

Sakhnin Teacher Training College
BA&MA studies in all trends

Entrepreneurship and the school as a start-up			The name of course
The course code	2019 Semester A or B	Day and hours	This course is mandatory for all BA and MA students in all disciplines
Name of lecturer: Dr. Abed Elkareem Shalataa	Phone: 052-5255901	e-mail academys@zahav.net.il	reception hours: By prior coordination

Course Details:

Prerequisites	None
Objectives / Objectives of the course	<p>The course is designed for students who plan to start a start-up in schools, and see entrepreneurship as a way of life. The course will explore the basic concepts, theories and paradigms of social entrepreneurship within the context of education.</p> <p>The prospects for a visionary entrepreneur in the global world are enormous, but the chances of success are low, and the challenges ahead are very complex. The aim of the course is to reduce the level of uncertainty faced by the entrepreneur, to shorten the learning curve, and to provide participants with tools that will help them in their entrepreneurial way. As well as to develop social entrepreneurship with a focus on education. This knowledge may also affect work in the field.</p> <p>The course is practical in nature and offers a significant connection to industry, technology and biotechnology. In addition to the frontal lectures, students will meet with successful entrepreneurs in and outside the classroom, and will learn directly from them about the coping that accompanies the management of the start-up company. In addition, relevant case studies will be read and analyzed. The final project, a business and marketing plan for a technological start-up company, which will be presented to a professional panel (selected programs).</p> <p>The course enables participants to learn from the experience of others directly, through meetings with entrepreneurs, and indirectly, through analysis of events and research; Learn the business language; Understand key characteristics of entrepreneurship (especially technological entrepreneurship), and what distinguishes between successful and less successful companies; And learn about the main processes that accompany the company from its establishment and throughout its business life cycle, and how to manage these processes: how to do what, how much it costs, how long it takes, what to do alone,</p>

	<p>and what to do together and with whom,.</p> <p>Graduates will have insights and knowledge of social entrepreneurship and will be able to apply theories and paradigms to the field of education. In addition, the participants will learn about the significance of the business and competitive environment in which the company operates, and the challenges and crises that high-tech companies face during the various stages of the business life cycle. Together we will analyze business situations that are relevant to Israeli high-tech companies, and learn about successes ,failures, and what is in between.</p> <p>The course offers a toolbox for future entrepreneurs. Students practice the business language that accompanies entrepreneurship, internalizing concepts and principles related to the establishment and management of the technological society. Guest lectures, fieldwork, and analysis of case studies.</p> <p>At the end of the course, the students will be able to identify entrepreneurial problems, design the strategy, build a business plan and evaluate the chances of implementation. The course will combine theoretical aspects with practical practice. The students will be divided into small groups and will offer an enterprise in their field of activity. This project will be analyzed and presented through a business plan prepared by each of the student groups.</p>
<p>Brief description of the course</p>	<p>Entrepreneurship" may serve as a lever for personal development, for the " development of organizations, for regional development and for the advancement of the economy at the macro level. Combines a number of topics from a variety of disciplines in order to solve complex management problems that are accepted at the strategic level of decision makers in the organization. Accounting, finance, marketing, business plan, competitors, organizational theories, decision making, board, stock (quantitative and behavioral), planning and control.</p> <p>The course will present students with some of the challenges that entrepreneurs face from the initial stages. The aim of the course is to improve entrepreneurial vision and strategic thinking, with the aim of serving as a tool to deal with these challenges from preparation and editing of a business plan to the stage of presentation to the client. As far as possible, meetings with entrepreneurs and managers from various fields in the economy are expected.</p>
<p>Method of instruction</p>	<p>The course will be presented in a frontal manner accompanied by illustrative events. A guest lecturer will be invited and will talk about his initiative, his personal experience and the milestones he set out from the idea to the product. Professional films will be presented and analyzed and classroom discussions will be held on the relevant subjects.</p>
<p>Course requirements and grade composition</p>	<p>Attendance (required) and participation (quality): Interview with entrepreneur (personal): 20% - analysis and presentation Project (group): 40% - Personal presentation and poster Small thinking questions to be presented during the course: 10% Final examination: 30% (exam with closed material, exam material also includes guest lectures).</p>

Course Program - Subjects by Weeks

Week	The subject of the lecture	Chapters for reading
Week 1	The importance of entrepreneurship and the principles of the entrepreneurial- Introduction to Entrepreneurship: Definitions, Tools, Characteristics of the entrepreneur - entrepreneur profile, self-employed versus employee, personal and business goals - research and discovery	2008.בהו 2010.ג HPD2006 R2011, S2000
Week 2+3	The entrepreneurial idea and the entrepreneurial product - from idea to product to business. Inventive thinking Creative thinking outside the accepted framework The start-up company - Protowit Ltd. - from the idea to the product to the market includes investors and venture capital funds (a company I initiated)	DF2009 C2010 SA2004 SA 2003-a SA 2003-b
Week 4	Innovation: start-up companies versus mature companies - the school as a start-up company. Techniques for raising ideas for a project + filtering 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). Guiding Principles: Scientific, Technological, .Environmental, Moral and Economic Aspects	S2000 D1998 Y2006 DF2009 C201
Week 5	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.	KK2009 KA 2009 KIS2007 SML2009 2010.ה
Week 6	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	B2007 BD2012 2010.ה SA2004 SA 2003-a

	a marketing plan for example - Protvitt Ltd.	SA 2003-b
Week 7	A guest lecture by a start-up entrepreneur leads and may have failed	
Week 8	Definition and identification of customers, identification of opportunity windows - marketing presentation - emphasis competitors - SWOT ANALYSIS	B2007 BD2012
Week 9	Financing and financial management of the entrepreneurial business - sensitivity tests, balancing point - business models - considerations of entrepreneurs vs. investors.	OP2010 S1997
Week 10	Principles of business plan for entrepreneurial business, finding sources of financing for business - investors and venture capital funds - Example Presentation of a business plan of Protwit Ltd.	OP2010 S1997 SA2004 SA 2003-a SA 2003-b
Week 11	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	R2011 SA2004 SA 2003-a SA 2003-b
Week 12	Student presentations - Presenting the final project to the class	
Week 13	Student presentations - Presenting the final project to the class	
Week 14	Student presentations - Presenting the final project to the class	

Remarks:

- There may be changes in the structure, content and methodology of the course
- There may be changes in the material transfer order - according to the pace of progress, guest lectures, etc
- At the end of the course is expected "business game". And selecting an outstanding project.
- References to reading material will be given to students during the course.

Bibliography

Reading list and other sources are mandatory

- **Presentations of the course**

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Read list and additional sources permission

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