The Hebrew University of Jerusalem

Syllabus

WEB ENTREPRENEURSHIP - 65504

Last update 08-03-2021

<u>*HU Credits:*</u> *3*

<u>*Degree/Cycle:*</u> *1st degree (Bachelor)*

<u>*Responsible Department:*</u> *Hotel, Food & Tourism Management*

<u>*Academic year:*</u> *0*

<u>*Semester:*</u> *2nd Semester*

<u>*Teaching Languages:*</u> *Hebrew*

<u>*Campus:*</u> *Rehovot*

<u>*Course/Module Coordinator:*</u> *Dr. Arie Erlich*

<u>*Coordinator Email:*</u> [*arie@edcomglobal.com*](mailto:arie@edcomglobal.com)

<u>*Coordinator Office Hours:*</u> *In coordination*

<u>*Teaching Staff:*</u>

Dr. Arie Erlich

Course/Module description:
  Contemporary economy demonstrate constant growth of internet based business; Internet is an enabling power for new activities for all, based on new set of needs, tools, habits and options. Course starts with revile Ingredients of new era, ends with a running product.

Course/Module aims:
  Course gives theoretical and practical knowledge and ability to start business activity, based on internet- as a startup or as a branch in a running business. That is a growing need since internet based business activities rapidly grow nowadays.

Learning outcomes - On successful completion of this module, students should be able to:
  During semester students will learn and practice creating digital internet product; that kind is an essential need in internet economy era. During the course we use net tools for analytics, markets research, targeting, product definition, creation and distributing.

Attendance requirements(%):
  _100_

Teaching arrangement and method of instruction: Frontal teaching, 2 computer classes [option only], group work, class groups presentations

Course/Module Content:
  Digital era- from vertical to horizontal model. digital product definition. the digital project and the digital customer. enabling power.
Global market. Basics, customers mapping [geographic, socioeconomic, generation, needs], environment, marketing tools
Choose and define product, project operation, markets and customers correlated. analyzing relevant segments.
Competition and relevant [present and optional] players
Internet customers behavior. purchase process. motivating power and decisions.
Team project. Digital marketing plan.
Website, landing page, forms, list building, marketing funnel.
Internet marketing, analytics and business research. new marketing tools and technics.
Search engine marketing, conversion, technics, tracking and optimization.

Social nets - Facebook ,Linkedin. Video. Mobile marketing. resources and copyright.
Tools- AsWords. AdSense. Analytics.
Future internet business world.
Course presentations
Course presentations

<u>*Required Reading:*</u>
 distributed by lecturer

 <u>*Additional Reading Material:*</u>
  M. L. Roberts. Internet Marketing: Integrating Online and Offline StrategiesAtomic Dog/ Publishing. 2008
D. Stroud. Internet Strategies, A Corporate Guide to Exploiting the Internet Palgrave Macmillan.1998

E. Schlie (Prof.], J. Rheinboldt, N. Marcel Waesche. SimplySeven. Seven Ways to Create a Sustainable Internet Business. 2011

Cohen The perfect store: Inside eBay
Boston: Little, Brown and Co. 2002

Standing. Electronic Markets -Benefits, Costs and Riskspreview Palgrave Macmillan

M. Hhelft. Death of the cash
Fortune. July.2012

  <u>*Course/Module evaluation:*</u>
  End of year written/oral examination 30 %
  Presentation 0 %
  Participation in Tutorials 0 %
  Project work 20 %
  Assignments 0 %
  Reports 0 %
  Research project 0 %
  Quizzes 0 %
  Other 50 %
Project application

<u>*Additional information:*</u>
  The total grade based on class personal and group grade and applicationл along

the semester.

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Principles of assessment:
- Use only tools that you already have, university or free tools only.
- The final exam/dissertation will include Hebrew / English reading and self-learning components.
- Active participation is active involvement during lessons in the topics of the lesson discourse [beyond activating ZOOM, entering the MOODLE, personal notes, chat, etc.]
-Submissions will be made in MOODLE + Originality only. The system is blocked for submission on the morning of the day after the deadline. Submission on time and in the required format is a score component [up to 10%].
-The main remarks of all submissions will be published, anonymously, and without a grade on MOODLE to enable learning/ improving.
-The course grade and its components will be published at once after the semester is over.
-Submission in open format files only such as WORD; Filename must include assignment name + submitter[s] ID.
-Team/pair work is only possible on a one-time teaming in one submission. A second submission on the same team will not be tested either receive a score.