

# Zell Entrepreneurship Program

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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.

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 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 an interview. 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](http://www.idc.ac.il/zell) or send us a mail at: [zep@idc.ac.il](mailto:zep@idc.ac.il)

## Program of Studies – Zell Entrepreneurship Program

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Course Code	Course Name	Lecture Hours	Credits	Comments
<b>Pre-Term Workshops</b>				
5012	Innovation Strategy Ms. Galya Racine		0	
5016	Negotiations Mr. Michael Tsur, Adv.		0	
5014	Effective Communication Ms. Abigail Tenenbaum/ Mr. Michael Weitz		0	
5341	Leadership Workshop Dr. Amir Kfir		0	
<b>Core Courses</b>				
5004	Venture Creation A Ms. Moran Nir	3 *	3	12 meetings <b>Midyear Project</b>
5009	Managing New Products and Services Dr. Eyal Maoz	2 *	2	6 meetings <b>Paper</b>
5017	Marketing Strategy for New Products Dr. Eyal Maoz	2 *	2	6 meetings; Team meetings <b>Paper</b>
5339	Current Economic Topics Dr. Yossi Bachar	2 *	0	4 meetings
5018	New Media Entrepreneurship Mr. Eden Shochat	2 *	2	12 meetings <b>Paper</b>

5338	Strategic Thinking Prof. Yair Tauman	2 *	2	<b>Paper</b>
5000	Legal and Tax Aspects of Entrepreneurial Ventures Dr. Ayal Shenhav, Adv. / Ms. Liat Aaronson, Adv.	2 **	2	12 Meetings <b>Exam</b>
5005	Venture Creation B Ms. Moran Nir.	3 **	3	12 Meetings <b>Midyear Project</b>
5343	Business Modelling Mr. Yoni Cheifetz	2**	2	6 Meetings
5021	Finance entrepreneurial ventures Dr. Dan Marom	2**	2	12 Meetings <b>Exam</b>
5011	Entrepreneurship Workshop Ms. Moran Nir	4***	4	12 Meetings each semester <b>Paper</b>

**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 (26 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. 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.
4. 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.

## 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.