



# *The Hebrew University of Jerusalem*

## *Syllabus*

### *Entrepreneurship A - 55418*

*Last update 27-10-2019*

*HU Credits: 2*

*Degree/Cycle: 1st degree (Bachelor)*

*Responsible Department: Business Administration*

*Academic year: 0*

*Semester: 1st Semester*

*Teaching Languages: Hebrew*

*Campus: E. Safra*

*Course/Module Coordinator: Dr. Shai Harel*

*Coordinator Email: [shh@huji.ac.il](mailto:shh@huji.ac.il)*

*Coordinator Office Hours: By appointment only*

*Teaching Staff:*

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Dr. Shai Harel

Course/Module description:

Israel is a high-tech world center and by many standards Israel leads in innovation. Entrepreneurship is a complex process which incorporates many opportunities as well as many difficulties. In this course we will learn on the importance of entrepreneurship on the personal level and on its centrality in the development of the Macro economics. We will also learn on the different stages in initiating a new entrepreneurship, ideation, business models and the various funding options.

this is the first course of two:

Entrepreneurship A - will focus more on the theoretical side

Entrepreneurship B - will focus more on the implementation of the students' ideas

Course/Module aims:

Present the students with the field of entrepreneurship, most specifically the technological entrepreneurship. To stimulate their interest in the field and give them the tool to strategically analyze entrepreneurship and the different skills needed to accomplish it.

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

Crystalize an idea for business entrepreneurship

Writing a business plan

Presenting a presentation

Attendance requirements(%):

80%

Teaching arrangement and method of instruction: Students' Presentation  
frontal lessons

Exam

Course/Module Content:

introduction

types of entrepreneurship

finding opportunities

Value Proposition Canvas + Business Model Canvas

Writing a business plan

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Intellectual property  
Financial sources  
Case studies  
Exit Strategy

Required Reading:

גייגר, אורי ופירסט אורן. 2001. חברות סטארט אפ והון סיכון. תל אביב: רמות, אוניברסיטת תל אביב

גלאי דן והלל ליאור. 2004. תהליך התכנית העסקית. הוצאת אופציות טכנולוגיות.

Avnimelech, G. & Harel, S. 2012. Global venture capital 'hotspots' - Israel. In H. Landström & C. Mason (Eds.), *Handbook of research on venture capital*. Cheltenham, UK and Northampton, MA: Edward Elgar Publishing.

Byers, T.H., Dorf, R.C. and Nelson, A.J., 2011. *Technology ventures: from idea to enterprise*. McGraw-Hill.

Goldenberg, J. & Mazursky, D. 2002. *Creativity in product innovation*. Cambridge: Cambridge University Press.

Osterwalder, A., 2010. *Business model generation*.

Wasserman, N., 2012. *The founder's dilemmas: Anticipating and avoiding the pitfalls that can sink a startup*. Princeton University Press.

Additional Reading Material:

Grading Scheme:

Additional information:

The order of lessons may change due to guest lectures' availability. An updated syllabus will be posted on [moodle2.huji.ac.il](http://moodle2.huji.ac.il) before the start of each semester in which the course is given. The details of the "moodle" version should be considered the most up-to-date ones.