



International Startup 360° MBA
Jerusalem School of Business Administration
The Hebrew University of Jerusalem
Business Track
2020-2021

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Course of Study

The Business Track is for students who completed an Undergraduate Degree in Business. This track of the International Startup 360° MBA program consists of **42** credits over three consecutive semesters: Autumn, Spring and Summer (11 months):

- Startup 360° Courses (16 credits)
- Innovation Electives (16 credits)
- Internship (4 credits)
- Trans-disciplinary Innovation Program (TIP); Summer Semester (6 credits)

Students will be expected to conclude all courses with a grade based on either an exam or written paper. Students may request exemptions from required courses based on previous studies. The request must be submitted to Mr. Raz Rabinovich with supporting documents (course syllabi). In the case of an exemption, the student will choose an elective course instead.

* Please note that a passing grade for the courses is 60.



Curriculum

Startup 360° Required Courses (16 credits):

Autumn Semester:

- 55820 Creativity and Innovation in Organizations (3 credits)
- 55824 Introduction to VC World and Entrepreneurial Finance (3 credits)

Spring Semester:

- 55676 Seminar: Management Venture Capital Fund (4 credits)
- 55696 Impact Investment (3 credits)
- 55822 Growth Strategies (3 credits)

Innovation Electives (16 credits):

Annual:

*Choose one course (Bio-Design/Finnovation)

- 76105 Bio-Design (8 credits)
- 55541 Finnovation (8 credits)

*Complete the remaining 8 credits from the courses offered below:

Autumn Semester:

- 55721 Financial Innovation (3 credits)
- 55994 Advanced Marketing Strategy (3 credits)

Spring Semester:

- 55691 Entrepreneurship in Fin-tech (2 credits)
- 55718 Financial Regulation Worldwide (2 credits)
- 55741 Managerial Listening Skills (3 credits)
- 55670 The Art & Science of Negotiation (3 credits)

Mini Courses:

- 55765 Business Models (1 credit)
- 55766 Entrepreneurial Finance (1 credit)
- 55775 Crowdfunding and Alternative Markets (2 credit)

Internship (4 credits):

- 55849 Internship in Organizational Development (annual) (4 credits)

Required Summer Semester Course (6 credits):

- 55662 Trans-disciplinary Innovation Program (TIP) (6 credits)



Elective Courses

During their studies, students can take extra courses from courses offered below, with no additional charge.

Autumn Semester:

- 55663 Mutual Funds (1 credit)
- 55669 Blockchain and Cryptocurrencies (1 credit)
- 55703 Text Mining for Business Applications (3 credits)
- 55722 Intro to Fin-Tech (1 credit)
- 55759 Data Science for Finance (3 credits)
- 55977 Stock Markets and Financial Systems around The World (3 credits)

Spring Semester:

- 55403 Business Markets & Economic Growth in the East (3 credits)
- 55747 Emerging Markets Strategy (1 credit)
- 55765 Business Models (1 credit)
- 55766 Entrepreneurial Finance (1 credit)



Course Description

To see the full course syllabus, go to the [Shnaton website](#), write the course number, and click on "syllabus". Make sure you are looking at the catalog of 2020-2021.

Pay attention to the 'Comments' section as it consists of important information of mini-courses dates, groups, a passing grade, etc.

Startup 360° Required Courses (16 credits):

Autumn Semester:

55820 Creativity and Innovation in Organizations

Dr. Sharon Arieli

3 Credits

People and organizations constantly strive to improve their creative performance. But is it even possible? For many years' creativity has been considered a "gift" that one is either born with or not. Recent approaches view creativity in a more malleable manner. They are grounded in the assumption that the ability to be creative can be facilitated and nurtured by teams and organizations. Creativity, then, is a skill that can be acquired and improved by practice and can be applied on demand. The course discusses three prominent elements that impact creativity -- the person, the process, and the culture – and argues that amplifying creativity in organizations can be gained by considering the interactions between these three factors.

55824 Introduction to VC World and Entrepreneurial Finance

Mr. Shaul Orbach

3 Credits

This course will provide students with a deep understanding of the venture finance industry and financing types along the funding continuum from angel investing, venture capital, and private equity funds. Although our model will be the US market where the venture finance industry originated, we will also focus on, and highlight, the idiosyncrasies of the Israeli market. We will examine each type of funding from various perspectives including the entrepreneur, fund manager, and limited partner (to the extent there are) so that the student acquires a 360 degree understanding of each. This view will include fund structure and fund-raising, the relationship between general and limited partners, operational issues, evaluating opportunities and investment decisions, post investment activities and value creation, and value realization (exit). Particular attention will be paid to understanding valuation issues, cap tables and term sheets, the foundation of the actual investment.

Spring Semester:

55676 Seminar: Management Venture Capital Fund

Dr. Shay Harel

4 Credits

This course will provide the students with an academic knowledge of the venture capital industry and practical experience in it. The students will use a fund of the Hebrew University and will invest up to \$50,000 in various companies that the students will recommend that are worthwhile for investment. The investment decision is subject to the approval of the fund's investment committee. As part of the course, the students will learn how to analyze the industry in which they are interested in investing, how to search for potential companies for investments, how to sort them, what should



they do in a meeting with them and how to decide whether to continue with the company for a more in-depth analysis process. In addition, the students will conduct a due diligence process for the company, manage the negotiations and formulate the term sheet of the investment, and at the end of the process the students will recommend to the investment committee of the course whether it is worthwhile investing in the company or not. The course will be taught by Dr. Harel with the participation of guest lecturers from the venture capital industry. The course will be conducted in cooperation with Yissum Company – the TTO of the Hebrew University.

55696 Impact Investment

Dr. Dan Marom

3 Credits

55822 Growth Strategies

Dr. Micki Eisenman

3 Credits

This course explores the transition of entrepreneurial firms to professional management. The study of entrepreneurship embraces the serial activities that begin with opportunity identification, resource assembly, and creation of an organization to pursue the venture idea. As a venture grows, however, the requirements for clarity and focus begin to overtake the initial vision, energy, and drive that brought it into the marketplace. As the successful start-up venture matures, founders and their venture teams face the more traditional challenges of professional management and strategic leadership. In this course, we explore the dimensions of this transition to an emerging company that must grow not only to survive amidst competition, but also to thrive and remain profitable.

Innovation Electives (16 credits):

Annual:

*Choose one course (Bio-Design/Finnovation)

76105 Bio-Design

Prof. Dani Galai

8 Credits

Bio-design innovation is a “real world” course in creating successful medical devices. The course creates multidisciplinary teams of students from medical, engineering, business, and law that will conceive and design an innovative medical device taking it through all steps of development to the market. It provides a unique opportunity to gain a real-world experience while still in an academic environment. Medical Innovation is an 8-credit course; given over the entire year (October to June).

55541 Finnovation

Prof. Zvi Weiner

8 Credits

Finnovation is a real-world course focusing on creating successful FinTech startups. The course is structured as an Accelerator for new ventures. Mixed teams of students from business, computer science, and law disciplines will create an innovative financial startups taking it through all steps of development. Each team will include 1-2 students from each discipline. The first 2 months will be devoted to identifying needs for services/instruments in the financial markets. The second part is devoted to market analysis, IP search and developing the basic technology. In the third part, the teams will make presentation of their



ideas, prepare a business plan, apply for provisional patent, devise business strategy (including pricing and marketing). Finally, the teams will present their project to potential investors. Professional guest lectures will make presentations on their specific aspects of the financial innovation process

*Complete the remaining 8 credits from the courses offered below:

Autumn Semester:

55721 Financial Innovation

Prof. Glenn Yago

3 Credits

The course focuses on the means and methods of finance applied to social, economic, and environmental challenges of development. Financial innovations give rise to new intermediaries (e.g., community venture capital, revolving small business loan funds, social investment banks), new types of instruments (structured finance, micro finance, social impact bonds, etc.), and new services or techniques (ETFs, mission related investing, public-private partnerships) to create jobs, build communities, and enable capital formation and economic growth.

55994 Advanced Marketing Strategy

Dr. Sharon Horsky

3 Credits

The course is designed to provide students with an understanding of the strategic dimensions of marketing. The focus will be on analyzing and integrating elements of the marketing program and developing decision making skills. A major objective of the course is to develop an operational approach to marketing decision making. Among the topics we shall discuss are: positioning strategies, branding strategies, business models, etc.

Spring Semester:

55691 Entrepreneurship in Fin-tech

Prof. Dudi Gershon

2 Credits

Entrepreneurship in Fin-Tech is a “real world” course in creating and managing successful companies in the financial information and technology sector. The course is given over two semesters of one academic year and is composed of frontal lectures and presentations by Fin-Tech entrepreneurs, executives and experts. Semester (A) is focused on how to create and manage companies with focus on aspects that require special attention. Several companies will demonstrate the influence of these aspects on their success. Semester (B) is focused on learning from various companies’ experience.

55718 Financial Regulation Worldwide: principles, institutions applications

Prof. Daniel Schydlowski

2 Credits

The financial system permeates all of modern society. It is also one of the most highly regulated of our societal institutions. Accordingly, it is uniquely positioned to address market failures where these require compensation for sound and sustainable economic development. This course will first lay a foundation for regulation, its need, and its practice. It will then address the major areas that financial regulators are increasingly called upon to deal with: (a) democratization of the financial system, (b)



digital wallets, (c) socioeconomic conflict prevention and abatement in extractive industries, (d) natural disasters, and (e) climate change. In all these cases, externalities play a major role and financial regulation has the potential of bringing about significant amounts of internalization.

55741 Managerial Listening Skills

Prof. Avraham Kluger

3 Credits

Whereas management consultants argued for years that good listening skill characterizes successful people (e.g., Covey's "The 7-habits of highly effective people"; Tom Peters' video), only in the past decade, research revealed substantial consequences of listening. Therefore, this course will invite participants to learn how to become more influential, by acquiring both the cognitive understanding of listening, and the soft skill that appears to make strong impact in business, and in life in general.

55670 The Art and Science of Negotiation

Dr. Shoham Choshen-Hillel

3 Credits

This class will introduce you to the science of negotiation, as well as give you a chance to practice its art. We will develop a scientific framework for understanding negotiations, and learn about the main theories, analytical concepts and empirical findings in this area. We will review some important negotiation insights from the literature on social psychology and judgment and decision making.

Mini Course:

55765 Business Models

Prof. Aharon Cohen Mohaliver, London Business School

1 Credit

This course will introduce you to the concept of a "business model". In the first half of the course we will learn the basic building blocks of a business model based on the "who, what how" framework. In the second half of the course we will revisit two cases – Rynair Vs. EasyJet and The Cola Wars, and analyze them from a business model perspective. Lastly, in the final session we will perform business model analysis on a business of your choice.

55766 Entrepreneurial Finance

Prof. Marco Darin

1 Credit

The course aims at deepening your understanding of the financing of entrepreneurial firms, considering the fundraising cycle in its entirety, from the matching between investors and entrepreneurs to investors' exit from the company. We will focus on business opportunity evaluation, term sheets and negotiation, corporate governance, staged financing, and exit. The course is analytical and aims to teach you how to apply economics, finance, and corporate strategy concepts to solve practical business situation. It will also provide some practical application of concepts, both through case discussion and through exercises.

55775 Crowdfunding and Alternative Markets

Prof. Orly Sade

2 Credits



Crowdfunding is a funding mechanism which leverages the internet and social networks, in order to raise small amount of funds from a large number of investors. Crowdfunding has the potential to change the traditional financial markets and its use is growing dramatically around the globe. In this course, students will learn about the different financing models; reward, equity, P2P lending and charity. Students will be introduced to the leading crowdfunding platforms in Israel and around the globe. The course will consist of lectures, guest presentations, a group project with presentations and a case study.

Internship (4 credits):

55849 Internship in Organizational Development

Mr. Michael Mizrahi

4 Credits

This course is a two-semester internship program with a venture capitalist and/or incubator and/or start-up for example from the medical, cyber or digital world. Twice a week, you will take part in an interesting and relevant project in a professional environment, which will allow you to experience the issues and problems that such companies face in the start-up eco-system. Your internship will involve real world problems and the product will be relevant both to the investors and start-ups for which you are working. You will first go through a screening process and then start your internship whilst being coached throughout the academic year by a team in the company. Additionally, you will meet on a bi-monthly basis with an academic advisor to discuss various topics that will come up during your work, both as a group and individually according to need.

Required Summer Semester Course (6 credits):

55662 Trans-disciplinary Innovation Program (TIP)

Mr. Michael Mizrahi, Dr. Dan Marom

Various instructors

6 Credits

The Trans-Disciplinary Innovation Program (TIP) at the Hebrew University of Jerusalem is a cutting edge international platform for top fellows. The academic program weaves together computer vision, big-data/cyber and bioengineering as well as providing an unprecedented opportunity to personally interact with Nobel Laureates, work in heterogeneous teams under the mentorship of leading scientists and entrepreneurs, and learn the ins and outs of entrepreneurship in the startup nation. TIP brings together entrepreneurs, scientists and engineers from around the world for the purpose of teaching innovation through a trans-disciplinary approach. TIP exposes participants to a culture of innovation and exploration through world-class curriculum and mentorship, hands-on training workshops, interactive group discussions with experienced angel investors and VCs, behind-the-scenes tours at emerging startups and onsite visits at major technology companies and, as part of a final project, an opportunity to pitch ideas to a panel of investors.

Elective Courses

During their studies, students can take extra courses from courses offered below, with no additional charge.



Autumn Semester:

55663 Mutual Funds

Prof. Noah Stoffman, Kelly

1 Credit

This course will introduce students to the current state of the research literature about mutual funds. After covering an overview of the U.S. mutual fund industry, topics include whether skill exists among mutual fund managers, behavioral aspects of fund manager decisions, information diffusion through mutual fund trading, and effects on asset prices. Class sessions are focused on discussing research papers in detail.

55669 Blockchain and Cryptocurrencies

Prof. Alexander Lipton, MIT

1 Credit

The course covers the basics of cryptography and its applications to cryptocurrencies; historical examples to centralized cryptocurrencies; foundations of modern decentralized cryptocurrencies; Byzantine fault tolerant consensus; mechanics of Bitcoin platform including storage, mining, wallets, etc.; alternative platforms, including Ethereum; smart contracts; potential applications of decentralized ledgers in finance and their pros and cons.

55703 Text Mining for Business Applications

Prof. Ronen Feldman

3 Credits

The course provides an overview of the main techniques and applications of the text-mining field. Main topics are information categorization, information extraction, building crawlers for data gathering and sentiment analysis. The objective of the course is to provide methods for text-mining and experiment with building systems for analyzing large collections of documents. The course focuses on different techniques, algorithms for realizing these techniques and applications of the techniques in the business world.

55722 Intro to Fin-Tech

Prof. Dudi Gershon

1 Credit

The course introduction to Fin-Tech provides an overview of Fin-Tech in Israel and around the world. The course is given only in the first semester. The course will start with some overview of the development of technology in the financial sector, the technological revolution in banking in the past decade and the introduction of machine learning and big data to financial services. Then all the major areas of Fin-Tech will be reviewed including: electronic and algo trading, risk management and investments, consumer and business payments and money transactions, block chain and cryptocurrencies, P2P lending, crowd funding, consumer credit, Fin-Tech, Insur-Tech. In the last part of the course we overview the state of the Fintech industry in Israel and in the major Fin-Tech centers around the world.

55759 Data Science for Finance

Prof. Ronen Feldman

3 Credits



The Course will teach the students the fundamentals needed to develop quant signals for stock trading based on structured and unstructured data. The course is very practical and will provide the students with hands on experience based on the latest techniques used by the top hedge funds. The instructor spent the past several years in some of the top hedge funds and the materials covered in the course are based on his practical experience.

55977 Stock Markets and Financial Systems around the World

Prof. Yishay Yafeh

3 Credits

The course offers an overview of several major topics in financial economics on the basis of international comparisons of financial systems across countries and time periods. Among the topics discussed are the emergence and evolution of financial systems; the law and finance paradigm and corporate governance; the debate on universal banking and the optimal regulation of banking systems and financial intermediaries; venture capital, private equity and the financing of innovative firms; business groups, family firms and the recent regulation of pyramids and “economic concentration” in Israel.

Spring Semester:

55403 Business Markets & Economic Growth in the East

Prof. Yishay Yafeh

3 Credits

Since the 1970s, no region in the world has experienced growth rates similar to those of the economies of East Asia. What were the reasons for the phenomenal rise of the Japanese economy after World War II and what are the causes of its continued stagnation over the last two decades? What are the reasons for the “economic miracle” of Korea and what are the fundamental problems of this economy? And of course, what are the causes of the historically unprecedented growth of China? Will it last? Can China really overtake the US as world’s largest economic power?

55747 Emerging Markets Strategy

Prof. Sharon Belenzon, Duke University

1 Credit

*The course is scheduled for May 2021 and will be concentrated in one week. The course will only take place if teaching is possible on campus.

The course focuses on firms based in emerging market economies. By emerging market economies, I mean countries that have established a moderate degree of commercial infrastructure such as labor markets, legal transparency, and capital markets. These markets – ranging from the BRIC countries of Brazil, Russia, India, and China to countries in Africa, Latin America, Asia, and the Middle East – are now the most dynamic economies in the world. Success in these countries requires modifying conventional business strategy to reflect the distinct conditions of the emerging markets. The course explores key similarities and differences of business strategy in these emerging market economies. We will explore why and how strategies in emerging markets differ in both kind and intensity. Four reasons stand out: dynamic competitive advantage, complex management of resources, inherent uncertainty, and political environment. In turn, these affect a range of strategic decisions such as positioning in the value chain, managing human resources, innovation, and growth and expansion.

55765 Business Models

Prof. Aharon Cohen Mohaliver, London Business School



1 Credit

This course will introduce you to the concept of a “business model”. In the first half of the course we will learn the basic building blocks of a business model based on the “who, what how” framework. In the second half of the course we will revisit two cases – Rynair Vs. EasyJet and The Cola Wars, and analyze them from a business model perspective. Lastly, in the final session we will perform business model analysis on a business of your choice.

55766 Entrepreneurial Finance

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Program is subject to changes.