**Innovation and Entrepreneurship for Holocaust memory**

**The World as a Classroom**

Academic year: 2024

Course instructor: Dr. Boaz Cohen, Dr. Edna Pasher

Course title: Innovation and Entrepreneurship for Holocaust memory

Course ID:

Semester: Spring Semester (Tuesdays, 18:00 Israel time)

Evaluation method: a completed project.

**Course description:**

This is an interdisciplinary course; students from all disciplines are invited to enroll.

The course consists of an interactive innovative process, accompanied by professional and contextual workshops. Students will be divided into work groups, facing the challenges of designing, promoting, and managing innovative Holocaust commemoration projects.

Participation and engagement in practical experiences are key aspects of the course process. As the projects will be executed online, they will be evaluated based on cooperation, creativity, methods applied and team engagement rather than the final product alone. This immersive experience of teamwork, social impact and hands-on management provides a taste of entrepreneurship and business challenge rarely accessible to students.

If desired, groups can further develop their products beyond the course curriculum.

**Goals:**

1. Experiencing innovative decision making in uncertain situations.
2. Integration of academic, social and entrepreneurship information.
3. An opportunity to enjoy academic support while developing a project.
4. Reshaping Holocaust commemoration for global social impact.
5. Establishing a community of Holocaust studies participants and supporters worldwide.

**Curriculum:**

Units 1-4: Introduction, historical background, fundamentals of commemoration.

Units 5-8: Innovation: from idea to project, workgroup assembly.

Units 9-11: Methodology.

Units 12-13: Project finalization and application, pitch.

**Study products:**

* + - 1. Profound understanding of Holocaust commemoration importance.
      2. Practical experience in developing a social-impact driven project.
      3. Experiencing international teamwork.

**Method:**

Interactive, participation and engagement-based learning. Group sessions consists of reflection, questioning and brainstorming with the instructors. By the end of the Spring semester, each group will pitch its project to the rest of the class.

**Requirements:**

* Completion of all tasks defined by the instructors.
* Full class participation.
* Group sessions between weekly course classes.
* Engagement during class.

**Course plan** (subject to changes as course develops)

| **Topic** | **Date** | **Class #** |
| --- | --- | --- |
| Introduction and opening session | April 4, 2024 | 1 |
| What is the Holocaust all about? | April 11, 2024 | 2 |
| Finding ideas: inspirational talks with innovators. | May 2, 2024 | 3 |
| Group assembly, brainstorming, choosing a project. | May 9, 2024 | 5 |
| Holocaust in the gaze of a new age: challenges and opportunities. Modern commemoration projects, new perspectives. | May 16, 2024 | 6 |
| Being an entrepreneur: Time management, tasking, opportunism, and decision making. | May 23, 2024 | 7 |
| Social entrepreneurship and IMPACT innovations. | May 30, 2024 | 8 |
| Workshop: lean startup. Building a work plan. | June 6, 2024 | 9 |
| Methodology, business plans and canvas. | June 13, 2024 | 10 |
| Pitch presentations and reflection. | June 20, 2024 | 12 |
| Pitch presentations and reflection. Conclusion, and assessing continuation of projects. | June 27, 2024 | 13 |

**Background reading and resources:**

Cohen, B. (2011). Jews, Jewish studies and Holocaust historiography. In: J. Dreyfus & D. Langton (Eds.), *Writing the Holocaust (writing History)* (pp.100-115). Bloomsbury.

Cohen, B. (2017.) Holocaust testimonies and historical writing: debates, innovations, and problems in the early post-war period. *Yad Vashem Studies*, *45*(2), 159-184.

Freidlander Saul (2015). An integrated history of the Holocaust: challenges and reassessments, in: R. Stauber & A, Halamish (eds.), *Holocaust and Antisemitism: Research and Public Discourse*, Yad Vashem, Jerusalem.

Katz, S.T. (2015). Extermination trumps production: on the issue of Jews as slave laborers, In: R. Stauber, & A. Halamish (eds.), *Holocaust and Antisemitism: Research and Public Discourse*, Yad Vashem, Jerusalem.

Matthaus J., & Kerenji, E. (2017). *Jewish Responses to Persecution, 1933-1946*, A source Reader, Rowman & Littelfield, Maryland.

Pasher E. & Ronne T. (2011). [The complete guide to knowledge management: a strategic plan to leverage your company's intellectual capital](http://www.amazon.com/Complete-Guide-Knowledge-Management-Intellectual/dp/0470881291/ref=la_B004FX9H48_1_1?s=books&ie=UTF8&qid=1391979095&sr=1-1) by Edna Pasher and Tuvya Ronen .

Pasher E., Otthein H., Mor H, Turjeman, Y., & Zhiqiang, W. (2018). Creating and enabling ecosystems for open innovation - challenges and how to cope with them. In: Piero, F., Curley, M. (eds.). *Exploring the Culture of open innovation: towards an altruistic model of economy*. (pp. 201-219). Emerald. <https://doi.org/10.1108/978-1-78743-789-020181008>.

Weinberg, Gerhard L. (2019). *The Holocaust, seventy-five years after it ended: a panoramic view of achievements and challenges in research and interpretation*, In: D. Michman. & Y. Pasher (ed.), Search and Research - Lectures and Papers (25), Yad Vashem, Jerusalem.

**Further reading**

Cohen, B**.** (2017). *Israeli Holocaust research: birth and evolution*. Routledge.

Offer Miriam (2021), *White coats in the ghetto: Jewish medicine in Poland during the Holocaust*, Yad Vashem, Jerusalem.

Pasher Yaron (2014). *Holocaust versus the Wehrmacht: how Hitler’s final solution undermined the German war effort*, University Press of Kansas, Lawrence.