



# Course program and reading list

Semester 1 Year 2024

**School:** Adelson School of Entrepreneurship B.A

Entrepreneurship, Creativity and Innovation - from 0 to 1

**Lecturer:**

Mr. Ofir Richman [orichman@runi.ac.il](mailto:orichman@runi.ac.il)

**Teaching Assistant:**

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<b>Course No.:</b>	<b>Course Type :</b>	<b>Weekly Hours :</b>	<b>Credit:</b>
3911	Lecture	3	3

<b>Course Requirements :</b>	<b>Group Code :</b>	<b>Language:</b>
Final Paper	241391101	Hebrew

**Prerequisites**

**Students who took one of the courses listed below will not be allowed to register to the course Entrepreneurship, Creativity and Innovation - from 0 to 1 (3911):**

3101 - Entrepreneurship, Creativity and Innovation - from 0 to 1



Course Description

**The course:**

***"Vision without execution is hallucination." Thomas Edison***

***"Everything around you that you call "life" was made up by people that were no smarter***

***than you - and you can change it - you can influence it - you can build your own things that other people can use...". Steve Jobs***

The course offers students initial frameworks and a starting point in their journey into the world of entrepreneurship. This is achieved through interactive discussion, hands-on projects and guest lectures. The goals of this course are to familiarize students with the terminology, processes and players that comprise the entrepreneurial ecosystem and to expose them to various entrepreneurial sectors. Course topics include entrepreneurial challenges, team building, tech innovations and trends, ideation and creativity, validation techniques, revenue models and business plan.

### **The Lecturer**

Faculty at [Adelson School of Entrepreneurship of Reichman University](#), Head of Extracurricular and International programs.

[Academic Director of the Digital Marketing program](#) of Google and [Reichman Tech School](#).

Senior strategy, marketing, branding and content professional.

Former Lecturer and faculty at University of Haifa Communication Department, Head of Television of the Israeli Regulative Branch for commercial TV and Radio broadcasters, Senior social marketing adviser to the Israeli Ministry of Health, led the branding, positioning, and marketing communications of Israel's National Program for Healthy living, initiated joint ventures of governmental offices, municipalities & NGOs. Former Executive Producer of political and financial TV news broadcasts. Developed and headed the first YouTube channel of major Israeli bank, campaigns for social think-tanks and non-profits. Speaker in academic, business, and professional forums. Taught and developed Psychometric and GMAT test-preparation courses. Holds BA in Psychology & Management and MBA (Marketing and Strategy), both from Tel Aviv University.

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### Course Goals

- ✓ Provide a deep understanding of the fundamentals of entrepreneurship.
- ✓ Provide a deep understanding of the full entrepreneurial process.
- ✓ Introduce current and future tech trends and innovations.
- ✓ Enhance Ideation and Creativity techniques.
- ✓ Gain experience in planning a venture.
- ✓ Determine and validate the business and strategic plan needed to build a strong foundation for venture creation.
- ✓ Practice team building and team dynamics.
- ✓ Practice presenting ideas in various stages.

- ✓ Participation in experiential exercises built around core entrepreneurial terms.
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## Grading

### **Assignments and Requirements:**

- Attendance (according to RUNI regulations).
- Team assignments and presentation.
- Individual assignments.

### **Composition of Course Grade:**

- Team presentation and submission 40%
- Final individual assignment 60%
- All submissions MUST be submitted through class Moodle.

### **Course Assignments**

#### **Detailed assignment guidelines will be uploaded separately to Moodle**

**Individual assignment:** (60%) TBD

**Team Assignment:** 40%

Presenting venture: idea, problem/need, competition/market analysis target audience, 1<sup>st</sup> validation results, business-model:

- Written submission: Business model canvas analysis, business plan/budget, 1<sup>st</sup> validation result (including interview summary) + Recorded presentation (5 min) + presentation slides.
- **Due:** Week 11, February 23, 2024.

### **Active Class Participation:**

- You are expected to come to class well prepared and to participate in class discussions.
- Teamwork is an essential component of this class. Be respectful of your team members and be an active member of the team.
- In case of Zoom classes, it means activating your camera, answering questions, and taking part in class.

**Do not be late for class!**

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**Program Structure 1<sup>st</sup> Semester**

2023-2024

Week	Date	Topics	Class activities and assignments
1	19.12.23	<p><b>Getting started</b></p> <ul style="list-style-type: none"> <li>● Orientation + Course description.</li> <li>● Introduction to entrepreneurship types, intrapreneurship, and the entrepreneurial mindset.</li> </ul> <p><b>Team building</b></p> <p>The startup of you</p>	<p><b>Class activities and assignments</b></p> <ul style="list-style-type: none"> <li>● Going on air: AirTable mission (getting to know your classmates).</li> <li>● Entrepreneurial questionnaire</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>● describe yourself in 10 words or less.</li> <li>● Watch TED lecture: FLOW.</li> <li>● Start reviewing the <b><u>Entrepreneurship Glossary.</u></b></li> <li>● Guest Lecture: Team building workshop – <b>Dr Amir Kfir</b></li> <li>● Personality questionnaires.</li> </ul>
2	26.12.23	<p>The 3 P's of team building - Passion, Position, Partners.</p> <ul style="list-style-type: none"> <li>● Theoretical and practical tools for team building.</li> </ul>	<p>Skills vs. Values game</p> <p>Add 3 prominent skills and 3 values to your Airtable page.</p>
3	02.01.24	<p><b>Creativity, Ideation and Generative AI</b></p> <ul style="list-style-type: none"> <li>● The history of creativity</li> <li>● The creative process</li> <li>● Ideation resources.</li> </ul> <p>Ideation toolkit</p>	<p><b><u>In-class Exercise:</u></b></p> <p><b>Ideation practice</b></p>
4	09.01.24	<p><b>The Lean Startup</b></p> <ul style="list-style-type: none"> <li>● Intro and Methodology.</li> </ul> <p>Business Model Canvas</p>	<p><b><u>In class Exercise:</u></b></p> <p>Business Model Canvas – case study</p> <p><b><u>Homework</u></b></p> <ul style="list-style-type: none"> <li>● <b>Write 10 ideas for your final project.</b></li> </ul>

5	16.01.24	<p><b>Entrepreneurial Opportunities</b></p> <ul style="list-style-type: none"> <li>● Technological innovations and revolutions + Creative destruction "The "S curve" of innovation</li> <li>● Current Tech Trends: discover the emerging opportunities.</li> <li>· <a href="#">Revenue Models</a></li> </ul>	<ul style="list-style-type: none"> <li>● Narrow your idea list for the final team project: your top 3.</li> <li>● <b>Class exercise:</b> Analysis of trends and opportunities</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>● Read the Wunderman Thompson report / other industry report.</li> <li>● <b>Team Up: assemble your team 4-5 students.</b></li> </ul>
6	23.01.24	<p><b>Validation: MVP / POC and Customer Development</b></p> <ul style="list-style-type: none"> <li>● MVP Minimum Viable Product and POC Proof of Concept.</li> </ul>	<ul style="list-style-type: none"> <li>● Team venture customer surveys and interviews. Finalize the interview guide.</li> <li>● Introducing team assignment + examples</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>● Interview 3 people survey 10 potential customers and derive 5 insights.</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>● <b>Introduction – final team assignment.</b></li> </ul>
7	30.01.24 * ZOOM Municipal elections	<p><b>Market analysis</b></p> <ul style="list-style-type: none"> <li>● Definition of a market.</li> <li>● Segmentation and trends.</li> <li>● Resources for market research.</li> </ul> <p><b>Customer Discovery</b></p> <ul style="list-style-type: none"> <li>● Understanding Customers: personas.</li> </ul>	<p><b>In class Exercise:</b></p> <ul style="list-style-type: none"> <li>● Class exercise: market research</li> </ul> <p><b>In class Exercise:</b> Define personas for team project</p>
8	06.02.24	<p><b>The market and competitive structure</b></p> <ul style="list-style-type: none"> <li>● Competitive landscape / Mapping your competitive landscape techniques.</li> </ul>	<p><b>In class Exercise:</b></p> <ul style="list-style-type: none"> <li>● Building a business /revenue model and income sources for your team venture.</li> </ul>

		<b>Strategic planning &amp; Business models</b>	
		<ul style="list-style-type: none"> <li>● Framework for business strategy.</li> <li>● Major components of a Business Plan.</li> </ul>	<p><b><u>In class Exercise:</u></b></p> <ul style="list-style-type: none"> <li>● Building a forecasted budget for team venture.</li> </ul> <p><b><u>Homework:</u></b></p> <ul style="list-style-type: none"> <li>● Prepare for the Startup game!</li> </ul>
9	13.02.24		
		<b><u>Financing new ventures</u></b>	
		<b><u>Pitch Deck: components and design.</u></b>	
		<b>Play it like an entrepreneur!</b>	
10	20.02.24	Wharton Startup Game, recap & discussion  course recap	<ul style="list-style-type: none"> <li>● <b>Game's on – have fun!</b></li> </ul>

\* Team assignments to be submitted online – recorded team presentations.



## Reading List

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Course Subjects & Reading List:

### 1. **Getting Started**

Readings / Views:

- Insights, C.B. (2021). "The top 20 reasons startups fail". Retrieved from: <https://www.cbinsights.com/research/startup-failure-reasons-top/>

Optional:

- Wasserman N. (2018), "Life is A Startup: What Founders Can Teach Us about Making Choices and Managing Change", Stanford Business Books, pp 9-23.
- Aulet, William & Murray, Fiona. (2013). A Tale of Two Entrepreneurs: Understanding Differences in the Types of Entrepreneurship in the Economy.
- Systrom, K., Krieger, M. (2011, May 11). From Stanford to Startup [Entire Talk]. Entrepreneurial thought leaders. Stanford: Stanford eCorner. Retrieved from: <https://ecorner.stanford.edu/video/from-stanford-to-startup-entire-talk/>

## 2. **The 3 P's of Team Building**

Readings:

- Lazar, Miron-Spektor, E., Chen, G., Goldfarb, B., Erez, M., & Agarwal, R. (2021). Forming Entrepreneurial Teams: Mixing Business and Friendship to Create Transactive Memory Systems for Enhanced Success. *Academy of Management Journal*, 65(4), Pg. 1110–1133. <https://doi.org/10.5465/amj.2020.0393>
- Satell & Windschitl (2021) "High Performing Teams Start With a Culture of Shared Values". *Harvard Business Review* Retrieved from: <https://hbr.org/2021/05/high-performing-teams-start-with-a-culture-of-shared-values>

## 3. **The Lean Startup**

- Blank' S (2018) "Is the Lean Startup Dead?" Retrieved <https://steveblank.com/2018/09/05/is-the-lean-startup-dead/amp/>
- Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons pp. 56–108, 200–212. Canvas template: [https://upload.wikimedia.org/wikipedia/commons/1/10/Business\\_Model\\_Canvas.png](https://upload.wikimedia.org/wikipedia/commons/1/10/Business_Model_Canvas.png)

## 4. **Creativity and Ideation**

Readings/view:

- Kariv, D., Kashy, G., Cisneros, L., Krueger, N. 2022. Does generation matter to innovation development? A new look at entrepreneurial businesses from the perspective of resource-based view (RBV) (2022). *European Journal of Innovation Management* ((ahead-of-print).
- Amabile, T. (2006). "How to Kill Creativity", (1998), 18–24. *Harvard Business Review*. retrieved from: <https://hbr.org/1998/09/how-to-kill-creativity>

Optional

Johnson, S. (2010, July). "Where good ideas come from" [Video file]. Retrieved from: [http://www.ted.com/talks/steven\\_johnson\\_where\\_good\\_ideas\\_come\\_from/transcript?language=en](http://www.ted.com/talks/steven_johnson_where_good_ideas_come_from/transcript?language=en)

## 5. **Entrepreneurial Opportunities**

- Young, C, (2023) "Build a Winning AI strategy for your Business," *Harvard Business Review*. Retrieved from: <https://hbr.org/2023/07/build-a-winning-ai-strategy-for-your-business>
- Jensen, T. Byres, L. Dunham, J. Fjeld (2021), *Entrepreneurs and the Truth*, *Harvard Business Review*, Retrieved from: <https://hbr.org/2021/07/entrepreneurs-and-the-truth>
- Bouquet et al (2018) "Bring Your Breakthrough Ideas to Life" *HBR* Nov- Dec 2018 issue. Retrieved: <https://hbr.org/2018/11/bring-your-breakthrough-ideas-to-life>

## 6. **Minimal Viable Product (MVP), Proof of concept (POC)**

Readings:

- Blank, S. (2013). Why the lean start-up changes everything. HBR, 91(5), 63-72.  
Retrieved from: <https://hbr.org/2013/05/why-the-lean-start-up-changes-everything>
- Saxina, P (2022) POC vs MVP vs. Prototype: The Strategy Closest to Product Market Fit"
- <https://appinventiv.com/blog/poc-vs-mvp-prototype-the-best-strategy/>

## 7. **Market Analysis and Customer Development**

Readings:

- Blank Steve (2013) "A new way to look at competitors."
- Retrieved <https://steveblank.com/2013/11/08/a-new-way-to-look-at-competitors>
- Blank, S., & Dorf, B. (2012). The Customer Development Manifesto, The startup owner's manual (pp. 31-49) Pescadero, CA: K&S Ranch.

Optional

- Moore, G. (2014). Crossing the Chasm – marketing and selling disruptive products to mainstream customers. Chapter 1 pp. 11-31

## 8. **The market and competitive landscape**

Readings:

- Keiningham, T., Aksoy, L., Bruce, H. L., Cadet, F., Clennell, N., Hodgkinson, I. R., & Kearney, T. (2020). Customer experience driven business model innovation. Journal of Business Research, 116, 431-440.

## 9. **Business Plan + Revenue Models**

Readings:

- Kariv, D., Elisha, D., & Schwartz, D. (2021) Financial capabilities, entrepreneurial self-belief and motivations among Israeli female and male entrepreneurs. In Entrepreneurial Finance, Innovation and Development (pp. 303-331). Routledge.  
DOI: <https://doi.org/10.4324/9781003134282>
- Bertini, M' Tavessoli N/ (2015) " Case study : "Can One Business Unit have 2 Revenue Models?" Harvard Business Review' Retrieved from:<https://hbr.org/2014/12/case-study-can-one-business-unit-have-2-revenue-models>

Optional:



- Video: Kaufman Founders School(2014).“The Art of S tartup Finance”. Retrieved from: <https://www.entrepreneurship.org/learning-paths/the-art-of-startup-finance>

#### 10. **“Play it like an entrepreneur” The Wharton Startup Game**

Readings:

- Wasserman N. (2013) “The Founder’s Dilemma: Anticipating and Avoiding the Pitfalls That Can Sink a Startup”, Princeton University Press, pg 6-19

#### **Additional readings:**

- StartupBlink (2022), The Statup Ecosystem Report 2022, retrieved from: <https://www.startupblink.com/startupecosystemreport>
- Maurya, A. (2012). Running Lean, O’Reilly Media.
- Ries, E. (2011). The lean startup: How today’s entrepreneurs use continuous innovation to create radically successful businesses. Random House LLC.
- Ries, E. (2017). The startup way: How entrepreneurial management transforms culture and drives growth. Portfolio Penguin.
- Thiel, P. A., & Masters, B. (2015). Zero to one: Notes on startups, or how to build the future. London: Virgin Books.
- Christensen, C. (2003). The Innovator ’s Dillema. Harvard Business Review Press, NY, HarperCollins.

#### **Recommended Podcasts:**

- Wall Street Journal – “The Future of Everything” <https://www.wsj.com/podcasts>

#### **Recommended viewing**

- Stanford University e-corner: channel featuring talks by prominent entrepreneurs:
- <https://www.youtube.com/user/ecorner>
- Harvard Innovation Lab: Entrepreneurship 101: <https://www.youtube.com/watch?v=6pKW-ehL7dU>