Syllabus: The Israeli Technological Model

COURSE TITLE: **The Israeli Technological Model**

INSTRUCTOR:
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1. COURSE DESCRIPTION:

Within the last generations Israel has evolved, from agriculture   .
-based economy to a high-tech Economy. This course will
explore, not only the process, the growth and the changes, but also the
impact and the future of the Israeli Technological model
expansion within Israel and the global economy.

 Israel is the world leader in water management and drip
Irrigation, Cyber Security and Encryption, Unmanned Aerial
Vehicle, Medical laser, Digital printing, Waze Navigation Software
 Cutting tools , just to mention a few niches and technologies plays
 an important role in state economy.

The country is home to more startups per capita than any other country in
In the world and second only to China in foreign companies traded on
 NASDAQ.

The world's top technology companies have helped justify
Israel's reputation as a "start-up nation.";
Amazon, Apple, Cisco, Google, EMC, PayPal, Alcatel, Siemens and
Microsoft are just some of the tech giants that based R&D
facilities in Israel.

2. COURSE PERSPECTIVE and OBJECTIVES:
Prepare students for acquiring critical strategic and marketing
skills in today's modern environment.
Understand and analyze technology innovation, creativity and

Entrepreneurship within local and global economy.
Use web-based business models and social media like Facebook, Google, LinkedIn, Yahoo, eBay, YouTube, Wikipedia…. who are transforming all aspects of the world's economy.
Collect and gather data and understand the date sharing importance.
Provides an opportunities for students to share their findings and Experiences with their classmates and enhance awareness to cultural Gap in global economy.

3. METHOD:

Students will act as a business consultant in real business case and will analyze problems or opportunities at that business case.
Students will produce a business consultant's report and will recommend an action plan and strategy.
Students will learn how to do it themselves, will learn about the management challenges & planning and will executing a business strategy.
Students will learn how to motivate people, build relationships and lead.
Teams will present their business concept in class and to partner organizations and will prepare a final report.

4. The skills required from students during the course:
- Diagnose, understand and analyze problems.
- Collect and examine information from various sources.
- Know how to focus on the main issue and to find out the hidden topics.
- How to define alternatives, to explain and to quantify them.
- Clearly phrase the problems, the alternatives and the solutions.
- Present their views in a focused manner, sharply, clearly, visually and
  Tangibly .

5. GRADING:
Class participation, case discussions and standing in the schedules -10%
Case studies and final report- 70%
Presentations -20%

6. COURSE PLAN:
Teams will thoroughly examine partner organizations in Israel and other countries; conduct preliminary meetings, identify project focus and scope, establish expectations, and prepare a case or strategic assessment paper.

During the course student will get background on Israeli technologies, Introduced to links ,contacts and institutions in Israel and among Israel and USA, EU, Far East, Latin America and other countries and will create collaboration with students in similar class and departments. .

Weeks 1-4:

Teams investigating the partner organization, conducting additional meetings with partner, present project focus and scope to Partner .
Establish reporting procedures and expectations, write a case or strategic assessment paper for the mentor and create project plan including project focus and scope, background, research design, methodologies, and schedule.
The teams will present the project plans in class meeting .
If needed the team will define the specific study topic(s), prepare letters of understanding and nondisclosure agreements signed by all parties.
Background and introduction to the Israeli technology
model , links and institutions in Israel and among Israel and USA, EU, Far East and other continents.

Weeks 5-8:

Teams collect, analyze and interpret data; develop and evaluate strategic options, conduct the internal and external environment, and analyze the companies and their environment;
Teams prepare midterms reports including environment analysis, strategic options, next phase recommendations and action items.
Teams submit the midterm report to mentors and to partners and present it in the partner's facilities and class meeting.

Weeks 8-12 0r

Final paper' submitting (date will be announced):

Teams prepare final reports including analysis, conclusions, recommendations and action plan.
Teams present final reports to mentors, in class and to key decision makers in partner organization**.**

6. READINGS:

The course is applied workshop and students and groups working independently according their partner organization and specific subjects. Most work is done through web, deep interviews and targeted researches.

Students use web-based business models and social media like Facebook, Google, LinkedIn, Yahoo, eBay, YouTube, Wikipedia…. who are transforming all aspects of the world's economy.

Students collect and gather data and understand the date sharing importance .In addition Students will be asked to read the following:

Senor Dan&Singer Saul.,2009
-Start-up Nation: The Story of Israel's Economic Miracle-
Publisher, New York : Twelve**,** 309 pages

Porter, M.E. (2008) "The Five Competitive Forces That Shape Strategy",
*Harvard Business Review***, January 2008, pp. 79–93**

Links: Michael Porter on Competitiveness, 2008,
http://www.youtube.com/watch?v=y5I_cnpP99U&feature=related

- Grove S. Andrew **-1998,** *Only the Paranoid Survive*
Published April 6th 1998 by Profile Busines, 224 pages

-Sony and Morita Akio, Edwin M Reingold; Mitsuko Shimomura.
, - *Made in Japan:* **1986, Published by New York, NY E.P. Dutton & Co;**
English Language edition (1986), 535 pages

- Iacocca Lee Kleinfeld Sonny**,** *Talking Straight-* **1988,**
Published by Bantam: NY, 336 pages