



## The Leon Recanati Graduate School of Business Administration

### 1231.3668.01– Entrepreneurship 101: a Practical Overview

Prerequisites: --

Parallel requirements: --

#### First Semester – First Half 2021/22

Day	Hour	Exam date	Lecturer	Email	Telephone
Thursday	15:45-18:30	<a href="#">As posted on the list of exams</a>	Dr. Eyal Benjamin	<a href="mailto:eyalbenjamin@tauex.tau.ac.il">eyalbenjamin@tauex.tau.ac.il</a>	052-2266-526

**Teaching Assistant (TA):** Dr. Rafael Hod – rhod@tau.ac.il

**Office Hours:** By advance appointment

#### Course Units

1 course unit = 4 ECTS units

The ECTS (European Credit Transfer and Accumulation System) is a framework defined by the European Commission to allow for unified recognition of student academic achievements from different countries.

#### 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.**

## Course Objectives

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 and Composition of Grade

%	Assignment	Date	Group Size /Comments
20%	A presentation in class of an entrepreneurial case a to z	TBD	Group
50%	25% Development and pitching of new venture idea in a class demo day simulation.	TBD	Group
	25% Making of an investment decision in a new venture as part of the class demo day simulation	TBD	Individual
30%	Personal reflection essay on entrepreneurship and career path.	TBD	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.)

## 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

In the 2008/9 academic year the Faculty instituted a grading policy for all graduate level courses that aims to maintain a certain level of the final course grade. Accordingly, this policy will be applied to this course's final grades. Additional information regarding this policy can be found on the Faculty website.

<https://coller.tau.ac.il/MBA-students/programs/2020-21/MBA/regulations/exams>

## Evaluation of the Course by Student

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

## Course Site (Moodle)

The course site will be the primary tool to communicate messages and material to students. You should check the course site regularly for information on classes, assignments and exams, at the end of the course as well. Course material will be available on the course site.

Please note that topics that are not covered in the course material but are discussed in class are considered integral to the course and may be tested in examinations.

## Course Outline\*

Week Date	Subject	Topics	Required Reading	Comments
1 14/10	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 21/10	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 28/10	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.		
4 4/11	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

Week Date	Subject	Topics	Required Reading	Comments
5 11/11	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 18/11	The Investors view of venturing	Why invest in new ventures? How investors think and analyze investment opportunities. The investor investee relationship.	(6)	
7 25/11	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	Reelection 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>

### Recommended 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*.