



The Hebrew University of Jerusalem

Syllabus

Business Entrepreneurship - 55708

Last update 05-07-2018

HU Credits: 3

Degree/Cycle: 2nd degree (Master)

Responsible Department: Business Administration

Academic year: 0

Semester: 2nd Semester

Teaching Languages: English

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Micki Eisenman

Coordinator Email: mickie@huji.ac.il

Coordinator Office Hours: wed 1430-1500

Teaching Staff:

Dr.

Course/Module description:

Entrepreneurship is the process of creating something new and valuable by 1) devoting the necessary time and effort, 2) assuming the accompanying financial, psychological, and social risks, and 3) receiving the resulting rewards of monetary satisfaction and independence (Hisrich and Brush, 1985). The study of entrepreneurship is an exciting field. Research suggests that individuals who study entrepreneurship are three to four times more likely to start a business and will earn 20 to 30 percent more than students studying in other fields (Hisrich, Peters, Shepard, 2005). In this course, we will study the problems and decisions that owners of small businesses face and discuss the types of skills and solutions that can be applied in response. In doing so, we will integrate many of the disciplines in the business school curriculum.

Course/Module aims:

In addition to teaching students the essentials of starting and managing a new business, from the definition and screening of ideas to the development of a business plan, the course places a special emphasis on effective communication and networking. Effective communication is demonstrated in both writing and speaking skills. The course emphasizes quality writing and engaged discussions. In addition, students will each be required to give presentations.

Networking skills are essential to a successful entrepreneurial career. As entrepreneurs, you will need to know other people who will be willing to help you and to put you in touch with more people who can help you. To assist students in developing these skills, the course will host several guest speakers. These speakers are entrepreneurs involved in different types of ventures with varying backgrounds and expertise. I encourage you to use these lectures as opportunities to expand your learning beyond the classroom and expect you to engage these guests, connect with them, and learn from them by coming prepared to their sessions. All speakers will encourage students to ask them questions and to study their careers. In addition, classmates are future network members; I encourage you to share your ideas and build trust with your classmates.

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

To identify and think critically about theoretical models underlying the entrepreneurial process. To develop the ability to analyze business situations and to design business plans that address various business problems.

Attendance requirements(%):

85%

Teaching arrangement and method of instruction: Much of the learning in this class will take place in the classroom. In class, I will act as a moderator, questioner, and lecturer to help you gain a better understanding of the concepts we study. By actively participating in class discussions, you will sharpen your own insights, and those of your classmates. Thus, you will not only become familiar with the content of the course, but perhaps more importantly, you will also learn to master the process of analysis that is a central aspect of effectively leading and managing a business. Furthermore, class discussion provides an opportunity to develop oral communication skills, to present your ideas concisely and persuasively, and to respond effectively to the comments of others. Therefore, I expect you to have finished all readings and other work assigned for each class period and to be able to offer informed and thoughtful comments in class discussions.

Discussions provide the greatest learning experience when they take place in a constructive environment. I encourage constructive criticism and open dialogue; we do not need to agree with each other. Ask thought provoking questions! Do not hesitate to comment because you are concerned that you are wrong or unsure of your opinion. We are all wrong sometimes. But, I insist that this dialogue take place in an environment in which we are respectful toward our classmates and open to hearing opinions that differ from our own. An important component of respect is listening attentively and patiently to the person who has the floor. Please do not hold disrespectful side-conversations that distract your colleagues (and me) from the class discussion and the learning experience.

Importantly, I expect you to turn off all cell phones, wireless connections, and any other electronic devices during class time.

More specifically, class contribution composes a portion of the course grade (see below). To obtain these points, you are required to make good use of class time by being engaged. It is your responsibility to participate in the class discussions and to contribute your thinking to our shared effort of developing understanding and insight. Additionally, attendance and arrival on time are both mandatory and are calculated as part of the class contribution grade.

Course/Module Content:

See syllabus posted on <http://moodle2.cs.huji.ac.il> at start of semester

Required Reading:

See syllabus posted on <http://moodle2.cs.huji.ac.il> at start of semester

Additional Reading Material:

See syllabus posted on <http://moodle2.cs.huji.ac.il> at start of semester

Course/Module evaluation:

End of year written/oral examination 0 %

Presentation 0 %

Participation in Tutorials 15 %

Project work 30 %

Assignments 55 %

Reports 0 %

Research project 0 %

Quizzes 0 %

Other 0 %

Additional information:

The details of the syllabus may change periodically. An updated syllabus will be posted on <http://moodle2.cs.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.