



# 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:**

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**Teaching Assistant:**

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<b>Course No.:</b>	<b>Course Type :</b>	<b>Weekly Hours :</b>	<b>Credit:</b>
3911	Lecture	5	3

<b>Course Requirements :</b>	<b>Group Code :</b>	<b>Language:</b>
Final Paper	241391200	English

**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

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



		entrepreneurial mindset.	<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> </ul>
		<p><b>Team building</b></p> <p>The startup of you</p>	<ul style="list-style-type: none"> <li>● Guest Lecture: Team building workshop – <b>Dr Amir Kfir</b></li> <li>● Personality questionnaires.</li> </ul>
2	26.11.23	<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>
		<p><b>Creativity, Ideation and Generative AI</b></p>	<p><b><u>In-class Exercise:</u></b></p> <p><b>Ideation practice</b></p>
3	03.12.23	<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>Business Model Canvas – case study</p>
		<p><b>The Lean Startup</b></p>	<p><b><u>Homework</u></b></p> <p><b>Write 10 ideas for your final project.</b></p>
4	10.12.23	<ul style="list-style-type: none"> <li>● Intro and Methodology.</li> </ul> <p>Business Model Canvas</p>	
		<p><b>Entrepreneurial Opportunities</b></p>	<p><b><u>Homework:</u></b></p>
5	17.12.23	<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> </ul> <p>· <u>Revenue Models</u></p>	<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>● Read the Wunderman Thompson report / other industry report</p>
6	24.12.23	<p><b>Validation: MVP / POC and Customer</b></p>	<ul style="list-style-type: none"> <li>● Team venture customer surveys and</li> </ul>

			interviews. Finalize the interview guide.
		<p><b>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>● 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> <li>● <b>Team Up: assemble your team 4-5 students.</b></li> </ul>
7	31.12.23	<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>Homework:</b></p> <ul style="list-style-type: none"> <li>● <b>Introduction – final team assignment.</b></li> </ul> <p><b>In class Exercise:</b> Define personas for team project</p>
8	07.01.24	<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>
9	14.01.24	<p><b>Strategic planning &amp; Business models</b></p> <ul style="list-style-type: none"> <li>● Framework for business strategy.</li> <li>● Major components of a Business Plan.</li> </ul>	<p><b>In class Exercise:</b></p> <ul style="list-style-type: none"> <li>● Building a forecasted budget for team venture.</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>● Prepare for the Startup game!</li> </ul>
10	21.01.24	<p><b>Financing new ventures</b></p> <p><b>Pitch Deck: components and design.</b></p> <p><b>Play it like an entrepreneur!</b></p> <p>Wharton Startup Game, recap &amp; discussion</p>	<ul style="list-style-type: none"> <li>● <b>Game's on – have fun!</b></li> </ul>

11	28.01.24	<b>Venture Presentations and feedback</b> Part 1	<ul style="list-style-type: none"> <li>● <b>Due: Team project: Presentation of planned venture</b></li> <li>● <b>In class assignment: Peers in- class feedback.</b></li> </ul>
12	04.02.24	<b>Class recap</b> <b>Venture Presentations and feedback</b> Part 2	<ul style="list-style-type: none"> <li>● <b>In class assignment: Peers in- class feedback.</b></li> </ul>

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## Course Goals

### 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.



## Grading

### Assignments and Requirements:

- Individual assignment.
- Team assignments and presentations.

### Composition of Course Grade:

- Team presentation and submission 40%
- Final individual assignment 60%

**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.
- On zoom, it means activating your camera, answering questions, and taking part in class.

**Do not be late for class!**

**Assignment Submissions:**

- All submissions MUST be submitted through class Moodle.
- Unjustified late submissions will result in a "0" grade.
- **Course Assignments**

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

**Individual assignment:** (60%)

**Team Assignments:** 40%

Final project: 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).
- **Due:** Week 12, January 28<sup>th</sup>, 2023.



Teaching Assistant

Mr. James Sadovsky james.sadovsky@post.runi.ac.il

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Reading List

**Course Subjects & Reading List:**

## 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/>

1. **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>

1. **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)

- 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)

### 1. **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>

### 1. **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/>

### 1. **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

1. **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.

1. **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>

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1. **"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

1. **Class Presentations – Part 1 –(Half class)**

No Assigned readings

1. **Class Presentations – Part 2 –(Half class)**

No assigned readings

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### **Additional readings:**

- StartupBlink (2022), The Startup 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>

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### **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>

**Good Luck!**