



Course program and reading list

Semester 0 Year 2023

School: Adelson School of Entrepreneurship B.A

Venture Capital Track

Lecturer:

Dr. Yossi Maaravi myossi@runi.ac.il

Course No.:	Course Type :	Weekly Hours :	Credit:
5351	Seminar	6	6

Course Requirements :	Group Code :	Language:
Final Paper	230535101	English

Course Description

VC & ACCELERATOR PRACTICUM EXPERIENCE, A CO-OP PROGRAM

"Experience without theory is blind, but theory without experience is mere intellectual play."

—Immanuel Kant

The VC & ACCELERATOR PRACTICUM EXPERIENCE offers students a unique opportunity to join an accelerator or a VC firm and experience the work of investors first-hand, while still at school. The course is designed for individuals who are interested in gaining practical hands-on experience interning with an accelerator or a VC firm.

The course is conducted in English.

Details:

- Compensation: 6 credits (unpaid)
 - The course (practicum) is 10 weeks during the 1st semester + 13 weeks during the 2nd semester
 - Students practice for 16 hours per week
 - The course (practicum) and all assignments are in English
 - Fall Semester: 20.11.2022 - 26.1.2023; Spring semester: 19/3/2023 - 29/6/2023
 - The following describes assignments for the first semester.
 - Assignments for the second semester will be published separately.
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Course Goals

- Gaining an in-depth understanding of the entrepreneurial processes of a young company;
 - Developing a greater understanding of organizational roles and the functions of various business disciplines and departments;
 - Gaining practical hands-on experience and improving professional skills: "learning-by-doing"
 - Expanding the network of professional ties.
 - Enhancing interpersonal communication skills to successfully navigate professional relationships;
 - Taking part and influencing real processes in real companies.
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Grading

The course involves a 10-week + 13-week practical unpaid internship with Israeli VC. Students must commit to interning at least 16 hours a week.

In addition, students are required to complete course assignments and a final course paper.

The course grade is comprised of four assignments (40%) and a performance review by their internship supervisor (at the company) (60%).

Grades - first semester

The grade for the 1st semester will be comprised of the following components:

- 60% - performance-review by the internship supervisor (at the company)
- 40% - 4 short academic assignments (No grades for the papers. Pass/Failed basis. pass=100, failed=0). See details below:

Assignment #1 - Expectations (1 page long) 5%

The assignment will be posted on MOODLE. Posted 20/11/2022 ; Due 27/11/2022

Assignment #2 - Orientation Paper: About the Startup (3 pages long) 10%

The assignment will be posted on MOODLE. Posted 27/11/2022 ; Due 11/12/2022

Assignment #3 - CO-OP Feedback Questionnaire (~ 1 page) 5%

The assignment will be posted on MOODLE. Posted 22/1/2023 ; Due 29/1/2023

Assignment #4 - Post-Internship Paper: Analysis and Advice (3-4 pages long) 20%

The assignment will be posted on MOODLE. Posted 29/1/2023 ; Due 1/3/2023

Grades - second semester

The grade of the 2nd semester will be comprised of the following components:

- 60% - performance-review by the practicum supervisor (at the company)
 - 40% - A paper summarizing the entire year and includes: 1. Reflection; 2. Advice for the company (instructions will be published separately).
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Lecturer Office Hours

Dr. Yossi Maaravi, myossi@runi.ac.il

Per request.



Tutor Office Hours



Teaching Assistant

Mrs. Dana Barda dbarda@runi.ac.il

Per request



Reading List

List of papers for assignment #4.

1. Calk, R., & Patrick, A. (2017). Millennials through the looking glass: Workplace motivating factors. *The Journal of Business Inquiry*, 16(2), 131-139.

2. Cappelli, P., Tavis, A., Burrell, L., Barton, D., Carey, D., & Charan, R. (2018). The New Rules of Talent Management. *Harvard Business Review*.
3. DalleMule, L., & Davenport, T. H. (2017). What's your data strategy. *Harvard Business Review*, 95(3), 112-121.
4. Dixon, M., Ponomareff, L., Turner, S., & DeLisi, R. (2017). Kick-ass customer service. *Harvard Business Review*, 95(1), 110-117.
5. Dobbin, F., & Kalev, A. (2016). Why diversity programs fail. *Harvard Business Review*, 94(7), 14.
6. Fountaine, T., McCarthy, B., & Saleh, T. (2019). Building the AI-powered organization. *Harvard Business Review*, 97(4), 62-73.
7. Groysberg, B., Lee, J., Price, J., & Cheng, J. (2018). The leader's guide to corporate culture. *Harvard Business Review*, 96(1), 44-52.
8. Kavadias, S., Ladas, K., & Loch, C. (2016). The transformative business model. *Harvard business review*, 94(10), 91-98.
9. Kim, W. C., & Mauborgne, R. (2014). Blue ocean leadership. *Harvard business review*, 92(5), 60-72.
10. Kramer, M. R., & Pfitzer, M. W. (2016). The ecosystem of shared value. *Harvard Business Review*, 94(10), 80-89.
11. Rigby, D. K., Sutherland, J., & Noble, A. (2018). Agile at scale. *Harvard Business Review*, 96(3), 88-96.
12. Steenburgh, T., & Ahearne, M. (2018). How to sell new products. *Harvard Business Review*, November.
13. Toman, N., Adamson, B., & Gomez, C. (2017). The new sales imperative. *Harvard Business Review*, 95(2), 118-125.
14. Van Alstyne, M. W., Parker, G. G., & Choudary, S. P. (2016). Pipelines, platforms, and the new rules of strategy. *Harvard business review*, 94(4), 54-62.