



Short Syllabus

Course Title	Credits
Disruptive Business Thinking	2
Lecturer	
Erez Yerushalmi	
Contact details	
erezyerush@gmail.com 08:00-18:00	
Semester	
Fall	
Short Description	
<p>The course explores a multitude of ideation methodologies used by business enterprises, innovators, and entrepreneurs to generate disruptive ideas. Such “ideas” can then be taken to market and transformed into formidable ventures that generate true change in human lives.</p> <p>The course combines a variety of methodologies to stir business thinking, and is partially an applicative course, where participants can apply [in groups or individually] the studied techniques within the class environment.</p> <p>Each lesson also includes an applicative “workshop” centered around a crucial business problem. This aspect enables students to capture the most relevant landscapes in the modern business arena, giving the course a strong market validity.</p>	
Final grade components	
<p>Attendance: 10%</p> <p>Class participation: 40% [This is a full-fledged workshop-based course]</p> <p>Business Deck – 50% Write, design, and present a full business deck, portraying your mastery of disruptive thinking [Opportunity. Problem. Solution. Technology. Business Model. Competitive Landscape. Edge. Team]</p>	
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	



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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.

Week	Subject	Description
1	Problems and idea Crystallization	Course introduction. Course requirements. Problem Analysis. Business Problems. Idea Crystallization.
2	Transformation Paths	Four transformation venues in business and human society: Transmutation. Revolution. Disruption. Transcendence.
3	Brain Writing	Brain writing methodology, enabling rapid generation of business ideas in individual or small group systems.
4	Mind Mapping	A powerful Visual methodology to generate business ideas, gaining new popularity due to the introduction of technological tools.
5	Picture Prompting	A graphic visualization technique used by startups and enterprises to stir emotional connotations and provide groundbreaking solutions.
6	Time Traveler	An immersive methodology for generating inspiring business ideas through imaginative power
7	Alter-Ego	Roleplaying methodology for solving complex business problems in modern working environments
8	Forced Association	Generative advanced methodology for forcing unparallel business landscapes into a formulated solution
9	Worst Idea methodology	Cognitive exercise, proliferating unimaginable solutions to existing business dilemmas
10	Six Thinking Hats	Bono's renowned methodology for emotional-cognitive approach to problems and ideas
11	The Edge model	A business plethora approach, enabling the modification of platform, experience, distribution and financial aspects of any venture
12	Business Ideation	Presenting ideation results in business formats; Pitch deck, executive summary and financial planning. Pitching fresh ideas and connecting them to potential business cases
13	Presentations	Student's pitching workshop (Final)

Additional requirements

Reading list [optional]

- **Pitch Anything** - Oren Klaff
- **The Model Thinker** - Scott E. Page
- **Change by Design** - Tim brown
- **Wired to Create** - Scott Barry Kaufman / Carolyn Gregoire
- **Lean Ideation** - Paul J. Rowan