School: Adelson School of Entrepreneurship B.A

Venture Creation A

Lecturer:
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Teaching Assistant:
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Course No.: 3386   Course Type: Lecture   Weekly Hours: 3   Credit: 3

Course Requirements: Final Paper

Group Code: 221338600

Language: English

Prerequisites
Students who took one of the courses listed below will not be allowed to register to the course Venture Creation A (3386):
3282 - Venture Creation Field Study - A

Course Description
Venture Creation, or the undertaking of creating a new business from scratch, is the core course of the Zell Entrepreneurship Program. The course allows students to experience entrepreneurship in a unique and innovative manner by integrating theory and practice in an interactive learning-by-doing process.

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**Course Goals**

The goal of the course is to assist and support students in the realization of a business vision from inception of an idea to fruition of a company producing value. Additional objectives include:

- Understanding the entrepreneurial process
- Gaining experience in developing and evaluating venture concepts
- Integrating different business related fields into creating a new business
- Experiencing the customer discovery process and validating need
- Contending with the challenges of the team dynamic involved in creating a business
- Gaining insight in to own entrepreneurial abilities
- Undertaking concept testing and assessing economic feasibility of a venture
- Presenting a venture in a five minute investor pitch and an elevator pitch

While entrepreneurial ability is considered by some to be born rather than bred, numerous required skills can be learned, practiced and refined, at the very least, to instill an entrepreneurial mindset and at the very best to provide budding entrepreneurs with a tool box and hands on experience in new venture creation.

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**Grading**

The final grade for the course will be comprised of the following components:

- Feasibility of venture (5%)
- Depth, breadth and quality of Executive Summary (25%)
- Participation (25%)
- Quality of deliverables and compliance of team with work product and milestone targets (as set for the team) (25%)
- Compliance of each student with the stated personal role and responsibility within each team (5%)
- Business mentor feedback on team (5%)
- Meeting and program participation (5%)
- Peer review (5%)

You will be receiving a mid year assessment and a final assessment. The course grade is individual, but based on your team venture. The final grades will be given at the end of the year for both semesters.

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### Learning Outcomes

The course offers students a general framework and guidelines for venture development, but expects students to develop their venture as dictated by the needs of their venture. Progress with the venture should in no way be constrained by the course schedule, however, not meeting deliverable due dates should be discussed with program faculty. The basic framework including timeline and corresponding deliverables as set out in the deliverables handout, class Notion and as updated in the Zell Program Google Calendar.

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### Lecturer Office Hours

Office hours (day/time):

Faculty team meetings with Liat twice a month at least (up to team to sign up on Notion); with Uri weekly; Karin/Yoav as needed

Location of meeting place: Zellerator/TLV

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### Reading List

- High Growth Handbook by Elad Gil

- Business Model Generation by Alexander Osterwalder
  http://www.amazon.com/gp/product/0470876417

- The Lean Startup by Eric Ries -
  http://www.amazon.com/gp/product/0307887898

- The Other Side of Innovation by Vijay Govindarajan & Chris Trimble -
  http://www.amazon.com/gp/product/1422166961

- The Four Steps to the Epiphany by Steve Blank -
  http://www.amazon.com/gp/product/0976470705
- The Startup Owner Manual by Steve Blank -
  http://www.amazon.com/gp/product/0984999302
- The Innovator's Dilemma by Clayton M. Christensen -
  http://www.amazon.com/gp/product/0060521996
- Crossing the Chasm by Geoffrey A. Moore -
- The Tipping Point by Malcolm Gladwell -
  http://www.amazon.com/gp/product/0316346624
- The Entrepreneurial Mindset by R. McGrath and I. MacMillan -
  http://www.amazon.com/gp/product/0875848346
- The Founder's Dilemma by Noam Wasserman -
  http://www.amazon.com/gp/product/0691149135
- The Marketing Playbook by John Zagula and Richard Tong -
  http://www.amazon.com/gp/product/1591840384
- The Hard Thing About Hard Things -
- All Marketers are Liars by Seth Godin -
  http://www.amazon.com/gp/product/1591843030
- Zero to One by Peter Thiel -
  https://www.amazon.com/Zero-One-Paperback-Peter-Thiel/dp/B00W0TK2R0/ref=sr_1_2?dchild=1&keywords=zero+to+one+peter+thiel
- Running Lean by Ash Maurya - http://runninglean.co/
- Delivering Happiness by Toni Hsieh -
  http://www.amazon.com/dp/0446563048
- Not All Those Who Wonder Are Lost by Steve Blank -
  http://www.amazon.com/Not-All-Those-Wander-Lost/dp/0976470748
- Conscious Leadership by Fred Kofman -
  https://www.amazon.com/B0034184XM/ref=dp-kindle-redirect?_encoding=UTF8&btkr=1
- The Business Empowerment Guide Book by Rinat Keinan
- Good to Great by Jim Collins -
  http://www.amazon.com/Good-Great-Companies-Leap-Others/dp/0066620996