TEL AVIV UNIVERSITY אוניברסיטת תל אביב

Short Syllabus



Course Title	Credits
Disruptive Business Thinking	2

Lecturer

Erez Yerushalmi

Contact details

erezyerush@gmail.com **16:00-18:00 Sundays**

Semester

Fall

Short Description

The course explores a multitude of ideation methodologies used by business enterprises, innovators, and entrepreneurs to generate disruptive ideas. Such "ideas" can then be taken to market and transformed into formidable ventures that generate true change in human lives.

The course combines a variety of methodologies to stir business thinking, and is partially an applicative course, where participants can apply [in groups or individually] the studied techniques within the class environment.

Each lesson also includes an applicative "workshop" centered around a crucial business problem. This aspect enables students to capture the most relevant landscapes in the modern business arena, giving the course a strong market validity.

Final grade components

Minor assignments:
Short Pitch (3 Slides) – 20%

Midterm:
Medium Pitch (6 slides) – 30%

Final requirement:
Group pitch (12 Slides) – 40%

Participation:
Class participation – 10%

Attendance

Attendance is mandatory. Students are permitted a maximum of three absences without penalty. Any additional absences will affect the final grade and may result in failure of the course.

Academic Conduct

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Plagiarism is taken extremely seriously. Any instance of academic misconduct which includes: submitting someone else's work as your own; failure to accurately cite sources; taking words from another source without using quotation marks; submission of work for which you have previously received credit; working in a group for individual assignments; using unauthorized materials in an exam and sharing your work with other students, will result in failure of the assignment and will likely lead to further disciplinary measures.

Course Agenda

Week	Subject	Description
1	Problems and idea Crystallization	Course introduction. Course requirements. Problem Analysis. Business Problems. Idea Crystallization.
2	Solutions	Products vs. services. Pillars & Features. Disruption model by Prodigy. Solution slide and innovation. Workshop.
3	Transformation Paths	Four transformation venues in business and human society: Transmutation. Revolution. Disruption. Transcendence.
4	Mind Mapping	A powerful Visual methodology to generate business ideas, gaining new popularity due to the introduction of technological tools.
5	Crystallization	Brain writing methodology, enabling rapid generation of business ideas in individual or small group systems.
6	The Edge model	A business plethora approach, enabling the modification of platform, experience, distribution and financial aspects of any venture
7	Picture Prompting	A graphic visualization technique used by startups and enterprises to stir emotional connotations and provide groundbreaking solutions.
8	Time Traveler	An immersive methodology for generating inspiring business ideas through imaginative power
9	Beat the competition	Competitive analysis techniques, enabling the disruption of existing industries and the liberation of innovative ideas
10	Alter-Ego	Roleplaying methodology for solving complex business problems in modern working environments
11	Six Thinking Hats	Bono's renowned methodology for emotional-cognitive approach to problems and ideas
12	Forced Association	Generative advanced methodology for forcing unparallel business landscapes into a formulated solution
13	Business Ideation	Presenting ideation results in business formats; Pitch deck, executive summary and financial planning. Pitching fresh ideas and connecting them to potential business cases
14	Presentations	Student's pitching workshop (Final)

Reading list [optional]

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- **Pitch Anything -** Oren Klaff
- **The Model Thinker** - Scott E. Page
- **Change by Design** - Tim brown
- **Wired to Create** - Scott Barry Kaufman / Carolyn Gregoire
- **Lean Ideation -** Paul J. Rowean