COURSE DETAIL

ORGANIZATIONS AND ENTREPRENEURSHIP
Country Israel
Host Institution Israel Institute of Technology, Technion/Neubauer
Program(s) Technion-Institute of Technology
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 107
UCEAP Course Suffix
UCEAP Official Title ORGANIZATIONS AND ENTREPRENEURSHIP
UCEAP Transcript Title ORGS&ENTREPRENEUR
UCEAP Quarter Units 4.00
UCEAP Semester Units 2.70

Course Description
In this practical course, students create actual startups using the most up to date entrepreneurship methodology: The Lean Startup. The Lean Startup is focused on finding early customers and users before investing a lot of money, time, and effort on building and marketing a solution. The concept avoids business plans as the first step in creating a new venture and prefers fast validation with customers over focusing on full product development, investors, and pre-mature scale up. It uses a series of Minimal Viable Products (MVPs), which are targeted at getting feedback and learning from early adopters. Students work in teams to select a startup idea to develop during the course; students do not need to have a startup idea as a prerequisite for joining the course. The course discusses topics including the Lean Startup concept and methodology, customer's problems and needs analysis, concepts and tools for developing MVPs, how to review progress levels, and how to articulate a clear value proposition.

Language(s) of Instruction
English

Host Institution Course Number
97657

Host Institution Course Title
ORGANIZATIONS AND ENTREPRENEURSHIP

Host Institution Course Details

Host Institution Campus
Israel Institute of Technology

Host Institution Faculty

Host Institution Degree

Host Institution Department
Technion International School

Course Last Reviewed

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