Business Entrepreneurship – 4 credits

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OBJECTIVES

The purpose of this course is to explore the many dimensions of new innovative venture creation, development and financing. We will deal with issues such as sources of ideas, type of opportunities, creativity and idea generation, business model design, business model validation, stages of start-up development, the lean startup approach, IP protection, business plan writing, and sources of finance for new innovative ventures. Many of the examples and cases presented in the course will be taken from the Israeli context. The course will include guest lecturers for the Israeli high tech industry.

COURSE CONTENTS

In the introduction module we present the entrepreneur's role in the global economy as an agent of change and accelerator of innovation and economic development. This module will build the theoretical foundation of the course. The second module deals with sources of ideas, opportunity identification, creativity, idea generation, idea development and idea scanning and selection. The third module deals with business model generation including the concept of Business Model Canvas, design and visual thinking concept, business model development, and business model validation. The fourth module discuss the unique characteristics of start-up companies and it implications on development and strategy. In this module we will introduce the lean startup approach and the concept of Minimal Viable Product (MVP). The fifth module discuss the topics of business plan writing and IP protection. The last module presents the venture capital market including business angles, crowdfunding platforms, startup accelerators and technological incubators, venture capital funds, and corporate VC. We will discuss the characteristics of each type of investor, the advantages and disadvantages for the start-up of being finance by each type of investors.

PROGRAM

#	Date	Topic
1a		Introduction: The Role of Entrepreneurs in Economic Growth and Development
1b		Identifying opportunities + Idea Generation and Scanning
2a		Introduction to the Value Proposition Canvas
2b		Practicing the Value Proposition Canvas
3a		The Lean Startup Approach
3b		Types of MVPs
4a		Visit to an Accelerator
4b		Guest Lecture from Accelerator Manager
5a		Presenting Task 1
5b		Presenting Task 1
6a		Introduction to Business Model
6b		Business Model Typologies
7a		Business Model Innovation
7b		Practicing Design Thinking
8a		Customer Development
8b		Types of Markets
9a		Better Place Case Study
9b		Guest Lecture – A leading Israeli Entrepreneur
10a		Presenting Task 2
10b		Presenting Task 2
11a		Business Plan Writing + Investor presentation
11b		Introduction to Intellectual Property and Patents
12a		Introduction to Entrepreneurial Finance + Venture Capital
12b		Corporate VC (Strategic Investors) + Business Angels + CF
13a		Technological Incubators and Startup Accelerators + Government support
13b		Guest lecture – A partner in a Leading VC
14a		Visit to an Incubator
14b		Guest Lecture from Incubator Manager
15		Exam

* During the course we will have 3-4 guest lecture from leading figures from the Israeli entrepreneurial cluster

EVALUATION CRITERIA
3 Compulsory Tasks
80% Compulsory Attendance
Grade: 100% Exam + Bonus on 3 Class Tasks

BIBLIOGRAPHY

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Identifying and evaluating opportunities

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Business Models

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OTHER INTERESTING DATA

Gil Avnimelech is a faculty member and head of the entrepreneurship center at Ono Academic College. Previously he was a post-doctoral research associate at the Public Policy Department, UNC-CH and at Recanati School of Management at tel Aviv University. He conducted his Ph.D. at the School of Management, Ben Gurion University. He has MA thesis in Strategy and a BA in Economics from the Hebrew University, and an MA in Financial Economics from Tel-Aviv University. His fields of expert are entrepreneurship, and entrepreneurship finance, innovative cluster development, and innovation and science policy. He published 15 articles in leading academic journals and 14 chapters in edited book. He lectures at the Business Schools of Tel Aviv University, Ben Gurion University, and Ono Academic College. Gil has been involved in research activities in five European Framework projects (TSER, IFISE, ESTER, PRIME and OMC-NET. Gil Is also involved in consulting to startup companies on strategy, business model development and sources of finance.