



Sofaer International MBA

1238.4001.01 - Biz Dev Projects

Course Section Details

Day	Hour	Classroom	Lecturer	Email	Telephone	Office
See below	See below	Recanati 254	Yahav Levy	Yahav.levy@gmail.com		

The course will run in Module 3 on Thursdays 3:45 – 6:15

8 March

15 March

22 March

29 March

12 April

26 April

The course will run in Module 4 on Tuesdays 6:45 – 9:30

7 May

14 May

21 May

28 May

4 June

11 June

Teaching Assistant (TA): **Name and Email**

Office Hours: **By appointment**

Course Units

Course Units: ____

4 ECTS (European Credit Transfer and Accumulation System) = 1 course unit

By making higher education comparable across Europe, ECTS makes teaching and learning in higher education more transparent and facilitates the recognition of all studies.

Course Description

Course principals: **Agile. Simple. Digital**

Scope:

- ❖ **In this course we'll face the cross border payment solution challenges. In the days of the growing gig economy, as more and more people chose to work as freelancers across the globe and becoming small or medium business owners they need payments options which will help them grow. How can these payers and freelancers ease the chore of cross border payment solution? We'll team up with Payoneer, one of the global leaders in this domain, exploring new possibilities.**
- ❖ This course model involves ongoing investigation, ideation and modelling phases. Yes, you'll advise Payoneer what they potentially do next and you'll need to "buy in" management so they prefer your idea.
- ❖ **It's about teamwork. It's about learning how to initiate users facing solution and imagine how the potential solution will look like.**
- ❖ **There will be up to 5 participants per team**

About the topic for 2018:

Teams will dive into the challenges freelancers and small medium business are facing financially – how they can get and deliver money globally? What do they need? What are their needs and wants? How can better product in this domain may look like? What problem it will solve and how a cross border payment solution will help the gig economy members growing in different markets?

Students will be exposed to the opportunity of developing business initiatives in the heavy regulated domain, across varied markets.

Payoneer Product division will be the key stake holder students will peach to.

Deliverables:

- Expose to the gig economy, its potential and trends.
- Current situation of cross border payment solutions, where's the next business opportunity is?
- Identify scenarios in which freelancers and small medium business will be ready to pay for and search for solutions.
- Present a creative monetization eco-system solutions to fuel future global gig economy development.

Course Objectives

Upon completion of the course, the student will know/be able to:

1. Define market segment of users, what they want and identify how they solve the problem today (customer's job)
2. What is the point of view to focus on? How it meets Payoneer existing Strategy / capability?
3. Can it be done tomorrow morning? What is the process?
4. What resources can be used from internal capabilities? External ones?
5. Sketch it. How it may look like? We are living in a digital world, so creating a rapid mock up illustrating team idea is a must
6. Using a fast track feedback, implementing lessons learned and run a scalable project within corporate with better chances to implement
7. Meeting corporate experts dealing w issues at hand



Assessment and Grade Distribution

Percentage	Assignment	Date	Group Size/Comments

*According to University regulations, a student must be present in every lesson (Article 5).

* The lecturer reserves the right to have a student removed from a course if the student is absent from a class with mandatory participation or did not actively participate in class. (The student will remain financially responsible for the course irrespective of his/her removal from the course)

Course Assignments

1. Identify problem / potential situation
2. How it will move the needle and be a business potential for the company? What is the market size? How lucrative it might be?
3. Sketch it – how it may look like?
4. Pitch it – team to practice how to sell their ideas to executive management.

Should a student become unable to complete an assignment or course requirement, s/he must notify the TA of the course in advance via email

Grading Policy

As of the 2008/9 academic year the Faculty has implemented a grading policy for all graduate level courses.

This policy applies to all graduate courses in the Faculty, and will be reflected in the final course grade.

Accordingly, the final average of the class for this course (which is an elective course) will fall between 83-87%.

Additional information regarding this policy can be found on the Faculty website.

Evaluation of the Course by Student

Following completion of the course, students will participate in a teaching survey in order to evaluate the instructor and the course for the benefit of the students and the university.

Course Site (Moodle)

The course site will be the primary tool used to communicate messages and material to students. It is, therefore recommended to periodically check the course site in general, periodically, before each lesson, at the end of the course as well. (For example: exam details and updates regarding assignments)

Course slides will be available on the course site.

Please note that topics which are not covered in the slides, but are discussed in class are considered an integral part of the course material and may be tested in examinations.

Course Outline*

Sessions	Content	Lesson focus
8 March	Course intro - Yahav Payoneer intro to the gig economy and the cross border payment domain Logistics – Yahav	How it will work – both academic and industry musts
15 March	Workshop 1: The Business Canvas Model and how you play it around	Team work
22 March	Team work – who is your audience and what is the friction you take out? User empathy map and how to implement it in your business model	Team work
29 March	Roundtable with Payoneer	Presenting team idea's to client
12 April	Team work –Improve your idea / MVP based on client feedback	Team work
26 April	Market size / potential	Team work
7 May	Team work	Team work
14 May	Roundtable with Payoneer	Presenting team idea's to client
21 May	Working time based on client feedback	
28 May	Team work – wrapping up – how to sell	Practice in class
4 June	Team work	Practice in class
11 June	Presentation time – the real deal with Payoneer executive management	Pitching to win