



# Course program and reading list

Semester 3 Year 2024

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

## Global CO-OP Startup Experience

**Lecturer:**

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<b>Course No.:</b>	<b>Course Type :</b>	<b>Weekly Hours :</b>	<b>Credit:</b>
6803	Elective	3	3

<b>Course Requirements :</b>	<b>Group Code :</b>	<b>Language:</b>
Final Exam	243680300	English

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### Course Description

**"Experience without theory is blind, but theory without experience is mere intellectual play."**

—Immanuel Kant

The CO-OP Startup Experience Course offers students a unique opportunity to join a young, funded company and experience the roller coaster of entrepreneurship first-hand while still at school. The course is designed for individuals (in any study field) interested in gaining practical hands-on experience interning with fast-paced, dynamic Israeli startups and related companies.

The course is conducted in English.

Details:

- Compensation: 3 interdisciplinary credits (unpaid)
- The course (internship) is 9 weeks long
- Students intern for 16 hours per week

- The course (internship) and all assignments are in English
- The course is designed for all IDC students from all schools (BA only), both Israeli and international
- The course involves a 9-week practical unpaid internship with Israeli startups.



### Course Goals

- Gaining an in-depth understanding of the entrepreneurial processes of a young company;
- Developing a greater understanding of organizational roles and the functions of various business disciplines and departments;
- Gaining practical hands-on experience and improving professional skills: "learning-by-doing."
- Expanding the network of professional ties.
- Enhancing interpersonal communication skills to navigate professional relationships successfully;
- Taking part and influencing real processes in real companies.



### Grading

The course involves a 9-week practical unpaid internship with Israeli startups.

Students must commit to interning at least 16 hours a week.

In addition, students are required to complete course assignments and a final course paper.

**The course grade is comprised of four assignments (40%) and a performance review by their internship supervisor (at the company) (60%).**

### Grades

The final grade for the course will be comprised of the following components:

- 60% - Performance review by the internship supervisor (at the company)
- 40% - 4 short academic assignments (No grades for the papers. Pass/Failed basis. pass=100, failed=0). See details below:

Assignment	start	end	CO-OP week	Subject
1	28/7/2024	04/08/2024	1	Expectations
2	04/08/2024	11/08/2024	2	Orientation Paper
3a	11/08/2024	18/08/2024	3	Mid CO-OP Feedback 1#
3b	01/09/2024	08/09/2024	6	Mid-CO-OP Feedback 2# (End of Internship feedback)
4	08/09/2024	22/09/2024	7	Post-Internship Paper



### Lecturer Office Hours

Dr. Yossi Maaravi, [myossi@runi.ac.il](mailto:myossi@runi.ac.il)

Per request.



### Tutor Office Hours

Mr. Aviv Amiga  
[aviv.amiga@runi.ac.il](mailto:aviv.amiga@runi.ac.il)

Per request



### Teaching Assistant

Mr. Aviv Amiga

[aviv.amiga@runi.ac.il](mailto:aviv.amiga@runi.ac.il)

Per request



## Reading List

List of papers as an example for assignment #4 (you can use other articles as well):

1. Adamson, B., Toman, N., & Gomez, C. (2021). The new sales imperative. *Harvard Business Review*, 99(4), 80-89.
2. Cappelli, P., Tavis, A., Burrell, L., Barton, D., Carey, D., & Charan, R. (2018). The new rules of talent management. *Harvard Business Review*.
3. Deloitte. (2022). The Deloitte global millennial and gen z survey 2022. Deloitte Insights. <https://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennialsurvey.html>
4. Dixon, M., Ponomareff, L., Turner, S., & DeLisi, R. (2017). Kick-ass customer service. *Harvard Business Review*, 95(1), 110-117.
5. Dobbin, F., & Kalev, A. (2016). Why diversity programs fail. *Harvard Business Review*, 94(7), 14.
6. Fountaine, T., McCarthy, B., & Saleh, T. (2019). Building the AI-powered organization. *Harvard Business Review*, 97(4), 62-73.
7. Groysberg, B., Lee, J., Price, J., & Cheng, J. (2018). The leader's guide to corporate culture. *Harvard Business Review*, 96(1), 44-52.
8. Kim, W. C., & Mauborgne, R. (2021). *Blue ocean shift: Beyond competing - proven steps to inspire confidence and seize new growth*. Hachette UK.
9. Kramer, M. R., & Pfitzer, M. W. (2016). The ecosystem of shared value. *Harvard Business Review*, 94(10), 80-89.
10. McKinsey & Company. (2021). The next normal arrives: Trends that will define 2021-and beyond. McKinsey Global Institute. <https://www.mckinsey.com/featured-insights/the-next-normal>
11. Parker, G. G., Van Alstyne, M. W., & Choudary, S. P. (2022). *Platform revolution: How networked markets are transforming the economy - and how to make them work for you*. W. W. Norton & Company.
12. Rigby, D. K., Sutherland, J., & Takeuchi, H. (2021). Embracing agile. *Harvard Business Review*, 99(3), 74-83.