WHY SHOULD YOU TAKE THIS COURSE?

Did you realize that within the last 60 years Israel has evolved from an agricultural based economy to a high-tech economy? Do you know that Israel is the world leader in water management, 3D printing and communications (just to name a few) and technology plays a critical role in Israel’s existence? As you travel in Israel and visit different companies you will explore not only that growth but also the future potential and impact of the technology expansion within Israel and the global economy. Israelis have responded to necessity in all social and economic dimensions. Technology is just one sector, albeit an extremely important one.

In order to gain appreciation of Israeli organizations, you will visit 8-10 Israeli companies including innovative start-ups, multinational firms and a cybersecurity firm. In addition to ‘work’ there is time for cultural enrichment, as you travel to some of the important historical sites. You will also have ‘free’ time to explore Tel Aviv and Jerusalem.

LEARNING OBJECTIVES:

At the end of the course you will:

- Develop an insight into technology innovation and entrepreneurship within a growing economy.
- Be aware and appreciate differences doing business in a different culture.
- Identify and critique some of the links between United States and Israel, developed using and sharing technology.
- Incorporate the experience into other courses and your career.
READINGS:

- Goldberg, Uri What’s Next for the Startup Nation?: A Blueprint for Sustainable Innovation. Author House, 2012
- Case Studies: Teva Pharmaceutical Industries, Ltd, HBS Case 9-707-441; Speeding Ahead to a Better Place, HBS Case 9-512-056
- http://online.wsj.com/article/SB10001424052970203335504578086762629230722.html
- Encouraged reading: Basics of Modern Israeli history TBA – but the Wikipedia Article on the State of Israel is not a totally objective presentation, but fairly adequate overview of Israeli history.
EVALUATION:

- Company research, presentation and questions 25%
  - You will be well informed about the organization hosting the class and be ready to ask questions related to the firm.
  - In addition to your February 24th presentation, you will also provide a 5 minute briefing on the bus before the actual company visit. This will refresh memories.
- Daily reflections 5%
  - Your take-away and thoughts about the company visit(s) that day while they are still in your memory. These should be about 1-2 paragraphs. These reflections also help plan visits for another year.
- Participation during class, on discussion board and company visits 15%
  - Not everyone will be able to participate in every visit, however, you should contribute to the discussion even if the company was not ‘your’ responsibility
- Post visit assignment – updating initial findings and presentation – 25%
- Final papers - 30%

RUBRICS FOR EVALUATION:

<table>
<thead>
<tr>
<th>Participation 20%</th>
<th>Rating</th>
<th>Points Earned</th>
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<tbody>
<tr>
<td>• Attends all classes. Is on-time. Has prepared for class.</td>
<td>☐ Exemplary</td>
<td>___/10</td>
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<tr>
<td>Regularly contributes interesting, insightful comments to class discussion, both in the classroom and on Blackboard. Relates material read to actual practice and presents good examples of concepts discussed. Builds on comments of others and responds appropriately to others’ questions, contributions, concerns, or reactions. Raises good questions. Assists in moving class discussion forward. Encourages differences of opinion and healthy debate.</td>
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<td>• Poses thoughtful questions during company visits</td>
<td>☐ Proficient</td>
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<td>• Daily reflections – posted on BlackBoard – that day</td>
<td>☐ Competent</td>
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<td>•</td>
<td>☐ Developing</td>
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<table>
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<tr>
<th>Company Research and Presentation</th>
<th>Rating</th>
<th>Points Earned</th>
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<tbody>
<tr>
<td><strong>PreVisit and PostVisit (25% each)</strong></td>
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<td>• <strong>Organization.</strong> Draws the audience in, clearly includes the</td>
<td>□ Exemplary</td>
<td>___/10</td>
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<td>o A brief description of the company’s business</td>
<td>□ Proficient</td>
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<td>o A brief description of the company’s history – including influential individuals.</td>
<td>□ Competent</td>
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<td>o Specific issues/concerns/advantages for the company</td>
<td>□ Developing</td>
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<td>• Demonstrates research into the company – good references</td>
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<td>• <strong>Presentation skills.</strong> All group members contribute significantly to the presentation. Prepared to present the topic and answer questions. Delivered with poise and comfort with the material. Engages the class. Good eye contact while presenting.</td>
<td>□ Exemplary</td>
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<td></td>
<td>□ Proficient</td>
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<td>□ Developing</td>
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<tr>
<td>• <strong>Mechanics.</strong> Spelling and grammar are accurate and appropriate for a scholarly presentation. Quality of citations used is appropriate for a scholarly presentation. Correct use of APA format for all citations and references. If used, graphs/tables are succinct, easy to understand, and well formatted.</td>
<td>□ Exemplary</td>
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## Final Paper

**30%**

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<th>Criteria</th>
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| **Organization.** Clearly addresses all these issues and questions:  
  - Your prior perceptions of Israel and whether or not these perceptions have changed – why/why not  
  - Your thoughts as to the role of business in Israel and whether or not they are ‘exportable’  
  - How this trip has impacted you as individual?  
  - What have you learned that you will use in your career? | □ Exemplary  
□ Proficient  
□ Competent  
□ Developing |
| ☐ Exemplary  
☐ Proficient  
☐ Competent  
☐ Developing | ___/10 |
| **Well organized to create a logical, focused argument so that topics that need to be discussed together are presented together. Transitions are smooth, thoughtful, and clearly show how ideas relate to one another.** | □ Exemplary  
□ Proficient  
□ Competent  
□ Developing |
| ☐ Exemplary  
☐ Proficient  
☐ Competent  
☐ Developing | ___/10 |
| **Is the paper interesting to read?**  
**Does the paper convey new knowledge – researched or experiential?** | □ Exemplary  
□ Proficient  
□ Competent  
□ Developing |
| ☐ Exemplary  
☐ Proficient  
☐ Competent  
☐ Developing | ___/5 |
| **Mechanics.** Spelling and grammar are accurate and appropriate for a scholarly presentation. Quality of citations used is appropriate for a scholarly presentation. Correct use of APA format for all citations and references. If used, graphs/tables are succinct, easy to understand, and well formatted. | □ Exemplary  
□ Proficient  
□ Competent  
□ Developing |
| ☐ Exemplary  
☐ Proficient  
☐ Competent  
☐ Developing | ___/5 |
Number of contact (face-to-face) hours:

- 4 class meetings – 10 hours
- 10 company visits – 20 hours
- 5 daily debriefings – 5 hours

Number of virtual contact hours:

- 10 company reflections – 30 minutes each – including comments on others
- Posting comments on company (10 companies) research – pre and post research – 15 minutes each
- Posting addition questions for each company (10 companies) after pre-visit research presentations – 15 minutes each.

**ACADEMIC INTEGRITY:**

The code of academic integrity applies to all courses in the George Washington School of Business. Please become familiar with the code. All students are expected to maintain the highest level of academic integrity throughout the course of the semester. Please note that acts of academic dishonesty during the course will be prosecuted and harsh penalties may be sought for such acts. Students are responsible for knowing what acts constitute academic dishonesty. The code may be found at: [http://www.gwu.edu/~ntegrity/code.html](http://www.gwu.edu/~ntegrity/code.html)

**UNIVERSITY POLICIES:**

**Religious Accommodation**

Students should notify faculty during the first week of the semester of their intention to be absent from class on their day(s) of religious observance. Faculty should extend to these students the courtesy of absence without penalty on such occasions, including permission to make up examinations. Faculty who intend to observe a religious holiday should arrange at the beginning of the semester to reschedule missed classes or to make other provisions for their course-related activities.

**Disability Support Services (DSS)**

Any student who may need an accommodation based on the potential impact of a disability should contact the Disability Support Services office at 202-994-8250 in the Rome Hall, Suite 102, to establish eligibility and to coordinate reasonable accommodations. For additional information please
Mental Health Services 202-994-5300

The University's Mental Health Services offers 24/7 assistance and referral to address students' personal, social, career, and study skills problems. Services for students include: crisis and emergency mental health consultations confidential assessment, counseling services (individual and small group), and referrals. counselingcenter.gwu.edu/