

MBA Studies 1231.3668.01 Entrepreneurship 101

Fall Semester – Second Half - 2020-21

Details of the Groups in the Course

Group	Day	Hours	Lecturer	Email	Telephone	Office
	Sunday	15:45-18:30	Eyal Benjamin	eyalbenjamin@tauex.tau.ac.il	052-2266-526	

Teaching Assistant: Ms Doron Nachmani
Reception Hours: By advance appointment
Exam Date: To be announced

Scope of Studies

1 Collier's units = 4 ECTS credits

Course Description

This is an introductory course designed to introduce the fundamental components of the world of entrepreneurship in all its facets, particularly new ventures, organizational intrapreneurship, start-ups, social entrepreneurship and the research in the area. Among the subjects to be discussed in the course are: the entrepreneurial process and the founding of a new venture, the business plan – its purpose and structure, entrepreneurship and the sources of financing, social networks and entrepreneurship, Intrapreneurship – its advantages and limitations, the characteristics of an environment that fosters entrepreneurship and how such an environment can be constructed. This course will further provide a hands-on experience in the entrepreneurial process framework, aiming at understanding of the entrepreneurial mindset as well as investors' perspective towards hi-growth ventures. Through a mixture of lectures and hands-on workshops, students will gain a theoretical view coupled with first-hand experience in practical entrepreneurship in a startup ecosystem.

To participate in the course students need to be equipped with a laptop, and/or a tablet, and/or a smartphone.

End of Studies

Upon successfully completing the course students will be able to:

1. Explain the relevant concepts in the area of entrepreneurship
2. Describe and analyze the reciprocal relations between the components of the entrepreneurial process
3. Identify the different varieties of entrepreneurship and differentiate among them
4. Analyze the processes involved in establishing new enterprises
5. Describe topical research directions in the area

Evaluation of Student in the Course and Grade Composition

%	Assignment	Date	Group Size /Comments
30%	A presentation in class of an entrepreneurial case a to z		Group
60%	30% Development and pitching of new venture idea in a class demo day simulation.		Group
	30% Making of an investment decision in a new venture as part of the class demo day simulation		Individual
10%	Lecturers personal assessment on team contribution and class participation.		Individual

- According to Tel Aviv University's regulations a student is obliged to attend all classes of a course.
- A student who is absent from a class that requires active participation or does not actively participate in the class may be removed from the course. (The student will be required to pay for the course.)

Details of Course Assignments

The course assignments are around finding your personal place in the 'startup world' while practicing the innovation process in a "learning by doing" process.

There are two assignments. The first in which you will listen to an interview with a new-venture founder, analyze it and present it in class.

The second assignment consists of two parts: The first part is about going through an accelerated process of a venture team formation around an idea, development and pitching on the last day of the course. The second part requires making individual investment decision in your peers presented ventures.

This assignment practices an intense development of an innovative venture idea. During an ideation session, participants will form venture teams of 4-6 members, suggest new innovative business ideas, discuss, screen and develop one of them. Teams will then present the Ideas using an 'elevator pitch', trying to win the best investments from their peers and mentors. Grading is based on the teams' success in fund raising compared with the other venture teams.

The second assignment will be to make an investment decision in the venture teams. It will take place right after the pitching by all teams. Every participant is provided with the same investment capital and will have to decide in which of the ventures to invest and build his

investment portfolio. Grading is based on the investors' success in allocating his funds compared with the other investors (45%).

The teaching assistant must be notified in advance (by email) of any non-submission of a course assignment

Grading Policy

The Department of Management has a policy of maintaining a certain level of average final grades in the course. Details of this policy appear on the department's website.

Course Evaluation by Students

At the end of the course the students participate in a teaching survey that aims to draw conclusions for the benefit of the students and the university.

Course Website

The course website is the main location for conveying messages to the students and should be viewed regularly, before each class and even after the end of the semester (to coordinate matters relating to the course exam, for instance).

Slides pertaining to the course will appear on the course website.

Please note that in class issues will be addressed that do not appear in the slides or appear only as headings (examples, in particular). These are all nevertheless an integral part of the course material.

Course Program

Week	Date	Subject	Topics	Required Reading	Comments
1	6/12	Opening Session	Brief description of the course. How our economy works, where when and why entrepreneurship happens within our economy.	(1)	
		Entrepreneurship and Me	The essence of entrepreneurship. Impact of entrepreneurship on society, how entrepreneurship is relevant to your personal career path.	Viewing of video	
2	20/12	The Founders	The personality and other attributes of entrepreneurs, entrepreneurial teams, serial entrepreneurship, Can I be a founder?	(2)	
		The Ventures	Types of ventures, their characteristics, creating the added value, family entrepreneurship, franchising, small and new businesses, social venturing.	(3)	
3	27/12	Student Case presentations	Class presentation by students of startup cases and their analysis. A class discussion of each case will follow the presentation. (Part 1)	Guidelines will be provided in class	Graded Submissions
		Student Case presentations	Class presentation by students of startup cases and their analysis. A class discussion of each case will follow the presentation. (Part 2)	Elective reading 1	Graded Submissions
4	3/1	Hi-Tech Ventures	Essence and style, technology transfer from the laboratory and research institutes to industry, intellectual property and additional characteristics		
		Social/Impact Entrepreneurship	The Essence and flavors of social and impact venturing, examples analysis and 'fake social' attributes.		
5	10/1	Founders Tools	Experiencing some practical hands-on tools Founders find useful while designing and building their venture. (Part 1)	Elective reading 2,3	
		Founders Tools	Experiencing some practical hands-on tools Founders find useful while designing and building their venture. (Part 2)		
6	17/1	The Investors view of venturing	Why invest in new ventures? How investors think and analyse investment opportunities. The investor investee relationship.	(6)	
		New Venture Finances	How new venture finance works Case analysis of a new venture funding from both the investor and founders perspectives.		
7	24/1	Demo Day !	Pitching in class of ideas developed by the teams including an active investment simulation done by the students.		Graded Submissions
		Entrepreneurial ecosystems and Course wrap up	Reflection on class demo day, Innovation ecosystems and how they resonate with founders, investors and ventures to develop the economy.	(4)	

Program is subject to change.

Required Reading

1. *How They Started: How 25 Good Ideas Became Great Companies* by Carol Tice and David Lester; Crimson publishing. 2012 *Case # 1: LinkedIn* - pp: 83-92
2. Shane, S. 2003. Individual differences and the decision to exploit. Chapter 4, pp. 61-94, in *A General Theory of Entrepreneurship*. Edward Elgar Publishing.
3. Resnick, Mitchel. "All I really need to know (about creative thinking) I learned (by studying how children learn) in kindergarten." *Proceedings of the 6th ACM SIGCHI conference on Creativity & cognition*. ACM, 2007.
4. Senor, D., and Singer, S. 2009. *Start-Up Nation* (Chapter 10). Twelve, Grand Central Publishing.

Material for viewing

Video of Saras Sarasvathy

<http://bigthink.com/users/sarassarasvathy>

Elective Reading

1. Blank, S. 2006. *The Four Steps to the Epiphany*.
2. Ries, E. 2011. *The Lean Start-up*.
3. Osterwalder, A., and Pigneur, Y. 2010. *Business Model Generation*.