**Course Title:**

**Business Strategic Leadership**

**Course Number: 098795**

**Number of credit points: 2**

**Academic Year: 2021-2022**

**Time:** Thursdays 18:00 – 22:00

**NOTE**: Class will be conducted in person and via Zoom. Students are expected to attend in person and participate with cameras on and microphones off as default.

**Course Instructor: Dr. Barak Ben-Avinoam**

E –mail:  **barak.benavinoam@gmail.com**

Telephone: **+972-54-780-7300**

Office hours for students: By appointment only.

**Teaching Assistant: TBD**

E –mail: **TBD**

Telephone: **TBD**

Office hours for students: By appointment only.

**Syllabus**

**Course Objectives:**

* To provide the student a unique insight on the decision-making process and the dilemmas that CEO’s face, in particular in the post Covid-19 world.
* To familiarize the students with the specific characteristics of managing firms in various stages of the business life cycle in various industries.
* To provide the student with tools for crisis management.

**Course Content & Scope:**

Each session will be devoted to discuss a specific challenge relevant to leaders of companies, ranging from seed to mature global firms. We will engage in a hands-on team discussion using real-life case studies. We will also have the opportunity to occasionally have a guest speaker who is a CEO/Board member/Executive and get their personal perspective of the subject matter.

The first section of each session will be devoted to a theoretical discussion of a specific aspect in managing a firm, emphasizing differences across industries and life cycle stages.

The second part of the session will be devoted to a team discussion and class assignment that will allow the students to apply the theoretical material of the session.

During the third part of the session – a pre-assigned group of students will be asked to present to the class an analysis of a topic that was pre-assigned to them. The 15-20 minutes presentation will be followed by an in-class discussion on the analysis and recommendations.

**Teaching Methods:**

* Lecture given by the Course Instructor / Teaching Assistant
* Team Presentations
* Lectures / Video testimonials by the guest speakers

**Teaching Materials:**

* Articles, case studies and reports for the Stock Exchange will be distributed as needed or retrieved.
* For team and individual assignments students will be expected to research public data*.*

**Recommended Readings:**

* **Chan, Kim & Mauborgne**, "Blue Ocean Strategy", HBS Press, 2005.
* **Finkelstein Sydney**, “Why Smart Executives Fail”, Penguin Group, 2003.
* [**Gulati**](http://hbr.harvardbusiness.org/search/Ranjay+Gulati/0/author) **Ranjay, "**How CEOs Manage Growth Agendas"**, HBR,** [July–August 2004](http://hbr.harvardbusiness.org/archive-toc/BR0407)**.**
* [**Heifetz**](http://hbr.harvardbusiness.org/search/Ronald+Heifetz/0/author) **Ronald,**[**Grashow**](http://hbr.harvardbusiness.org/search/Alexander+Grashow/0/author) **Alexander &**[**Marty Linsky**](http://hbr.harvardbusiness.org/search/Marty+Linsky/0/author)**,**“Leadership in a (Permanent) Crisis”, HBR**,** [July–August 2009](http://hbr.harvardbusiness.org/archive-toc/BR0907)**.**
* **Kawasaki Guy,** "The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything", Penguin Group, 2004.
* **Porter Michael**, "On Competition", Ch. 15, “The Seven Surprises for New CEOs”, HBR, October 20, 2008.
* **Ries Eric,** "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses", Crown Publishing, 2011.
* **Ronald Heifetz, Alexander Grashow & Marty Linsky,** “the practice of Adaptive Leadership", Harvard Business Press, 2009.
* [**Sinek**](http://www.amazon.com/Simon-Sinek/e/B002CB2SDC/ref=ntt_athr_dp_pel_1) **Simon**, "Start with Why: How Great Leaders Inspire Everyone to Take Action", Penguin Group, 2011.

**Course Content, Scope & Requirements:**

The course will be based on the following elements:

* **Compulsory one team presentation assignment** analyzing a specific topic that will be introduced and discussed in class.
* Students will be asked to assign themselves into teams.
* Each team will be asked to analyze and present in class an analysis of the guiding questions that will be provided on Moodle a week prior to the presentation/submission date.
* Each team will have 15-20 minutes to present in class its analysis. Each team member will take part in this presentation. Reasonable length of the presentation is 10 content slides.
* The presentation will be uploaded by the teams through Moodle, prior to class session. Make sure to list the names of all team members on the first slide of the presentation.
* The order of presentation as well as the assigning of the groups to the different firms/industries will be determined arbitrary by the teaching team, at the beginning of the course.
* **A final team assignment**- case study analysis to be submitted no later than Dec 31, 2021. Analyzing one of course's themes (below) by comparing two companies which faced a major dilemma or crisis regarding the theme that was chosen; One company that dealt with the dilemma well and emerged stronger, and one that failed to bounce back.

Themes:

* + Venture Funding
  + Founder/Employment Issues
  + Innovation and Ideation
  + Intellectual Property
  + Product Market Fit
  + Crisis Management
  + Ethics and Leadership

Important: The work submitted should be in your own words. Please use dependable sources and cite them in your work. Please add source list according to quotation rules.

Paper size: 10-12 pages

The paper should include: front page with student and course details, short executive summary, analysis, summary and source list (Bibliography).

* Active participation in class discussion analyzing the firm that will be presented during that day session. All students must be well prepared for class discussion according to assignment guidelines.

**\* The Team Assignment will be prepared by program's teams. Each of the team members will be asked to take active part in the team presentation.**

**Attendance**:

* Mandatory attendance in all meeting, unless pre-approved with course's instructor or teaching assistant. In case sessions will be held via “Zoom”, attending the class with camera on is mandatory.
* Mandatory attendance and participation in the team assignment/ presentation.

**Please notice**: Attendance is a preliminary term. Students who won't attend all of the above without prior approval will not be able to have a final grade.

**Course Plan\***

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| --- | --- | --- | --- |
| Session | Date | Weekday | Time |
| 1 | 21.10.2021 | Thursday | 18:00 – 22:00 |
| 2 | 28.10.2021 | Thursday | 18:00 – 22:00 |
| 3 | 4.11.2021 | Thursday | 18:00 – 22:00 |
| 4 | 11.11.2021 | Thursday | 18:00 – 22:00 |
| 5 | 18.11.2021 | Thursday | 18:00 – 22:00 |
| 6 | 25.11.2021 | Thursday | 18:00 – 22:00 |
| 7 | 9.12.2021 | Thursday | 18:00 – 22:00 |

**Session 1.**  
Course Introduction and "Housekeeping".

Reviewing the various types of firms & industries that will be covered in the course.

New venture funding: This session will cover the startup funding investment landscape including seed, early stage, and venture capital (VC) investment. This session will also cover how investors valuate early stage companies, and relevant sources of funding due to the Coronavirus pandemic.

Speaker: Dr. Barak Ben-Avinoam [](https://www.linkedin.com/in/barakbenavinoam/)

**Session 2.**

Founder and employment issues: This session will cover founder’s agreements, employee compensation and stock ownership, as well as other legal issues and agreements.

Guest Speaker: TBD

**Session 3.**

Innovation and Ideation: This session will cover tools and strategies for innovation and how industry leaders stay ahead in technology development. Also, new problems lead to new ideas: how founders change their original idea to pursue Covid-19 solutions.

Guest Speaker: TBD

**Session 4.**

Intellectual Property (IP) Issues: This session will cover intellectual property law, and legal strategy for protecting technology and innovation in new and existing ventures.

Guest Speaker: TBD

**Session 5.**

Product Market fit: This session will cover the importance of a new venture’s value proposition and how to analyze the key underlying assumptions that explain why a customer will use your product. How to measure and optimize PMF.

Guest Speaker: TBD

**Session 6.**

Crisis Management: This session will focus on several examples of company crises and strategies for dealing with unexpected events that can paralyze normal operations.

Guest Speaker: TBD

**Session 7.**

Ethics and Leadership: This session will focus on ethical questions, value conflicts, and leadership role in such conflicts.

Guest Speaker: TBD

\* The plan is subject to last minutes changes in case of unexpected circumstances that are beyond the control of our distinguished speakers.