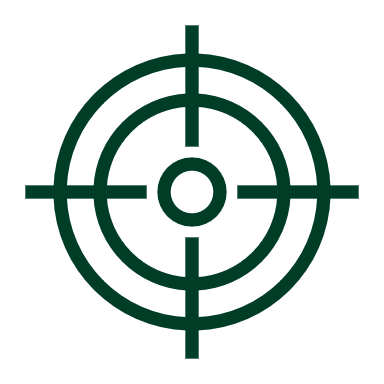


Date: August 2025

Syllabus – Business Entrepreneurship

**Kenneth Mischel|** **Israel XP**66997-01

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| --- | --- |
| **Course Type:** | Lecture |
| **Scope of credits:** | 3 |
| **Year of study:** | 2025-26 |
| **Semester:** | Fall |
| **Day & Time:** | Mon. 4:30p.m-6:45p.m |
| **Reception Time:** | Upon appointment |
| **Lecturer Email:** | \_\_profmischel@gmail.com\_ |
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**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.

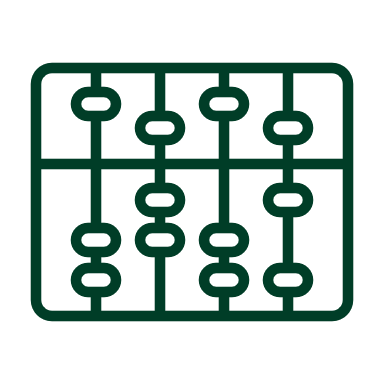
**Learning objectives**

**Knowledge**

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

**Skills**

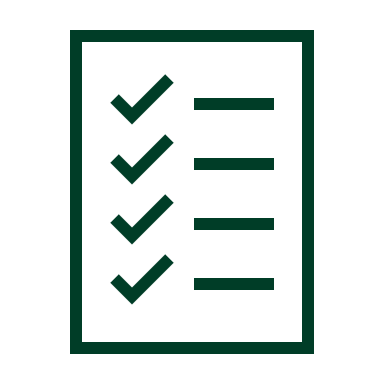
1. Prototyping
2. Business planning
3. Investor and customer communication
4. Resilience – fostering an optimistic explanatory style.

**Active learning –** **lessons plan:**

|  |  |  |  |
| --- | --- | --- | --- |
| 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  Selections from Sinek, Simon. *Start with why: How great leaders inspire everyone to take action*. Penguin, 2009.  Masters, Blake, and Peter Thiel. *Zero to one: notes on start ups, or how to build the future*. Random House, 2014., chapter 1 |  |
| 2 | DNA of entrepreneurship: “You are not a lottery ticket”  The hard thing about hard things | Accompanying handout will be posted to Moodle  Masters, Blake, and Peter Thiel. *Zero to one: notes on start ups, or how to build the future*. Random House, 2014., chapter 6  Sarasvathy, Saras D. "What makes entrepreneurs entrepreneurial?." (2001).  Selections from Horowitz, Ben, and Kevin Kenerly. *The hard thing about hard things*. New York: HarperCollins, 2014. |  |
| 3 | IP/Technology/Innovation are necessary! But it’s about building a business. | Accompanying handout will be posted to Moodle  Masters, Blake, and Peter Thiel. *Zero to one: notes on start ups, or how to build the future*. Random House, 2014., chapters 4-5  Thiel, Peter. "Competition is for losers." *The Wall Street Journal* 12 (2014). |  |
| 4 | Planning: Leveraging a Business Model Canvas | Accompanying handout will be posted to Moodle  Osterwalder, Alexander. "A better way to think about your business model." *Harvard Business Review* 6 (2013).  Christensen, Clayton M., Scott Cook, and Taddy Hall. "Marketing malpractice." *Make Sure AllYour Products Are Profitable* 2 (2005).  Brown, T. "Design thinking, *Harvard Business Review*, June." (2008). |  |
| 5 | Executing: Leveraging the “Lean Start Up” Methodology | Selections from Eric Reiss, *The Lean Startup*,  https://ia800509.us.archive.org/7/items/TheLeanStartupErickRies/The%20Lean%20Startup%20-%20Erick%20Ries.pdf |  |
| 6 | Prototyping | Accompanying handout will be posted to Moodle | Prototyping assignment |
| 7 | Presenting prototypes |  |  |
| 8 | Crafting a business plan | Accompanying handout will be posted to Moodle | Business plan assignment |
| 9 | Presenting business plans |  |  |
| 10 | Crafting a financing strategy & communicating with investors  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  Selections from Seligman, Martin EP. *Learned optimism: How to change your mind and your life*. Vintage, 2006.  Selections from Gallwey, W. Timothy. *The Inner Game of Tennis: The Classic Guide to Peak Performance*. Random House, 2024. |  |

**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.