

COURSE DETAIL

INTRODUCTION TO INNOVATION AND ENTREPRENEURSHIP

Country

Israel

Host Institution

The Hebrew University of Jerusalem

Program(s)

Hebrew University of Jerusalem

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

70

UCEAP Course Suffix**UCEAP Official Title**

INTRODUCTION TO INNOVATION AND ENTREPRENEURSHIP

UCEAP Transcript Title

INTRO INNOV&ENTREPR

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course covers the fundamentals of innovation and entrepreneurship and how they can help students become more future proof in their careers. It focuses on how innovation can be developed and enhanced and then looks at the world of entrepreneurship and how it can be relevant for each and every one of the participants. Throughout, the course introduces and practices the Lean Startup Model, focusing on how to identify real problems for people and then finding solutions for those problems. As an online course, students watch short videos, use interactive applications, answer online quizzes, and develop an idea for a venture (business, social, or design). The course ends with a project that presents a model for a real world venture.

Language(s) of Instruction

English

Host Institution Course Number

11160

Host Institution Course Title

INTRODUCTION TO INNOVATION AND ENTREPRENEURSHIP

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Rothberg International School

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