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**BUAD 688-01**

**EXPLORING INNOVATION, TECHNOLOGY, AND ENTREPRENURSHIP IN ISRAEL**

**XAVIER UNIVERSITY**

**WILLIAMS COLLEGE OF BUSINESS**

**Summer, 2019**

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**COURSE DESCRIPTION**

Our aim is to explore the culture of Israel to find connections to the history of the "Holy Land" with the current social, political, economic, business and entrepreneurial culture.

Countless regions in the world have tried to replicate Silicon Valley's unparalleled tech prowess and entrepreneurial spirit with varying degrees of success. With more startups per capita than any other country in the world, Israel's "Silicon Wadi" seems to have cracked the code.

Additionally our aim is to apply the components of innovation. Innovation is an idea, practice or object that is perceived as new by an individual or other unit of adoption. In our journey we will see these components come alive while visiting Israel.

Further Israel provides us with a number of examples of responsible use of resources as demonstrated by their commitment to sustainability. One of the most visible examples of this commitment is through the use of desalinization processes in select water plants.

This experience will build on the Jesuit value of reflection as it relates to exploring a new cultural and business experience (in a location often reflected in a negative way from sight in the media).

**TEXT**

Start-Up Nation: The story of Israel’s Economic Miracle

**SUPPORTING ACADEMIC AND OVERALL HONESTY**

The work you do is assumed to be your own. Please review the university guidelines regarding academic honesty.

**OFFICE HOURS**

Tuesdays and Thursdays: 1:00PM – 3:00PM

These are my “official” Office Hours for all Grad and Undergrad Students. I’m on campus most days of the week. Please just call me at my office or on my cell phone if you’d like to make an appointment. If you run into a problem, please don’t wait – I’m here for you and I want you to succeed!

**COURSE OBJECTIVES**

1. Experience how a variety of businesses, both large and small, thrive in a capitalistic country in the Middle East.
2. Apply the theories and constructs learned through business courses and experiences to business conducted in the Middle East.
3. Explore significant companies, innovation centers and cultural sites in Israel.
4. Examine how a potential business venture in the US that could partner with an Israeli company or create a plan for expanding the student’s current employer’s efforts utilizing resources in Israel
5. To integrate into class discussions issues relevant to the mission of the Williams College of Business (WCB). The mission of the WCB is: We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition. In particular you will see a personal commitment towards “*cura personalis*” – the education of the whole person.

Characteristics of the Ignatian[[1]](#footnote-1) vision are:

* “See life and the whole universe as a gift calling forth wonder and gratefulness.”
* “Gives ample scope imagination and emotion as well as intellect.”
* “Seeks to find the divine in all things --- in all peoples and cultures, in all areas of study and learning, in every human response…”
* “Cultivates critical awareness of personal and social evil, but points to God’s love as more powerful than any evil.”

**LEARNING GOALS – WILLIAMS COLLEGE OF BUSINESS: GRADUATE PROGRAM**

* **Critical Thinking**

*Learning Goal*: WCB graduates will be able to think logically, reason quantitatively, and utilize appropriate analytical techniques and technology when evaluating and making decisions.

*Corresponding Objectives*:

* (1) WCB students will collect, evaluate and synthesize information to offer solutions and support decision making.
* (2) WCB students will evaluate and articulate implications of business decisions and their impact on organizational stakeholders, both individually and in teams.
* **Ethics and Social Responsibility**

*Learning Goal*: WCB graduates will be able to recognize ethical issues, discern moral implications of decision making, and be prepared, and willing, to serve as responsible and professional members of society.

*Corresponding Objectives*:

* (1) WCB students will recognize ethical issues and their implications on personal and business decisions.
* (2) WCB students will demonstrate the skills necessary to analyze information and make informed, ethical decisions in complex, conflicting or ambiguous environments or situations.
* **Effective Written and Oral Communication**

*Learning Goa*l: WCB graduates will be able to organize, support and communicate ideas clearly and effectively, employ multiple mediums of communication (e.g., written, oral and visual), and adapt communication to audience, context or purpose.

*Corresponding Objectives*:

* (1) WCB students will produce business documents and reports demonstrating their ability to organize and communicate ideas clearly and professionally.
* (2) WCB students will make effective presentations, accompanied by the appropriate technology, demonstrating their ability to organize and communicate ideas clearly and professionally, both individually and in teams.
* **Global Perspective and Cultural Diversity**

*Learning Goal*: WCB graduates will appreciate the historical and cultural contexts of the world in which they live, demonstrate the competencies required for engaging in global business activities, and respect and value diverse peoples and perspectives.

*Corresponding Objectives*:

* (1) WCB students will identify and contrast key attributes of countries’ business environments.
* (2) WCB students will evaluate and integrate global economic, political, technological, environmental and societal issues into their decision making.
* (3) WCB students will integrate the concepts of respect, inclusiveness and valuing all persons into their decision making.
* **Understanding and Application of Knowledge Across Business Disciplines**

*Learning Goal*: WCB graduates will be able to evaluate business from an integrative and holistic point of view, leverage the synergies between functional business areas, and demonstrate college-level mastery of their chosen discipline.

*Corresponding Objectives*:

* (1) WCB students will demonstrate the appropriate knowledge of accounting, economics, finance, management, management information systems, marketing, quantitative business analytics, international issues, and the legal and social environment of business.
* (2) WCB students will evaluate business problems from an integrative point of view, including diverse business functions, competition and external environment (social, political, economic, and environmental.)
* (3) WCB students will demonstrate college-level mastery of the body of knowledge and skills relative to their major. (To be determined at the departmental level.)
* **Personal and Professional Development**

*Learning Goal*: WCB graduates will be well-prepared for their future careers and appreciate the importance of continuous professional development and life-long learning.

*Corresponding Objective*:

* WCB students will articulate career goals, prepare a professional resume, demonstrate behavior-based interviewing techniques and develop a professional network.

**GRADING CRITERIA**

Grades are weighted by the following:

1. **Attendance, Participation and Professionalism (30%)** Students are expected to attend all pre- sessions, all events during the trip, reflective meetings with other trip participants, and post- session meetings. Students are expected to act in a professional manner during the entire trip. Students are expected to dress appropriately (typically business casual), be on time for meetings, and be engaged during presentations.
	1. Students must abide by all rules related to safety, attendance, and etiquette. Any breach of these rules will results in penalties ranging from a letter grade deduction to a failing grade for the course.
2. **Pre-session Essays (20%).**
	1. Students will write provide short answers to multiples points of view on Israel and present in a seamless, essay fashion on each of the following topics:
		1. History and Culture of Israel
		2. Politics and Government of Israel
		3. Economics and Demographics of Israel
			* can use Wikipedia or similar references for 1-3
		4. Current issues and news related to Israel
			* Can use cnn.com or other popular news sites as references
		5. Innovation Process as applicable to Israel within your area of interest
		6. The Startup Nation
3. **Reflective Essays (20%)** Students will provide a daily reflection of their experience during the trip.
4. **Case presentation of an Israeli company (30%).** Critically examine the key strategic issues facing a particular Israeli company. Examine the key elements of the “Start-up Nation” and describe how they impact the company. Presentation should be approximately 20-25 minutes in length. Presentation will be due on the first post-trip meeting. A written report is not required.

**GRADE LEVELS**

**Final grades will be calculated as follows:**

A 93 –100.0% C+ 77 – 79.9%

A- 90 – 92.9% C 73 – 76.9%

B+ 87 – 89.9% C- 70 – 72.9%

B 83 – 86.9% D 60 – 69.9%

B- 80 – 82.9% F Below 60%

*I reserve the right to calibrate grading based on observed demonstrated effort including attendance. Also a 360 peer review will be provided by your project teammates and can influence your grade.* ***Please do NOT ask me to “round up” for your grades as the grading bands are generous.***  *For example, an 89.7 is a B+. Help me to protect the integrity of our grading guidelines and the value of your Xavier Education and your own personal brand as a Graduate..* ***Grading is at the SOLE discretion of the Instructor.***

**SCHEDULE OF EVENTS for BUAD 688-01, Summer 2019**

**Tentative COURSE CALENDAR (\*)**

Apr 19, 2019: Pre-Trip Overview Meeting #1

May 29-30, 2019: Travel– Cincinnati -> Tel Aviv, Israel

May 30, 2019: Tel Aviv: Welcome, Tour, Guest Speakers

June 1, 2019: Shafdan, Water treatment facility tour

June 2, 2019: Bethlehem, Jerusalem

June 3, 2019: Jerusalem (Old City), Mount of Olives, Via Doloroza, Temple Mount, and Western Wall

June 4, 2019: Jerusalem: Yad Vashem – Holocaust Memorial Museum, Soda Stream, Bedouin Village w/camel ride and Chafla Dinner

June 5, 2019: Masada Sunrise (climb), Kalia Beach, The Dead Sea, Sea of Galilee

June 6, 2019: Bahat Winery, ATV Mount Bental, Golan Heights Excursion, Business Visit near Galilee - Wizer

June 7, 2019: Nazareth, Tour of Acre

June 8, 2019: Tel Aviv: Speakers, Tel Aviv Beaches, Begin return trip to Cincinnati

June 10, 2019: Return to Cincinnati

1. Taken from “Do You Speak Ignatian,” by George Traub, S.J., Ph.D., Xavier University [↑](#footnote-ref-1)