



Short Syllabus



Course Title	Credits
Entrepreneurship and the Start-up Ecosystem	2
Lecturer	
Noga Kap	
Contact details	
Nogakapp@gmail.com	
Semester	
Fall	
Short Description	
<p>The course focuses on understanding the terms as well as the implementation principles of establishing a new business venture. The course will combine practical and academic aspects, examples and case studies (local and global) discussing the practical attributes of entrepreneurial activity.</p> <p>The course will cover the fundamentals regarding the entrepreneurial process and how to establish a new business: business plan – purpose and structure, financial aspects of start-ups, entrepreneurship within corporations, social entrepreneurship, reasons for success and failures of entrepreneurs, unique approaches to technology start-ups on the web and mobile world, design thinking, presentation skillset and how to pitch to investors.</p>	
Final grade components	
<p>Participation in class: Attendance and participation. 15% of the total grade.</p> <p>Midterm: The assignment is based on a group presentation and written document relating to a real-case analysis. 25% of total grade.</p> <p>Final requirement: Take-home exam with 2nd chance exam. 60% of total grade.</p>	
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	



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Students are requested to keep phones turned-off while in class, and use laptops if needed, for the course purpose only