

# Course program and reading list

Semester 1 Year 2024

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

Entrepreneurship, Creativity and Innovation - from 0 to 1

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Dr. Gali Einav einav.gali@runi.ac.il

**Teaching Assistant:** 

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

Course No.: Course Type: Weekly Hours: Credit:

3911 Lecture 5 3

Course Requirements: Group Code: Language:

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:** 

"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.

#### <u>The Lecturer – Dr Gali Einav</u>

Dr. Gali Einav is Head of the International Undergraduate Program in Entrepreneurship and the "Upstart" Program at the Adelson School of Entrepreneurship at IDC Herzliya. She holds a PhD in Interactive Television from Columbia University. Gali's research interests revolve around the impact of digital transformation on media industries and consumer behavior, innovative education models and entrepreneurial applications of digital media. Gali is an Advisory Board member for Nielsen Innovate, an early-stage investment arm of Nielsen and for the Yeshiva University Innovation Lab. Previously she led the Digital Insights and Innovations Research group at NBC Universal, overseeing strategic, business and consumer research across digital platforms. She has co-authored and edited 4 books focused on innovation and digital transformation.

# TA- James Sadovsky

James Sadovsky - Marketing Operations Expert & Al Marketing Consultant At CTERA, James has developed expertise in Marketing Operations and Business Development, focusing on transforming global organizations through secure modern file services. As an Al Marketing Consultant, he applies artificial intelligence to enhance creativity and efficiency in startup and enterprise-level marketing. With a background in entrepreneurship, James offers valuable insights into the challenges and triumphs of starting and growing a business. In his role at RUNI, he is committed to sharing his extensive knowledge in marketing, technology, and business development, guiding students through the dynamic world of entrepreneurship.

#### 2023-2024

Week	Date	Topics	Class activities and assignments
		Getting started	
1	19.11.23	<ul> <li>Orientation + Course description.</li> </ul>	<ul> <li>Going on air: AirTable mission (getting to know your classmates).</li> </ul>
		<ul><li>Introduction to entrepreneurship</li></ul>	Entrepreneurial questionnaire
		types, intrapreneurship, and the	Homework:

		entrepreneurial mindset.	• describe yourself in 10 words or less.	
	entrepreneonarminaset.		● Watch TED lecture: FLOW.	
			• Start reviewing the <b>Entrepreneurship Glossary.</b>	
		Team building	<ul><li>Guest Lecture: Team building workshop</li><li>Dr Amir Kfir</li></ul>	
		The startup of you	Personality questionnaires.	
2	26.11.23	The 3 P's of team building - Passion, Position, Partners.	Skills vs. Values game	
		<ul> <li>Theoretical and practical tools for team building.</li> </ul>	Add 3 prominent skills and 3 values to your Airtable page.	
		Creativity, Ideation and Generative AI		
		The history of creativity	In-class Exercise:	
3	03.12.23	The creative process	Ideation practice	
		Ideation resources.		
		Ideation toolkit		
			In class Exercise:	
		The Lean Startup	Business Model Canvas – case study	
4	10.12.23	<ul> <li>Intro and Methodology.</li> </ul>	<u>.</u>	
		Business Model Canvas	Homework  Write 40 ideas for your final project	
			Write 10 ideas for your final project.	
		Entrepreneurial Opportunities	<ul> <li>Narrow your idea list for the final team project: your top 3.</li> </ul>	
		<ul> <li>Technological innovations and revolutions + Creative destruction "The</li> </ul>	Class exercise: Analysis of trends and	
5	17.12.23	"S curve" of innovation	opportunities	
		Current Tech Trends: discover	Homework:	
		the emerging opportunities.	Read the Wunderman Thompson report  A the series of series of the s	
		· Revenue Models	/ other industry report	
6	24.12.23	Validation: MVP / POC and Customer	Team venture customer surveys and	

			interviews. Finalize the interview guide.	
		<ul><li>Development</li><li>MVP Minimum Viable Product and</li></ul>	<ul> <li>Introducing team assignment + examples</li> </ul>	
		POC Proof of Concept.	Homework:	
			• Interview 3 people survey 10 potential customers and derive 5 insights.	
			• Team Up: assemble your team 4-5 students.	
		Market analysis		
		Definition of a market.	<u>In class Exercise</u> :	
		Segmentation and trends.	Class exercise: market research	
7	31.12.23	Resources for market research.	Homework:	
			Introduction – final team assignment.	
		Customer Discovery	In class Exercise: Define personas for team	
		<ul><li>Understanding Customers: personas.</li></ul>	project	
8	07.01.24	<ul> <li>The market and competitive structure</li> <li>Competitive landscape / Mapping your competitive landscape techniques.</li> </ul>	<ul> <li>In class Exercise:</li> <li>Building a business /revenue model and income sources for your team venture.</li> </ul>	
		Strategic planning & Business models		
		Framework for business strategy.	In class Exercise:	
9	14.01.24	<ul> <li>Major components of a Business</li> <li>Plan.</li> </ul>	<ul> <li>Building a forecasted budget for team venture.</li> </ul>	
			Homework:	
		Financing new ventures	Prepare for the Startup game!	
		Pitch Deck: components and design.		
		Play it like an entrepreneur!	● Game's on – have fun!	
10	21.01.24	Wharton Startup Game, recap & discussion	• Game's on – nave ion:	

11	28.01.24	<b>Venture Presentations and feedback</b> Part 1	planned venture  In class assignment: Peers in- class feedback.
		Class recap	• In class assignments Beausin, class
12 04.0	04.02.24	<b>Venture Presentations and feedback</b> Part 2	<ul> <li>In class assignment: Peers in- cla feedback.</li> </ul>

Due: Team project: Presentation of



#### 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.
- $\checkmark$  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.



# 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.
- <u>Course Assignments</u>

# Detailed assignment guidelines will be uploaded separately to Moodle

**Individual assignment:** (60%)

**Team Assignments: 40%** 

<u>Final project</u>: 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.



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



#### **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-startupentire-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 resourcebased 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/howto-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

<sup>1.</sup> 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

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. <u>Minimal Viable Product (MVP), Proof of concept (POC)</u>

#### 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.

<u>Optional</u>

• 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/casestudy-can-one-business-unit-have-2-revenue-models

#### Optional:

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

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
- Class Presentations Part 1 (Half class)

No Assigned readings

Class Presentations - Part 2 - (Half class)

No assigned readings

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# **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: <a href="https://www.youtube.com/">https://www.youtube.com/</a>
 watch?v=6pKW-ehL7dU

#### **Good Luck!**