



International Multidisciplinary Program in the Humanities
The Lester and Sally Entin Faculty of Humanities

Tel Aviv University

Entrepreneurship and the Startup Ecosystem

Fall Semester – 2020-2021

Section	Day	Hour	Class room	Exam date	Lecturer	Email	Telephone
01					Ms. Noga Kap	nogakapp@gmail.com	+972544428289

Office Hours: By appointment

Course Description

The course focuses on understanding the terms as well as the implementation principles of establishing a new business venture. The course will combine practical and academic aspects, examples and case studies (local and global) discussing the practical attributes of entrepreneurial activity.

The course will provide approaches and tools for generating, validating and presenting entrepreneurial ideas. It will focus on principles and basic concepts in entrepreneurship and intrapreneurship including theoretical aspects based on research and practical terms and real examples from the Israeli start-up nation and global arena.

The course will cover the fundamentals regarding the entrepreneurial process and how to establish a new business, business plan – purpose and structure, financial aspects of start-ups, entrepreneurship within corporations, social entrepreneurship, reasons for success and failures of entrepreneurs, unique approaches to technology start-ups on the web and mobile world, design thinking, presentation skillset and how to pitch to investors.

This course will be taught in *English*.

Course Objectives

Upon completion of the course, the student will be successfully able to:

1. Understand and implement the start-up foundation process
2. Understand important concepts, terms and ideas in entrepreneurship and intrapreneurship
3. Understand and create a business plan for a new venture or later stage venture
4. Understand different types of ventures: impact ventures, medical, software, hardware, mobile, commerce, etc.
5. Understand venture valuation, funding, funding sources, timing; how to protect the entrepreneur
6. Present a venture in front of investors

Evaluation of Students and Composition of Grade

Percentage	Assignment	Grade	Group Size	Comments
15%	Attendance and Participation	P/F	Individual	
20%	Midterm assignment	0-100	Team of 3-4 students	
65%	Final Exam	0-100		

* According to University regulations, participation in all classes of a course is mandatory (Article 5).

* Students who absent themselves from classes or do not actively participate in class may be removed from the course at the discretion of the lecturer

Course Assessment

The course will combine frontal lectures (combined with guest lecturer), open discussion, workshops and presentations.

Midterm assignment guidelines: The assignment is based on a presentation and written, team based real-case analyses. Each submitted analysis should address the study question(s) as posted on the course website. You will work in groups of three to four (3-4) students. Your group's answers should be based on your own group's analysis and reflect your original, individual, and independent thinking. The assignment to groups is not designed to divide labor between students but to benefit from interactive brainstorming, discussion, and comprehension. A submission should include a separate cover slide of the team members' names and ID numbers. Only students listed on the cover page will be eligible to receive credit for the analysis. The mid-term analysis is mandatory for everyone participating the course. The teams assignment will be submitted by one (1) group

member via the course website or to the professor's e-mail.

Presentation: The purpose of the presentation is to see how well you have mastered the concepts discussed in class. You will choose a firm of your choice and prepare an investment deck presentation in which you apply the theoretical concepts discussed in class to help the audience better understand their business model and other related issues. The objectives of the presentations are to obtain constructive feedback from the course participants and the instructor.

You are expected to prepare an effective 10 minute PowerPoint presentation to fit the allotted time.

Students who are unable to complete an assignment or course requirement must notify the professor in advance via email

Final Exam: In-class exam of 2 hours that cover the material learnt in the course. The exam includes analysis of case study, terms definition and open questions requiring your scholarly opinion.

Course Attendance

Attendance is mandatory. Students are permitted a maximum of three absences without penalty. Any additional absences will affect the final grade and may result in failure of the course.

Academic Conduct

Plagiarism is taken extremely seriously. Any instance of academic misconduct which includes: submitting someone else's work as your own; failure to accurately cite sources; taking words from another source without using quotation marks; submission of work for which you have previously received credit; working in a group for individual assignments; using unauthorized materials in an exam and sharing your work with other students, will result in failure of the assignment and will likely lead to further disciplinary measures.

Evaluation of the Course by Student

Following completion of the course students will participate in a teaching survey to evaluate the instructor and the course, to provide feedback for the benefit of the students, the teachers and the university.

Course Site (Moodle)

The course site will be the primary tool to communicate messages and material to students. You should check the course site regularly for information on classes, assignments and exams, at the end of the course as well. Course material will be available on the course site.

Please note that topics that are not covered in the course material but are discussed in class are considered integral to the course and may be tested in examinations.

Course Agenda

Week	Date	Subject	Description	Comments/Workshops
1		Introduction Meeting	Introduction to the course, objectives and process.	View chapter 1
		The Entrepreneurship process	Entrepreneurship, type of Entrepreneurships, GEM – Global Entrepreneurship Monitor	Read chapter 1
2		Startup Ecosystem	What made Israel a Startup Nation? What makes Israel's innovation ecosystem so successful?	
3		Social Entrepreneurship	How we change the world – social ventures and their impact	Read chapter 4
4		Intrapreneurship in global corporates	Christensen model, Open innovation, large corp failures, P&G model, etc.	With Dr. Eyal Benjamin Read chapter 2
5		Marketplace	What makes marketplace a popular business model	With Liran Kotzer
6		Business Model Canvas	The base of creating new business model	View Chapter 2
7		The Entrepreneur	Entrepreneurs characteristics	Read chapter 3
8		The Government	Government role in start-ups	
9		Venture development stages	Case study, Lean start-up	Work in groups
10		Funding a new venture	Funding process, alternative sources, founders-investors relations, failures reasons	
11		Business Plan	Objectives, structure, process of business plan including examples.	
12		The Pitch	The way to pitch. The ideal presentation to investors.	
13		Presentation	Students assignment	Work in groups

Viewing Material

1. Saras Sarasvathy interview <http://bigthink.com/users/sarassarasvathy>
2. The business model Canvas <http://www.businessmodelgeneration.com/canvas/bmc>

Reading Material:

1. Stevenson HH, Gumpert DE. 1985. The heart of entrepreneurship. *Harvard Business Review* **184**
2. O Reilly CA, Tushman ML. 2004. The ambidextrous organization. *Harvard Business Review* **82**(4): 74-83
3. Bessant J, Tidd J. 2011. *Innovation and Entrepreneurship* (2nd ed.). John Wiley and sons Ltd. Chapters 3.
4. Christensen K. 2003. The Innovators Dilemma. *Harper Business*, Chap. 2 (pp.31-68) and pp. 111-115

Optional Reading Material

- The four steps to Epiphany – Steven Blank
- The Lean Start-up – Eric Ries
- Business Model Generation – Alex Osterwalder