

Zell Entrepreneurship Program

The Zell Entrepreneurship Program is for outstanding students who have the ambition and ability to launch an entrepreneurial venture. The program was established thanks to a generous contribution from world-renowned entrepreneur Sam Zell, of Chicago. The program, which is taught in English, aims to provide a practical platform for participants to launch a business. Over the course of an academic year, the program provides students with the practical tools and theoretical knowledge to develop and realize a business vision, from the inception of an idea to fruition of a company producing value.

The program includes the following components:

Venture creation: The core of the program is the venture creation field study. During summer vacation, students divide into teams and select an idea for a venture. Throughout the year, the teams work toward establishing their ventures – examining potential ideas, analyzing the business environment, developing business and marketing plans, building business models and actually opening their own businesses, to the extent possible. Each team is assigned a business mentor and has access to a board of faculty and business advisors.

Advanced Entrepreneurial Courses: As they work toward establishing their ventures, students take courses and workshops with an entrepreneurial orientation in finance, accounting, marketing strategy, new product development, branding, and positioning, legal and tax aspects, psychological aspects, business presentation, new media entrepreneurship, leadership and negotiation skills.

Entrepreneurship workshop: The aim of this workshop is to introduce students to the different stages and aspects of launching entrepreneurial ventures by introducing them to entrepreneurs and ventures and to their stories of success and failure. The workshop also includes a 12-day study trip abroad, including company visits, a study program at Kellogg and meeting the program's founder and benefactor, Sam Zell.

Human Capital Creation - The workshop's goal is to provide the students with the tools to manage, learn, create, and design their life as entrepreneurs and co-founders. During the year, students gain knowledge and experience in creating value within their team, learn how to define their personal and team's vision and analyze and manage founders' conflicts.

The workshop allows students to gain and improve skills such as time-management, interpersonal communication, decision making process and ability to fulfill personal capabilities as part of a founder's team.

Admission criteria for the Zell Entrepreneurship Program include demonstrated leadership ability, high academic standing and experience in, and familiarity with, business or social entrepreneurship. Outstanding students in their first degree approaching their final year of studies at IDC Herzliya are invited to apply to the program. After screening of applications and letters of recommendation, some candidates will be invited to interviews. A group of eligible candidates will be invited to participate in a summer program. Finally, approximately 24 students will be accepted into the program.

Moran Nir, Zell Entrepreneurship Program Executive Director

For additional information visit our website at www.idc.ac.il/zell or send us a mail at: zep@idc.ac.il

Program of Studies – Zell Entrepreneurship Program

Course Code	Course Name	Lecture Hours	Credits	Comments
Pre-Term Workshops				
5016	Negotiation Skills for Entrepreneurs Mr. Michael Tsur, Adv.		0	
5014	Effective Communications Workshop Ms. Abigail Tenenbaum/ Mr. Michael Weitz		0	
3326	Vision and values Mrs. Toffias Lorraine		0	
5341	Leadership and Team Development Dr. Amir Kfir		0	
Core Courses				
5009	New product development Dr. Eyal Maoz	2 *	2	6 meetings Paper
5017	Marketing Strategy for Entrepreneurial Ventures Dr. Eyal Maoz	2 *	2	6 meetings; Team meetings Paper
3282	Venture Creation Field Study – A Ms. Liat Aaronson, Adv/ Mr. Yoav Artzi	4 *	4	Paper

3284	Venture Creation Field Study – B Ms. Liat Aaronson, Adv/ Mrs. Karin Levy	4**	4	Paper
5024	Finanial Thinking for Startups Mr. Eden Shochat	2*	2	12 meetings Paper
5000	Legals and Tax Aspects in Entrepreneurship Dr. Ayal Shenhav, Adv. / Ms. Liat Aaronson, Adv.	2 **	2	12 Meetings Paper
5343	Business Model Development Mr. Yoni Cheifetz	2**	2	6 Meetings
3289	Sales for Start Ups Mrs. Zakkai Danna	0**	2	
3288	Entrepreneur's Toolbox Mrs. Liraz Shrabani	2**	2	Paper
5011	Entrepreneurship Workshop Ms. Moran Nir	4***	4	12 Meetings each semester Paper
Total Semester Hours			24	

* First Semester Course
** Second Semester Course
*** Year Long Course

Program Requirements

1. Students in the Zell Entrepreneurship Program must complete all of the required courses for the program (24 semester hours.)
2. Students may not have a second major (due to the amount of time they must devote to the Zell program in order to succeed).
3. Completion of a course in Fundamentals of Finance taken no later than the second semester of the application year (mandatory for students from all schools except for psychology)
4. Business administration students from the Raphael Recanati International School must take all of the courses for the Zell program as well as **11** semester hours of elective or required courses from the third year business administration program to achieve a total of 120 credits required for degree completion.
5. Psychology students from the Raphael Recanati International School must take all of the courses for the Zell program, and will be exempt from the Supplementary Cluster, as well as **4** credits of General Electives and **4** credits of Psychology Electives.
6. All students applying to the Zell Entrepreneurship Program shall initially plan their curriculum adjustments and eligibility requirements with their school.

Exam Schedule

The dates of the examinations are published on the IDC Herzliya website under the “Services“ → “Handbook“ → “Search Exams” or “Search Exams by General Course or Schools”.

A personal examinations schedule is published at the Student’s Information Station.