



האוניברסיטה העברית בירושלים
THE HEBREW UNIVERSITY OF JERUSALEM

International Startup 360° MBA **The Hebrew University Business School** **Business Background Track** **2023-2024**

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Course of Study

The Business Background Track is for students who **completed** an Undergraduate Degree in Business or related to business (i.e. Finance, Economics).

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 Ms. Ruba Mashni with supporting documents (course syllabus). In the case of an exemption, the student will choose an elective course instead.

*Note - that a passing grade for all mandatory is 70. The passing grade for all other courses, including pre-courses, is 60.



Curriculum

Startup 360° Required Courses (16 credits):

- 55923 Seminar: Impact Investment -yearly course- (4 credits)

Autumn Semester:

- 55696 Impact Investment (3 credits)
- 55971 International Business Strategy (3 credits)

Spring Semester:

- 55822 Growth Strategies (3 credits)
- 55824 Introduction to VC World and Entrepreneurial Finance (3 credits)

Innovation Electives (16 credits):

Annual:

*Choose one course (Bio-Design/Finnovation)

- **76105 Bio-Design** (8 credits)
- **55541 Finnovation** (6 credits)

*Complete the remaining credits from the courses offered below:

Autumn Semester:

- **55817 Business Analysis Valuation** (3 credits)
- **55703 Text Mining for Business Applications** (3 credits)
- **55721 Financial Innovations for Economic Development** (3 credits)
- **55759 Data Science for Finance.** (3 credits)

Spring Semester:

- **55670 The Art and Science of Negotiation** (3 credits)
- **55741 Managerial Listening Skills** (3 credits)
- **55977 Stock Markets and Financial Systems around the World** (3 credits)

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)



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Elective Courses from other faculties:

During their studies, students can take extra courses from courses offered below, with no additional charge. More courses to be offered on a later phase.

Autumn Semester:

Spring Semester:

- 59507 Innovation, gender and development (1 credit)
- 40997 Smart Cities: Integrative Project (2 credits)
- 59605 Can the Internet Be Tamed? An Introduction to Internet Governance (2 credits)

Program is subject to change.



Course Description

To see the full course syllabus, go to the [Shnaton \(Yearbook\)](#), write the course number, and click on "syllabus". Make sure you are looking at the catalog of 2023-2024.

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):

Annual course:

55923 Seminar: Impact Investment

Dr. Dan Marom

4 Credits

This yearly seminar is intended to provide students with a practical experience of the range of investing and funding approaches used by impact investors. During the seminar we will explore the full process of impact investing, from deal sourcing, to due diligence and decision making. Based on Theoretical & practical background, best practices and experiential learning. This will be done through a collaboration with the leading global impact investing educational program for MBA – MIINT (<http://www.themiint.org/>). Students will work in groups, exploring the yearly MIINT program alongside mentoring and teaching by HUJI's staff. **Please note**, the course will end in April 2023.

Autumn Semester:

55696 *Impact Investment*

Dr. Dan Marom

3 Credits

The purpose of this course is to provide students with a thorough overview of impact investing by way of introduction to key concepts and the practical knowledge necessary to engage in the world of impact investing. The primary modes of learning in the course will be through lectures by Dr. Dan Marom and Stav Bar-Shany, guest presentations from leading impact investors, and working on applied projects in the form of case studies and group-based work.

55971 International Business Strategy

Dr. Abraham Moskovicz

3 Credits

The course provides a multidimensional approach to dealing with international business at the country, industry and firm levels.



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Spring Semester:

55822 Growth Strategies

Dr. Micki Eisenman

3 Credits

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.

55824 Introduction to VC World and Entrepreneurial Finance

Mr. Saul 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.

Internship (4 credits):

55849 Internship in Organizational Development

Ms. Milana Yaari

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)



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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.

Program is subject to change.