



Name of the HEI	Sakhnin College
Name of the course:	Entrepreneurship, start -Ups and the School 2017/18
Level (Professional certificate, Bachelor, Master, Doctorate)	Bachelor, Master
Number of ECTS credits	2
Type of degree (from 1 HEI, Multiple degree, joint degree)	1
Short brief the Aims of the Course?	The course is practical in nature and offers a significant connection to industry, technology and biotechnology.
What are the learning Products for the Students?	<p>The course provides the teaching staff with creative and inventive thinking skills.</p> <ul style="list-style-type: none"> • Provides students with problem-solving skills, experiment planning and finding solutions. • Enables students to become entrepreneurs in the school and to turn the school into a start-up company.
Meeting no.	
1	<p>The importance of entrepreneurship and the principles of the entrepreneurial-</p> <p>Introduction to Entrepreneurship: Definitions, Tools, Characteristics of the entrepreneur - entrepreneur profile, self-employed versus employee, personal and business goals - research and discovery.</p>
2	<p>The entrepreneurial idea and the entrepreneurial product - from idea to product to business. Inventive thinking</p> <p>Creative thinking outside the accepted framework</p> <p>The start-up company - from the idea to the product to the market includes investors and venture capital funds (a company I initiated).</p>
3	<p>Innovation: start-up companies versus mature companies - the school as a start-up company.</p> <p>Techniques for raising ideas for a project + filtering</p>



	<p>ideas Raising ideas for the project in and outside the school from a variety of fields: spirit, society and natural sciences (education, science and medicine) - a project that can be a research product (medicine, organic exterminator, organic fertilizer, food additive or technological product).</p> <p>Guiding Principles: Scientific, Technological, Environmental, Moral and Economic Aspects.</p>
4	<p>Entrepreneurial strategies - analysis of the project and presentation of milestones - from idea to product - according to accepted strategies in the field. Will be presented by the students and the type of the project will be highlighted as a technological model or a scientific product.</p>
5	<p>Locating and selecting the final project Environmental assessment and feasibility studies - Marketing planning for the small entrepreneurial business, customer segmentation Making decisions in an environment of uncertainty. Marketing, advertising and distribution - Presenting a marketing plan for example</p>
6	<p>A guest lecture by a start-up entrepreneur leads and may have failed.</p>
7	<p>Definition and identification of customers, identification of opportunity windows - marketing presentation - emphasis competitors - SWOT ANALYSIS.</p>
8	<p>Financing and financial management of the entrepreneurial business - sensitivity tests, balancing point - business models - considerations of entrepreneurs vs. investors.</p>
9+10	<p>Principles of the business plan for the entrepreneurial business, finding sources of financing for the business - investors and venture capital funds. Growth of the entrepreneurial business A summary model of the entrepreneurial business The art of "selling." Emphasis on presentation of a presentation to a client or potential investor - the legal side, patent registration, contractual agreements with suppliers, intellectual property and more</p>
11+12+13+14	<p>Student presentations - Presenting the final project to the class. Summary and reflection.</p>



Bibliography and Reference

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