

## *The Hebrew University of Jerusalem*

### *Syllabus*

## *The humanities in the 21 century: Innovation & Entrepreneurship - 30914*

*Last update 03-09-2024*

*HU Credits:* 2

*Degree/Cycle:* 2nd degree (Master)

*Responsible Department:* MA Honors Program

*Academic year:* 0

*Semester:* 1st Semester

*Teaching Languages:* Hebrew

*Campus:* Mt. Scopus

*Course/Module Coordinator:* Sharon Levite-Vaknin

*Coordinator Email:* [sharon.lv@innovate.huji.ac.il](mailto:sharon.lv@innovate.huji.ac.il)

*Coordinator Office Hours:*

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Teaching Staff:

Ms. SHARON LEVITE

Course/Module description:

*Curious about what the world will look like in the coming years? What is artificial intelligence, and how does it relate to this? Want to hear how young people like you have changed the world for the better?*

*Innovation and entrepreneurship are an integral part of the toolkit required today in the future world of work, whether in academia or industry. The goal of this course is to make the relevance of these topics tangible to humanities students and to provide tools and knowledge on how to develop and utilize these areas in all aspects of life. The course examines how humanities research can be a powerful engine for innovation and positive social change. We will delve deep into the unique skills acquired in humanities studies - critical thinking, communication, storytelling - and equip you with entrepreneurial frameworks to translate your research into practical solutions.*

*This is an experiential course that combines knowledge workshops and experiential learning. At the end, you will leave with practical tools that will greatly contribute to your abilities, readiness for the job market, and engagement with the fruits of your research.*

*In this course, you will acquire language, thinking, and research skills, learn to find your sphere of influence and communicate your message clearly to others, and also - how to fail correctly. The course is intended for humanities students who want to increase the impact of their research and anyone interested in the intersection of the humanities, innovation, and positive change.*

Course/Module aims:

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

*Students will propose and plan a practical project proposal based on their interests (individually or with a course colleague).*

*Additionally, they will gain significant, practical experience in project management and definition - from identifying a problem and defining needs to understanding how to think about and formulate a solution based on today's accepted methodologies in the entrepreneurial world, and especially by relying on knowledge from their research fields and/or their areas of interest.*

*At the end of the course, you will be prepared to: develop innovative ideas with a*

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*strong foundation in the humanities, formulate your unique research proposal for a wider audience, and explore entrepreneurial paths to turn your ideas into reality.*

Attendance requirements(%):

90

Teaching arrangement and method of instruction:

Course/Module Content:

1. Intro to innovation & entrepreneurship
2. Identifying a problem & a need
3. Market research
4. Customer discovery
5. Value proposition
6. Intro to product design & development
7. The entrepreneurial mindset
8. Storytelling & pitch

Required Reading:

Goldenberg, J., Mazursky, D., & Jacob, G. (2002). *Creativity in product innovation*. Cambridge University Press.

Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons.

Harvard business review- Making social ventures work - James D. Thompson & Ian MacMillan, September 2010- <https://hbr.org/2010/09/making-social-ventures-work>

Mirvis, J. (2016). "Social Vision Entrepreneurship , "it's Our Challenge: A Social Entrepreneurship Approach to Jewish Education. Oxford & Shrewbury: YouCaxton. Ch.3, pp.32-48.

Portnoi, L.M., Bagley, S.S., Rust, V.D. (2010). *Mapping the Terrain: The Global Competition*

Dees, J.G., Emerson, J., & Economy, P. (2001). *Enterprising Nonprofits: A Toolkit for Social Entrepreneurs*. Toronto: John Wiley & Sons.

Blank, S. - open source entrepreneurship <https://steveblank.com/2012/11/27/open-source-entrepreneurship/>

Gelobter, M. (2015)., *Lean Startups for Social Change: The Revolutionary Path to Big Impact*. Berrett-Koehler Publishers. Entire book

Mirvis, J. (2016). "Maximizing the Possibility of Success," *It's Our Challenge: A Social Entrepreneurship Approach to Jewish Education*. Oxford & Shrewbury: YouCaxton. Ch. 5, pp. 69-85.

"How to Write Successful Social Entrepreneurship Business Plans", Institute of entrepreneurship development, May, 2022- <https://ied.eu/blog/entrepreneurship-blog/how-to-write-successful-social-entrepreneurship-business-plans/>

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*Yad Hanadiv, Measurement and evaluation in the Israeli non profit sector, 2010  
Morag Anat, Jerusalem institute for policy research, Milken innovation center,  
September 2017*

*Ries, E. (2014). Lean Startup: Founding a company quickly, without risk and  
successfully . Redline economy.*

*Additional Reading Material:*

*Grading Scheme:*

*Presentation / Poster Presentation / Lecture/ Seminar / Pro-seminar / Research  
proposal 40 %*

*Active Participation / Team Assignment 15 %*

*Submission assignments during the semester: Exercises / Essays / Audits / Reports  
/ Forum / Simulation / others 30 %*

*Attendance / Participation in Field Excursion 15 %*

*Additional information:*