



Entrepreneurship in Holocaust Commemoration

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The course wishes to expose students to the entrepreneurial mindset and to provide them with the encouragement and tools to turn ideas in the field of Holocaust education and commemoration into concepts for projects and products.

The course will be conducted as an active workshop, in which students will work in teams in a creative and collaborative atmosphere. They will learn basic concepts in the field of social entrepreneurship and innovation; mapping methodologies of relevant challenges and eco-system; they will experiment with the creation and designing of concepts and minimal viable products (MVP) and experience with tools for pitching (elevator pitch) and creating a business model.

The course will be held separately for the zoom group and the physical group in class, therefore the groups will study in alternate weeks with each group studying every other week. A joint session will be held at the end of the semester for both groups, in which the final concepts will be presented.

Course Requirements: Students can work individually or in groups according to their preference. They will need to demonstrate progress each week in their work on a chosen challenge towards developing a concept for a solution in the form of a project / a program / or a product.

At the end of the course, the students will present the concept as well as the process they have gone through during the semester. The presentation will be given in class as well as be handed in as a written final paper.

If you choose to write a referat for this course - you will be required to expand on your idea, its eco-system and the project you are developing. This course does not offer the possibility of writing a seminar paper.

Breakdown of grade:

Class participation: 20%

Presentation of challenge: 20%

Presentation of project: 20%

Written paper on process and project: 40%

For those writing a referat:

Class participation: 20%

Presentation of challenge: 10%

Presentation of project: 10%

Written paper on process and project: 60%

Course schedule:

Week 1 (10th February; 27th February)

Introduction to social entrepreneurship; what is innovation; what is impact driven innovation; mapping of "pains" and challenges in relation to Holocaust education and commemoration. Home assignments: interviewing 10 people on challenges in Holocaust education and commemoration.

Week 2 (6th March; 13th March)

Mapping of challenges and finding themes in home interviews; what are the challenges that I wish to deal with? Mapping of eco-system: what solutions are out there? What works and what does not? Potential partners; potential resistance.

Home assignments: con. mapping of relevant eco-system.

Week 3 (13th March; 20th March)

Defining the challenge; "How might we" questions; defining the audience; creating personas; who am I designing for?

Home assignments: looking for inspiration.

Week 4 (27th March; 3rd April)

Brainstorming: what is our MVP and what does it look like?

Home assignments: trying out concept on potential relevant audiences; getting feedback.

Week 5 (10th April; 24th April)

Improving and re-designing MVP. What is my business model?

Week 6 (1st May; 8th May)

Improving and re-designing MVP

Week 7 (15th May; 22nd May)

Preparing for pitch and for showcasing concept for the product.

Week 8 (29th May)

Joint session of both groups over zoom - presentation of all concepts; reflection.