



# *The Hebrew University of Jerusalem*

## *Syllabus*

### *Entrepreneurship in FinTech - 55691*

*Last update 07-03-2022*

*HU Credits:* 2

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

*Responsible Department:* Business Administration

*Academic year:* 0

*Semester:* 2nd Semester

*Teaching Languages:* English

*Campus:* Mt. Scopus

*Course/Module Coordinator:* Prof David Gershon

*Coordinator Email:* [David.Gershon@mail.huji.ac.il](mailto:David.Gershon@mail.huji.ac.il)

*Coordinator Office Hours:* By appointment

*Teaching Staff:*

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Prof david gershon,  
Dr. Michael Gofman

Course/Module description:

Entrepreneurship in FinTech is a “real world” course in creating and managing successful companies in the financial information and technology sector. The course is given over one semester of one academic year and is composed of frontal lectures and presentations by FinTech entrepreneurs, executives and experts. Part (A) is focused on how to create and manage companies with focus on aspects that require special attention. Several companies will demonstrate the influence of these aspects on their success. Part (B) is focused on learning from various companies' experience.

Course/Module aims:

Students from business, computer sciences, engineering and law disciplines will acquire tools to create, manage and evaluate startup companies in the FinTech sector. The course is taught by a combination of Hebrew University faculty member, FinTech entrepreneurs, Corporate executives, intellectual property attorneys, venture capitalist and FinTech consultants. As such, it provides a unique opportunity to gain real world experience while still in an academic environment. As part of the requirements of the course Students will initiate an original idea, develop a business plan and present it to the class.

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

1. Define unmet needs in the FinTech sector
2. Evaluate market size
3. Evaluate alternatives and competition
4. Plan an operative plan and financial plan for a startup
5. Plan a marketing plan
6. Craft all ingredients into an investors presentation

Attendance requirements(%):

80%

Teaching arrangement and method of instruction: frontal lectures

Course/Module Content:

TBA.

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Required Reading:

None.

Additional Reading Material:

Grading Scheme:

Additional information: