The Hebrew University of Jerusalem

Syllabus

WEB ENTREPRENEURSHIP - 65504

Last update 03-03-2022

HU Credits: 3

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Hotel, Food & Tourism Management

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Rehovot

Course/Module Coordinator: Dr. Arie Erlich

Coordinator Email: arie@edcomglobal.com

Coordinator Office Hours: In coordination

Teaching Staff:

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 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: Classes as well as presentations by project teams in the classroom, on an ongoing basis throughout the course in each class

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.

Required Reading:
 distributed by lecturer

 Additional Reading Material:
  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

 Grading Scheme:

Additional information:
  The course and the evaluation / grading basis in which the project is implemented for its stages. Throughout the semester, the interim personal / team assignments and the presentation of investors + a digital magnifier working at the end will be presented.

Only all free computer tools as well as the tools provided by the University are allowed to be used.