



Course program and reading list

Semester 2 Year 2024

School: School of Sustainability Founded by Israel Corp. ICL

Sustainability Workshop Capstone Course

Lecturer:

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Course No.:	Course Type :	Weekly Hours :	Credit:
4937	Lecture	3	3

Course Requirements :	Group Code :	Language:
Final Paper	242493700	English



Course Description

The sustainability workshop – the program’s capstone project – is a term-long course including class lectures, interactive venture planning sessions in workshop settings, and multi-disciplinary mentorship.

During the course, participants will work in teams to plan and develop a tangible solution, technological or otherwise, to an open-ended, real-world sustainability challenge.

Participants are expected to develop their solutions, including conducting qualitative and quantitative analyses of data, between classes and meetings.

Participants are expected to present and discuss their findings during classes.



Course Goals

Course participants are required to plan a double-bottom line venture, technological or otherwise, in the realm of sustainability.

Double-bottom line ventures will be developed in an intensive, iterative, and critical process (peer-reviewed and staff-reviewed).

Venture planning will include the elaboration and articulation of value proposition, market analysis, market opportunity, competitive landscape analysis, economic viability of proposed solution, validation strategy, time to market and external risk factors evaluation, and proposed solution presentation.



Grading

Course final mark (100%) is composed of 5 (currently tentative; subject to change) in-class and end-of-class assignments, as follows:

Value Proposition - 10%

Market opportunity - 10%

Challenge dimension of market opportunity - 10%

Dimension impact, including problem articulation, solution, paying customer and beneficiary, validation strategy - 50%

Final presentation - 50%



Reading List

Shepherd, D. A., & Gruber, M. (2021). The lean startup framework: Closing the academic-practitioner divide. *Entrepreneurship Theory and Practice*, 45(5), 967-998.

Porter, M. E., & Kramer, M. R. (2018). Creating shared value: How to reinvent capitalism—And unleash a wave of innovation and growth. In *Managing sustainable business: An executive education case and textbook* (pp. 323-346). Dordrecht: Springer Netherlands.

Spinelli, S., Ensign, P. C., & Adams, R. J. (2014). *New venture creation*. McGraw-Hill Ryerson.

Eisenmann, T. R., Ries, E., & Dillard, S. (2012). *Hypothesis-driven entrepreneurship: The lean startup* (pp. 1-26). SSRN.

Müller, R. M., & Thoring, K. (2012). Design thinking vs. lean startup: A comparison of two user-driven innovation strategies. *Leading through design*, 151, 91-106.

Timmons, J. A., Spinelli, S., & Tan, Y. (2004). *New venture creation: Entrepreneurship for the*

21st century (Vol. 6). New York: McGraw-Hill/Irwin.

Shook, C. L., Priem, R. L., & McGee, J. E. (2003). Venture creation and the enterprising individual: A review and synthesis. *Journal of management*, 29(3), 379-399.