Course program and reading list
Semester 1 Year 2022

School:    Adelson School of Entrepreneurship B.A

First Hand Entrepreneurship – A

Lecturer:
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Tutors:
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Course No.:    Course Type :    Weekly Hours :    Credit:
5982    Lecture    4    4

Course Requirements :    Group Code :
Final Paper    221598200

Language:
English

Course Description

“Vision without execution is hallucination.” Thomas Edison

“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.

**Program Structure 1st Semester**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics</th>
<th>Class activities and assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>10.10.2021</td>
<td>Getting started</td>
<td>• Guest entrepreneur lecturer. Mr. Or Nuri</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Going on air: AirTable mission (getting to know your classmates).</td>
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<td></td>
<td></td>
<td></td>
<td>• Entrepreneurial questionnaire</td>
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<td><strong>Home Work:</strong></td>
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<td>• describe yourself in 10 words or less.</td>
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<td>Watch TED lecture; FLOW:</td>
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<tr>
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<td>Entrepreneurship Glossary</td>
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<tr>
<td>#</td>
<td>Date</td>
<td>Details</td>
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| 2  | 17.10.2021 | **Entrepreneurial Opportunities**  
- Technological innovations and revolutions  
- Current Tech Trends: discover the emerging opportunities  
- Creative destruction "The "S curve" of innovation  
- Divergent & Convergent Thinking  
Guest entrepreneur lecturer. Mr. Gal Shaul  
Class exercise: Analysis of trends and opportunities  
Homework: Read the Wunderman Thompson report  
**20 NIS Team Challenge kickoff.**  
**Home work:**  
Team up – groups of 5 for 20 NIS challenge  
Write 10 ideas for your final project |
| 3  | 24.10.2021 | **Team building**  
The start up of you  
The 3 P’s of team building - Passion, Position, Partners.  
Theoretical and practical tools for team building  
Team building workshop – Dr Amir Kfir  
Personality questionnaires.  
Skills vs. Values game.  
**Home Work:**  
Add 3 prominent skills and 3 values to your Airtable page. |
| 4  | 31.10.2021 | **Creativity and Ideation**  
The history of creativity  
The creative process  
Ideation resources.  
Ideation toolkit  
**Due: 20 NIS Team Challenge Video**  
**Home Work:**  
Team work: 3 ideas for final project  
Continue working on 20 NIS challenge |
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<th>Details</th>
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</table>
| 5    | 7.11.2021 | Market analysis and competition                                     | - Definition of a market.  
- Market size segmentation and trends.  
- Mapping your competitive landscape techniques.  
- Resources for market research.  
  
  
  
  Guest lecture: market research  
  Class exercise: market research  
  Introduction – final team assignment |
| 6    | 14.11.2021 | The view                                                            | - Screening 20 NIS challenge videos + feedback and analysis of the process  
  
  
  
  Guest lecture: "Win Win Win The Consciousness Economy” (Frederic Belhassen, Teamwork: Deciding on a team's idea) |
| 7    | 21.11.2021 | The Lean Startup                                                     | - Intro and Methodology.  
  - Business Model Canvas and Lean Canvas.  
  
  
  
  In class Exercise: Business Model Canvas.  
  In class Exercise: Team venture Business Model Canvas. |
| 8    | 28.11.2021 | MVP and Customer Development                                        | - MVP Minimum Viable Product  
- Understanding Customers: personas  
- Qualitative and quantitative research models.  
  
  
  
  In class Exercise: Define personas for team project  
  Team venture customer surveys and interviews. Finalize the interview guide.  
  Homework: Interview 3 people survey 10 potential customers and derive 5 insights |
<p>| 9    | 5.12.2021  | No Class – Chanukah Vacation                                        |                                                                       |</p>
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<th>Topic</th>
<th>Notes</th>
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<tbody>
<tr>
<td>10</td>
<td>12.12.21</td>
<td><strong>Show me the money!</strong>&lt;br&gt;• Revenue models.&lt;br&gt;Lean analytics: Use data to build a better startup faster.&lt;br&gt;<strong>Business plan</strong>&lt;br&gt;• Definition and content</td>
<td>• Guest lecture: what do VC's look for&lt;br&gt;• In class Exercise: Building a business/revenue model and income sources for team venture&lt;br&gt;• Introducing final assignment + examples&lt;br&gt;• Homework: Prepare for Startup game!</td>
</tr>
<tr>
<td>11</td>
<td>19.12.21</td>
<td><strong>Play it like an Entrepreneur</strong>&lt;br&gt;Wharton Start Up Game, recap &amp; discussion</td>
<td>In class game – have fun!</td>
</tr>
<tr>
<td>12</td>
<td>2.01.22</td>
<td><strong>Venture Presentations and feedback</strong>&lt;br&gt;Part 1</td>
<td>Due: Team project: Presentation of planned venture&lt;br&gt;In class assignment: Peers in-class feedback.</td>
</tr>
<tr>
<td>13</td>
<td>17.01.21</td>
<td><strong>Class recap</strong>&lt;br&gt;<strong>Venture Presentations and feedback</strong>&lt;br&gt;Part 2</td>
<td>Due: Team project: Presentation of planned venture&lt;br&gt;• In class assignment: Peers in-class feedback.</td>
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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

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Grading

Assignments and Requirements:

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

Composition of Course Grade:

- Class readings and exercises – Individual 10%
- Team submission #1 15%
- Team presentation and submission #2 25%
- Final individual assignment 50%

Students who demonstrate active participation in 9 or more classes and received a minimum of 60 on their final assignment will receive 3 bonus points.

Attendance:

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.

Course Assignments

Detailed assignment guidelines will be uploaded separately to Moodle

Individual assignments: (60%)

1. Weekly readings : Grading 10% (Submit at least 8)

2. Final individual assignment - Grading 50%
Due: TBD

Team Assignments: 40%

1. 20 NIS challenge – Grading 15%
Due: Week 4 , October 31st, 2021

2. Final project – Total grading 25%
A. Presenting venture: idea, problem/need, competition/market analysis target audience, 1st validation results, business-model,
B. Written submission: Business model canvas analysis, business plan/budget
1st validation result (including interview summary)
**Course Subjects & Reading List:**

1. **Getting Started (October 10th, 2021)**

Readings / Views:


Optional:


2. **Entrepreneurial Opportunities (17. 10. 21)**

  
Retrieved from: [https://www.youtube.com/watch?v=IPYeCltXpxw](https://www.youtube.com/watch?v=IPYeCltXpxw)

  


3. **The 3 P's of Team Building**

**Readings:**


**Optional:**


4. Creativity and Ideation

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


• Kim, K.H (2006) "Can we trust creativity tests? A review of the Torrence Tests of Creative Thinking (TTCT) Creativity research Journal ' 18 (1) 3-14

Optional

• Ridley, M. (2010, July). "When ideas have sex" [Video file]. Retrieved from:
5. **Market Analysis and Competition**

**Readings:**

- Saura, Menendez et al (2021) "Identifying Startups Business Opportunities from UGC on Twitter Chatting: An Exploratory Analysis" Journal of Theoretical and Applied electronic Commerce Research, 16, 1929-1944 [https://doi.org/10.3390/jtaer16060108](https://doi.org/10.3390/jtaer16060108)
- Blank Steve (2013) "A new way to look at competitors"


**Optional**


**Optional**


6. **The View**

**Readings:**


**Optional:**
7. **The Lean Startup**


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

**Readings:**


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

**Optional**

9. **Show Me the Money!**

**Readings:**

- Board of Innovation (2017). 50+ BUSINESS MODELS YOU SHOULD COPY TODAY

10. **Business Plan**

**Readings:**

- Godin Seth (2016) "Learn how to talk about your project: projects are at the heart of our new economy retrieved from: [https://seths.blog/2016/02/how-to-talk-about-your-project/](https://seths.blog/2016/02/how-to-talk-about-your-project/)

11. **"Play it like an Entrepreneur" The Wharton Startup Game**

**Readings:**

12. **Class Presentations – Part 1 –(Half class)**
   
   No Assigned readings

13. **Class Presentations – Part 2 –(Half class)**
   
   No assigned readings

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**Additional readings:**


**Recommended Podcasts:**


**Recommended viewing**

transcript?language=en

- Stanford University ecorner: channel featuring talks by prominent entrepreneurs: https://www.youtube.com/user/ecorner

Good Luck!