

## *The Hebrew University of Jerusalem*

### *Syllabus*

### *Growth Strategies - 55822*

*Last update 29-08-2021*

*HU Credits: 3*

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

*Responsible Department: Business Administration*

*Academic year: 0*

*Semester: 1st Semester*

*Teaching Languages: English*

*Campus: Mt. Scopus*

*Course/Module Coordinator: Dr. Micki Eisenman*

*Coordinator Email: [Micki.Eisenman@mail.huji.ac.il](mailto:Micki.Eisenman@mail.huji.ac.il)*

*Coordinator Office Hours: Before/after the lesson*

*Teaching Staff:*

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Dr. Sharon Arieli

Course/Module description:

*This course explores the transition of entrepreneurial firms to professional management.*

Course/Module aims:

*The study of entrepreneurship embraces the serial activities that begin with opportunity identification, resource assembly, and creation of an organization to pursue the venture idea. As a venture grows, however, the requirements for clarity and focus begin to overtake the initial vision, energy, and drive that brought it into the marketplace. As the successful start-up venture matures, founders and their venture teams face the more traditional challenges of professional management and strategic leadership. In this course, we explore the dimensions of this transition to an emerging company that must grow not only to survive amidst competition, but also to thrive and remain profitable.*

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

*This course extends students' existing background and awareness of the problems involved in managing and leading an emerging company. As a result of this course, successful students will be able to:*

*Through case studies we will cover, guest lectures, and examples that come up in class discussions and readings, you will be able to*

- Identify and understand the growth strategies of different companies*
- Interpret the competitive environment facing emerging companies.*
- Evaluate the likely effectiveness of a growth strategy for creating value.*

*Through individual assignments requiring you to think about the material in the context of your own workplace, you will be able to:*

- Apply these skills in the specific contexts of their own ventures and careers.*

*Through an open-ended group project and ongoing class discussions and guest lectures, you will be able to*

- Interact respectfully with other management professionals through group activities inside and outside of class set to extend their understanding of the material and foster their professional networks.*

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Attendance requirements(%):

80%

*Teaching arrangement and method of instruction:*

Course/Module Content:

1. Entrepreneurship & the Lifecycle of the Firm
2. Growth Hacking
3. Growth Scaling
4. Growth by Market Creation
5. Growth by Innovation  
Legitimation & Category Creation
6. The Question of Professional Management
7. Culture and Structure in Growing Firms

Required Reading:

*various case studies students will be required to buy at the start of the course*

Additional Reading Material:

Course/Module evaluation:

End of year written/oral examination 0 %  
Presentation 10 %  
Participation in Tutorials 0 %  
Project work 40 %  
Assignments 50 %  
Reports 0 %  
Research project 0 %  
Quizzes 0 %  
Other 0 %

Additional information: