



Short Syllabus

Course Title	Credits
Communities Strategy and Communities and the Competitive Edge of Business	2
Lecturers	
Dr Iris Ginzburg, Hila Leizerovich	
Contact details	
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Semester	
Fall	
Short Description	
<p>Human communities have existed since the dawn of history. Over the past few decades, online communities have emerged leading to significant changes in parts of corporate strategy. Organizations use communities as a marketing tool, a necessary “tool” for developing software products, a “tool” for instilling a culture of preserving and promoting the professionalism of employees, and the formation of organizational identity. Currently the relevant communities for the organization could be internal to the organization, cross-organizational and some completely external to the organization. In most cases, the community founders and managers should take into account elements of physical community building and face-to-face connections as well as elements of online global communities. In addition, organizations need to know how the various communities serve the strategy, and what is the right strategy for establishing active and beneficial communities.</p> <p>The course will deal with communities as stand-alone entities, as well as a strategic and organizational tool that is relevant to many of the organization activities and goals, as described above.</p> <p>The work/project in the course will be about a community that the students - in teams - want to establish, or an existing community that the students want to promote and improve.</p>	



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Final grade components

Minor assignments:

Students will submit an executive summary of their suggested project, as well as analysis and critique of two papers – one of academic nature, the second an HBR paper. The project related tasks will be team tasks, the paper analysis will be individual.

Analysis of an HBR article – 15%

Analysis of Academic Article No. 1 or No. 2 – 15%

Participation – 15%

Midterm:

Students will present the progress they have made with their project, including open questions and a plan to learn the things that they still need to learn in order to complete their final project.

Presenting the team challenge – 15%

Final requirement:

Students will be asked to analyze the community, its goals, ways of working, evaluate its quality and suggest ways to improve. The final product will be a class presentation.

A presentation of the proposed plan for building the community – 40%

Attendance

Attendance is mandatory. Students are permitted a maximum of three absences without penalty. Any additional absences will affect the final grade and may result in failure of the course.

Academic Conduct

Plagiarism is taken extremely seriously. Any instance of academic misconduct which includes: submitting someone else's work as your own; failure to accurately cite sources; taking words from another source without using quotation marks; submission of work for which you have previously received credit; working in a group for individual assignments; using unauthorized materials in an exam and sharing your work with other students, will result in failure of the assignment and will likely lead to further disciplinary measures.

Additional requirements

Turn on camera – if on Zoom. Turn off electronic apparatuses on request of the lecturers.