignments:** 45%

1. 20 NIS challenge – Grading 15%

**Due:** Week 4, November 2nd 2021

2. **Final project** – Total grading 30%

   1. Presenting venture: idea, problem/need, competition/market analysis target audience, 1st validation results, business-model,
   2. Written submission: Business model canvas analysis, business plan/budget, 1st validation result (including interview summary)
   3. **Due:** Week 12, December 28th 2021

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**Additional Notes**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics</th>
<th>Class activities and assignments</th>
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<tbody>
<tr>
<td>1</td>
<td>12.10.2021</td>
<td><strong>Getting started</strong></td>
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<tr>
<td>Date</td>
<td>Topic</td>
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| 19.10.2021 | **Orientation + Course description.**  
**Introduction to entrepreneurship.**  
**Guest entrepreneur lecturer.**  
**Going on air: AirTable mission (getting to know your classmates).**  
**Entrepreneurial questionnaire.** |
|         | **Home Work:**  
**describe yourself in 10 words or less.**  
**Watch TED lecture on FLOW.**  
**Entrepreneurship Glossary.** |
| 19.10.2021 | **Entrepreneurial Opportunities**  
**Technological innovations and revolutions.**  
**Current Tech Trends: discover the emerging opportunities.**  
**Creative destruction “The “S curve” of innovation.**  
**Divergent & Convergent Thinking.** |
|         | **Class exercise: Analysis of trends and opportunities.**  
**Homework: Read the Wunderman Thompson report.**  
**Write 10 ideas for your final project.**  
**20 NIS Team Challenge kickoff.** |
|         | Team up – groups of 5 for 20 NIS challenge. |
| 26.10.2021 | **Team building**  
**The startup of you.**  
**The 3 P’s of team building – Passion, Position, Partners.**  
**Theoretical and practical tools for team building.** |
|         | **Team building workshop.**  
**Personality questionnaires.**  
**Skills vs. Values game.** |
|         | **Home Work:**  
**Add 3 prominent skills and 3 values to your Airtable page.**  
**Continue working on 20 NIS challenge.** |
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<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Details</th>
<th>Home Work</th>
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<tr>
<td>4</td>
<td>02.11.2021</td>
<td><strong>Creativity and Ideation</strong></td>
<td>• The history of creativity&lt;br&gt;• The creative process&lt;br&gt;• Ideation resources.&lt;br&gt;• Ideation toolkit</td>
<td>• <strong>Due: 20 NIS Team Challenge Video</strong>&lt;br&gt;• Narrow your idea list from 10 to 3 top ideas for final project.</td>
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<td>5</td>
<td>09.11.2021</td>
<td><strong>Market analysis and competition</strong></td>
<td>• Definition of a market.&lt;br&gt;• Market size segmentation and trends.&lt;br&gt;• Mapping your competitive landscape techniques.&lt;br&gt;• Resources for market research.</td>
<td>• <strong>Guest lecture: Market Research.</strong>&lt;br&gt;• Class exercise: market research&lt;br&gt;• Introduction - final team assignment&lt;br&gt;• Venture teams: narrowing it down to 3 ideas.</td>
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<td>6</td>
<td>16.11.2021</td>
<td><strong>The view</strong></td>
<td>• Screening 20 NIS challenge videos + feedback and analysis of the process</td>
<td>• <strong>Guest lecture: “Win Win Win - The Consciousness Economy”</strong>&lt;br&gt;(Frederic Belhassen, Digital and Innovation Strategist).&lt;br&gt;<strong>Teamwork: Deciding on a team’s idea.</strong></td>
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<td>7</td>
<td>23.11.2021</td>
<td><strong>The Lean Startup</strong></td>
<td>• Intro and Methodology.&lt;br&gt;• Business Model</td>
<td>• <strong>In class Exercise: Business Model Canvas.</strong>&lt;br&gt;• <strong>In class Exercise: Team venture Business Model Canvas.</strong></td>
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<tr>
<td>Date</td>
<td>Activity Description</td>
<td>Key Points</td>
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<td>8 30.11.2021</td>
<td><strong>MVP and Customer Development</strong></td>
<td>• <strong>In class Exercise:</strong> Define personas for team project</td>
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<td>• MVP Minimum Viable Product</td>
<td>• Team venture customer surveys and interviews. Finalize the interview guide.</td>
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<td>• Understanding Customers: personas</td>
<td>• <strong>Homework:</strong> Interview 3 people survey 10 potential customers and derive 5 insights.</td>
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<td></td>
<td>• Qualitative and quantitative research models.</td>
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<td>9 7.12.2021</td>
<td><strong>Show me the money!</strong></td>
<td>• <strong>In class Exercise:</strong> Building a business/revenue model and income sources for team venture</td>
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<td></td>
<td>• Revenue models.</td>
<td>• <strong>Introducing final assignment + examples</strong></td>
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<td>• Lean analytics: Use data to build a better startup faster.</td>
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<td>10 14.12.2021</td>
<td><strong>The Business plan</strong></td>
<td>• <strong>Guest lecture:</strong> what do VC’s look for</td>
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<td></td>
<td>• Strategic thinking and planning.</td>
<td>• <strong>In class Exercise:</strong> Building a forecasted budget for team venture</td>
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<td>• Major components of a Business Plan.</td>
<td>• <strong>Homework:</strong> Prepare for Startup game!</td>
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<td>• Forecasted budget and P&amp;L.</td>
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<td>11 21.12.2021</td>
<td><strong>Play it like an Entrepreneur</strong></td>
<td><strong>In class game – have fun!</strong></td>
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<td>Wharton Startup Game, recap &amp; discussion</td>
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<td>12 28.12.2021</td>
<td><strong>Venture Presentations and feedback</strong> Part 1</td>
<td><strong>Due:</strong> Team project: Presentation of planned venture</td>
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<td><strong>In class assignment:</strong> Peers in-class feedback.</td>
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Class recap
Venture Presentations and feedback Part 2

• In class assignment: Peers in-class feedback.

Reading List

Course Subjects & Reading List:

1. Getting Started (12.10.21)

Readings / Views:

• ASE Entrepreneurship Glossary – to be discussed in in class.

Optional:


2. Entrepreneurial Opportunities (19.10.21)

• Buchholz S., Briggs B, (2021), Deloitte Insights Tech Trends 2020
3. **Team Building (26.10.21)**

**Readings:**


**Optional:**


4. **Creativity and Ideation (2.11.21)**

**Readings/view:**
• Nordgren & Lucas (2021) Your best ideas are often your last ideas* Harvard Business Review. Retrieved from https://hbr.org/2021/01/your-best-ideas-are-often-your-last-ideas


Optional


5. Market Analysis and Competition (9.11.21)
Readings:


Optional


6. The View (16.11.21)

Readings:

**Optional:**

- View: Steve Blank: How to build a Startup – course Playlist
  https://www.youtube.com/playlist?list=PLEKYx_qOGsaz3rLfTYx-C9ImAR-C0avNa

7. **The Lean Startup (23.11.21)**


8. **Minimal Viable Product (MVP) and Customer Development (30.11.21)**


**Optional:**

9. **Show Me The Money! (7.12.21)**
   - 1Board of Innovation (2017). 50+ BUSINESS MODELS YOU SHOULD COPY TODAY

    - Godin Seth (2016), Learn how to talk about your project: Projects are at the heart of our new economy. https://seths.blog/2016/02/how-to-talk-about-your-project

11. **“Play it like an Entrepreneur” The Wharton Startup Game (21.12.21)**

    Entrepreneurship Glossary - highlighted phrases from letters A to K (pp 7-52 )

13. **Class Presentations Part 2 (4.1.22)**
    Entrepreneurship Glossary - highlighted phrases from letters L to Z (pp 53–98 )
Additional readings:

- Entrepreneurship Glossary - highlighted phrases from letters A to K (pp 7-52)
- Entrepreneurship Glossary - highlighted phrases from letters L to Z (pp 53–98)

Recommended Podcasts:


Recommended viewing

- Stanford University ecorner: channel featuring talks by prominent entrepreneurs: https://www.youtube.com/user/ecorner
- Steve Blank: How to build a Startup – course Playlist https://www.youtube.com/playlist?list=PLEKYx_qOGsa2z3rLTfYx-C9ImAR-C0avNa