Course program and reading list
Semester 2 Year 2022

School: Adelson School of Entrepreneurship B.A

Business Modeling

Lecturer:
Mr. Yoni Chifetz  ycheifetz@lsvp.com

Course No.: 3388  Course Type: Lecture  Weekly Hours: 1  Credit: 1

Course Requirements:
Final Paper

Group Code: 222338800

Language:
English

Prerequisites
Students who took one of the courses listed below will not be allowed to register to the course Business Modeling (3388):
5343 - Business Model Development

Course Description

Session 1: Consumer & SaaS business models
- Session 2: Fintech business models & business plans
- Individual focus sessions on business models

Additional case study sessions with Tal Morgenstern, a partner at LightSpeed.
Course Goals

a. Overview of key business models in the online (internet/mobile) world
b. Understanding of the key drivers behind each of the business models
c. Application of the knowledge above to each groups individual project

Grading

Attendance requirements and course assignments -100%

Reading List

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