



The Hebrew University of Jerusalem

Syllabus

Engineer your Entrepreneurship - Practical aspects in developing entrepreneurship - 11163

Last update 19-08-2025

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Cornerstone program

Academic year: 0

Semester: 1st and/or 2nd Semester

Teaching Languages: English

Campus: Mt. Scopus

Course/Module Coordinator: Lior Krauz

Coordinator Email: engineering301@innovate.huji.ac.il

Coordinator Office Hours:

Teaching Staff:

Course/Module description:

An online, asynchronous course designed for an interdisciplinary academic environment.

Previous knowledge and/or experience in design is not required in this course.

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Bachelor students from the Hebrew University, Bezalel Academy of Art and Design and Azrieli College of Engineering will co-learn core design methodologies that can be implemented in product and venture creation processes.

The learning process in the course is built in a structure that brings together theory and real world practice.

This Online synchronic course emphasizes engineering tools and knowledge relevant to innovation, entrepreneurship, the future of work and to the future career paths of the students in general. The course does not require prior engineering knowledge

Course/Module aims:

Expose the students to the fields of innovation and entrepreneurship via the scope of the engineering perspective.

Highlight the relevance and importance of these fields to the students' everyday life and future careers.

Introduce the students to the skill set needed for innovation and entrepreneurship processes from the engineering perspective, including experimentation in its uses.

Learning outcomes - On successful completion of this module, students should be able to:

X

Attendance requirements(%):

Teaching arrangement and method of instruction:

Course/Module Content:

- 1. From problem to concept*
 - Introduction*
 - Inventive thinking*
 - Project assessment and diagnosis*
 - Disruptive innovation*
- 2. From concept to product*
 - Proof of concept*
 - Creation of prototype*
 - Makers lab*
- 3. Growing your venture*
 - The founders' dilemmas*
 - Building the team*
 - Risk management, Debrief*
 - Project management*
- 4. Getting an inside perspective*
 - The investors perspective*
 - The entrepreneurship process for a personal perspective*
- 5. Summary and what's next*
 - The future world*
 - Summary*
 - The final assignment*

Required Reading:

Meseri O. and Maital S. 2000. University Technology Transfer in Israel – Evaluation of Projects and Determinants of Success. Samuel Neeman Institute for Advance Studies in Science and Technology.

Wasserman N. 2012. The Founder's Dilemmas – Anticipating and Avoiding the Pitfalls That Can Sink a Startup. Princeton University Press, Princeton & Oxford.

Angel Financing (Stanford GSB) -

http://www.gsb.stanford.edu/ces/resources/angel_financing.html

VC Financing - http://www.gsb.stanford.edu/ces/resources/venture_capital.html

Test your Business Plan: <http://apps.configworks.com/sat/chooseLightOrPro.jsp>

How to pitch to a VC by David Rose:

http://www.ted.com/talks/lang/eng/david_s_rose_on_pitching_to_vcs.htm

Additional Reading Material:

Grading Scheme:

Essay / Project / Final Assignment / Home Exam / Referat 25 %

Submission assignments during the semester: Exercises / Essays / Audits / Reports / Forum / Simulation / others 75 %

Additional information:

The course includes work on a weekly basis including 6 exercises within the semester. It is not possible to work on this course in "one shot".