מרצה:	Lawrence Aronhime
מתרגל/בודק תרגילים:	Yonatan Sommer
שעות הרצאה:	Tuesday 14:30-16:30
דרישות קדם:	-
אתר הקורס: (כתובת האתר)	https://moodle2222.technion.ac.il/course/view.php?id=8088

לינק לרישום לקורס: **https://forms.gle/PESt4Vgfij9rLN7m8**

תיאור הקורס

This course is designed to give undergraduate and graduate students in CS the requisite skills to generate and screen ideas for the creation of a new **technological** venture and then prepare a business plan for an **innovative technology** of their own design. These skills include the ability to incorporate into a formal business case all the necessary requirements, including needs identification and validation; business and financial models; and market strategies and plans.

Students will be expected to gain knowledge and experience in

1. Needs identification and validation, 2. Developing business models,

3. Designing marketing plans and market entry strategies, and 4. Constructing financial models.

The course will be taught in a seminar format, with the emphasis on skill building, discussion of projects, and student presentations. The curriculum will focus on the ability of students to identify market needs, validate those needs, and then develop appropriate preliminary technological solutions. Students will then build out these solutions into a complete business case for an entrepreneurial startup.

The course will be given in English.

תוצרי למידה

Ability to design an innovative technological system to meet desired needs.
Ability to identify, formulate and solve engineering problems.
Ability to function on multidisciplinary teams in the context of an engineering project.
The broad education necessary to understand the impact of engineering solutions in a global and societal context.

דרישות הקורס

The course will be graded as follows:

Participation (incl. attendance)	15%
Portfolio of Opportunities (individual)	15%
Weekly Group Assignments	30%
Business Case (group)	25%
MVP (group)	15%

רשימת ספרים

Conn, Charles, and Robert McLean. Bulletproof Problem Solving: The One Skill That Changes Everything. John Wiley & Sons, 2019.