

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 Campus

Israel Institute of Technology

Host Institution Faculty

Host Institution Degree

Host Institution Department

Technion International School

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