

Date: \_26 July 2024\_

## Syllabus - Teaching Program for the Course

### יזמות עיסקית

**Kenneth Mischel | Israel XP**

66997-01 | Business Entrepreneurship

**Course Type:**            \_\_Class\_\_ (class, exercise, seminar, workshop, lab, etc.)  
**Scope of credits:**       \_\_3\_  
**Year of study:**           \_\_First\_  
**Semester:**                \_\_Fall\_  
**Day & Time:**             \_\_Thursdays at 14:00\_  
**Reception Time:**        \_\_\_\_\_  
**Lecturer Email:**         \_\_profmischel@gmail.com\_  
**Moodle Site:**             \_\_\_\_\_



### Course description and learning goals

#### Course Abstract

This course will introduce students to entrepreneurship, particularly as it relates to starting a new and innovative business endeavor. It will explore both the motivational challenges associated with creating, and propelling forward, a startup and the practical steps that a founder will (probably) need to execute to succeed.

#### Learning objectives

## Knowledge

1. What entrepreneurship is
2. The connection, but difference, between innovation and entrepreneurship
3. What tools an entrepreneur is likely to need

## Skills

1. Prototyping
2. Business planning
3. Investor and customer communication
4. Resilience – fostering an optimistic explanatory style



## Active learning – lessons plan:[\(expand\)](#)

| Lesson No. | Topic  | Required reading   | Assessment |
|------------|--|--|------------|
| 1          | Start with why: “What important truth do very few people agree with you on?” | Accompanying handout will be posted to Moodle<br><br>Selections from Sinek, Simon. <i>Start with why: How great leaders inspire everyone to take action.</i> Penguin, 2009.<br><br>Masters, Blake, and Peter Thiel. <i>Zero to one: notes on start ups, or how to build the future.</i> Random House, 2014., chapter 1 |            |
| 2          | DNA of entrepreneurship: “You are not a lottery ticket”                      | Accompanying handout will be posted to Moodle<br><br>Masters, Blake, and Peter Thiel. <i>Zero to one: notes on start ups, or how to build the future.</i> Random House, 2014., chapter 6<br><br>Sarasvathy, Saras D. “What makes entrepreneurs entrepreneurial?.” (2001).  |            |

|   |   |   |                        |
|---|---|---|------------------------|
| 3 | IP/Technology/Innovation are necessary! But it's about building a business. | <p>Accompanying handout will be posted to Moodle</p> <p>Masters, Blake, and Peter Thiel. <i>Zero to one: notes on start ups, or how to build the future</i>. Random House, 2014., chapters 4-5</p> <p>Thiel, Peter. "Competition is for losers." <i>The Wall Street Journal</i> 12 (2014).</p>                    |                        |
| 4 | Product-Market fit  | <p>Accompanying handout will be posted to Moodle</p> <p>Christensen, Clayton M., Scott Cook, and Taddy Hall. "Marketing malpractice." <i>Make Sure All Your Products Are Profitable</i> 2 (2005).</p> <p>Brown, T. "Design thinking," <i>Harvard Business Review</i>, June." (2008).</p>                          |                        |
| 5 | The hard thing about hard things  | <p>Handout will be posted to Moodle</p> <p>Selections from Horowitz, Ben, and Kevin Kenerly. <i>The hard thing about hard things</i>. New York: HarperCollins, 2014.</p> <p>Masters, Blake, and Peter Thiel. <i>Zero to one: notes on start ups, or how to build the future</i>. Random House, 2014., chapter</p> |                        |
| 6 | Prototyping   | Accompanying handout will be posted to Moodle   | Prototyping assignment |
| 7 | Presenting prototypes   |   |                        |
| 8 | Crafting a business plan  | Accompanying handout will be  | Business plan          |

|    |  |  |                                      |
|----|--|--|--------------------------------------|
|    |  | posted to Moodle   | assignment                           |
| 9  | Presenting business plans  |  |                                      |
| 10 | Crafting a financing strategy & communicating with investors<br><br>Teasers & elevator pitches | Accompanying handout will be posted to Moodle  | Teaser and Elevator pitch assignment |
| 11 | Going over teasers & elevator pitches  |  |                                      |
| 12 | Crafting investors and client presentations  | Accompanying handout will be posted to Moodle  | Presentation assignment              |
| 13 | Delivering presentations   |  |                                      |
| 14 | The other hard thing   | Accompanying handout will be posted to Moodle<br><br>Selections from Seligman, Martin EP. <i>Learned optimism: How to change your mind and your life.</i> Vintage, 2006.<br><br>Selections from Gallwey, W. Timothy. <i>The Inner Game of Tennis: The Classic Guide to Peak Performance.</i> Random House, 2024. |                                      |

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### Final grade

| Description of the learning product | Weight in the final score |
|-------------------------------------|---------------------------|
| Prototype assignment                | 25%                       |
| Business assignment                 | 25%                       |
| Teaser & elevator pitch assignment  | 25%                       |
| Investor presentation assignment    | 25%                       |



### Course requirements

- Assignments – The completion & presentation of course assignments are the basis of the course grade.
- Attendance – No more than 3 absences will be permitted.