

# University of Sofia

## Faculty of Economics and Business Administration

### Course proposal:

Course name:

### **The Israeli Technological Model :**

Way of teaching: Applied Workshop

Kind of Course: Elective

Within the last generations Israel has evolved, from Agriculture -based to high-tech Economy. This applied workshop 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.

The country is home to more startups per capita than any other country 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 who based their R&D facilities in Israel.

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.

2 main bibliographies:

**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",**

Course purpose: Recognitions, learning, contacts and experiences with the resources, processes and the people who were involved in the country technology, innovations and entrepreneurs achievements.

## **Course subjects an schedule**

### **Meetings 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.

### **Meetings 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.**

### **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.

## **Bibliography:**

**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**

**Specific researches. In addition students are requested to read the followings:**

**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](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**

## **Grading:**

### **Reports**

**70 % divided to:**

- 1. Work plan 10%**
- 2. Intermediate report**
- 3. Final report 40%**

### **Presentations:**

**20% divided to:**

- 1 Work plan 4%**
- 2. Intermediate 6%**
- 3. Final 10%**

**Student assessments for involvement and participation 10%**



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Rafi Glick

\_\_\_\_\_ 16.11.2015 \_\_\_\_\_ :

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