

Zell Entrepreneurship Program

The Zell Entrepreneurship Program is for outstanding individuals from all schools at Reichman University, who have the ambition and ability to launch an entrepreneurial venture. The program was established thanks to a generous contribution from world-renowned entrepreneur Sam Zell, of Chicago. The program, which is taught in English, aims to provide a practical platform for participants to launch a business. Over the course of an academic year, the program provides its participants with the practical tools and theoretical knowledge to develop and realize a business vision, from the inception of an idea to fruition of a company producing value.

The program includes the following components:

Venture Creation: The core of the program is the creation of a real venture. In the first part of the program, participants conduct a thorough analysis of sectors, industries, and technologies, select an idea for a venture and form teams. Throughout the year, the teams work toward establishing their ventures, which involves evaluating potential ideas, analyzing the business environment, validating product-market fit, building business models, and launching their startups. Each team is assigned industry expert mentors and has access to a board of faculty and business advisors.

Advanced Entrepreneurial Courses: As they work toward establishing their ventures, participants take courses and workshops with an entrepreneurial orientation in finance and startup budgeting, business models, marketing, strategy, new product development, operations, branding and positioning, sales, as well as legal and tax aspects.

Entrepreneurship Workshop: The aim of this workshop is to introduce participants to the different stages and aspects of launching entrepreneurial ventures by introducing them to entrepreneurs and ventures and to their stories of success and failure. The workshop also includes a trip abroad, which consists of company visits, academic workshops in world renowned institutions, as well as engagement with local business leaders, investors and potential customers and partners.

Entrepreneurial Toolbox: The workshop's goal is to provide the participants with the tools to manage, learn, create, and design their life as entrepreneurs and co-founders. During the year, participants gain knowledge and experience in creating value within their team, learn how to define their personal and team's vision and analyze and manage founders' conflicts. The workshop covers topics such as: time-management, interpersonal communication, decision making, negotiations, personal branding, and team dynamics.

Admission criteria for the Zell Entrepreneurship Program include demonstrated leadership ability, high academic standing, and experience in, and familiarity with, business or social entrepreneurship. Outstanding individuals approaching their final year of studies towards an undergraduate or graduate degree at Reichman University, or those interested in extending their studies in order to participate in the Zell program, are welcome to apply. After screening of applications and letters of

recommendation, some candidates will be invited to interviews. A group of eligible candidates will be invited to participate in a summer program. Finally, up to 24 participants will be accepted into the program.

For additional information visit our website at <https://www.runi.ac.il/en/special-programs/zell> or send us a mail at: zep@runi.ac.il

Program of Studies – Zell Entrepreneurship Program

Course Code	Course Name	Lecture Hours	Credits	Comments
3433	Concept Testing for Products and Service	2 *	2	6 meetings
3434	Marketing Strategy	2 *	2	6 meetings; Team meetings
3386	Venture Creation A Mr. Ori Schnitzer,	4 *	3	
3385	Financial Thinking for Startups	2**	1	12 meetings
3387	Venture Creation Field Study – B	3**	3	
3388	Business Modeling	2**	1	6 Meetings
3389	Startup Economics	2*	2	
3942	Entrepreneurship Workshop	2***	4	
6255	Entrepreneurial Operations	2**	2	

6256	Entrepreneurial Strategy	2*	2
6917	Entrepreneurial Toolbox	2***	2
Total Semester Hours			24

* First Semester Course

** Second Semester Course

*** Year Long Course

Program Requirements

1. Students in the Zell Entrepreneurship Program must complete all of the required courses for the program (24 semester hours.)
2. Students may not have a second major (due to the amount of time they must devote to the Zell program in order to succeed).
3. Completion of a course in Fundamentals of Finance taken no later than the second semester of the application year (mandatory for students from all schools except for psychology)
4. Business administration students from the Raphael Recanati International School must take all of the courses for the Zell program as well as **11** semester hours of elective or required courses from the third year business administration program to achieve a total of 120 credits required for degree completion.
5. Psychology students from the Raphael Recanati International School must take all of the courses for the Zell program, and will be exempt from the Supplementary Cluster, as well as **4** credits of General Electives and **4** credits of Psychology Electives.
6. All students applying to the Zell Entrepreneurship Program shall initially plan their curriculum adjustments and eligibility requirements with their school.

Exam Schedule

The dates of the examinations are published on the IDC Herzliya website under the “Services“ → “Handbook“ → “Search Exams” or “Search Exams by General Course or Schools”.

A personal examinations schedule is published at the Student’s Information Station.