

GBE to Israel – Darden Graduate School of Business (May 2012)

Professor Gal Raz

Introduction

The GBE to Israel will run in May 2012. The course combines experiential learning with academic lectures / cases in class with a special focus on hands-on experience. The focus of the Israel GBE is on entrepreneurship and innovation in Israel centering on the High Tech Sector in Israel and innovation in a variety of areas from information technology, medical and bio-tech to clean technology, water and sustainability. As part of the course the students visit local businesses such as ISCAR (bought in 2006 by Warren Buffett for \$4B in Buffett's first major acquisition of a company outside of the US), Netafim Inc. (The world's largest water drip irrigation manufacturer), Better Place (The global provider of electric vehicles), and many others. The students also visit the Israeli parliament and meet with members of parliament and government officials from the ministry of industry, trade and labor, the chief scientist office, the foreign Ministry, and the ministry of finance. Lastly, the course will include visits to historical sights, and discussion of Israeli society and politics in the middle east. As part of the program the students will conduct a hands-on project where they will be paired with an Israeli start-up company and work with them to help with their strategy to penetrate the US market. The program runs in collaboration with the Israeli Institute of Technology (The Technion).

The change this year from the past few years is that this year the course will be taught as part of a three weeks 3-credit condensed experience in May following the end of the first year curriculum. The 3 credits will consist of a 1.5 credit for the elective course "Global Innovation and Technology Commercialization" that will run co-requisite with the GBE Israel (where the students get the other 1.5 GBE credit) so students will have to take both courses. The first half will be done on grounds in Charlottesville (running in the iLab and communicating with the companies via video conference), while the second one will include the field trip to Israel. The project will commence at the beginning of the course and include three stages: company and market research, analysis, and recommendations and business plan. The first two stages will be conducted during the stay at Darden, while the last stage will be in Israel ending with final presentations to the companies at the end of the course in Israel. The course will be capped at 35 first year students. During their time in Israel, the students will visit local businesses and incubators and meet with government officials developing an understanding of the lessons that can be learned from the innovation revolution in Israel.

GBE to Israel Tentative Schedule

Trip Dates: 05/14/2011 - 05/30/2011
 Participants: Approximately 25 students

<p>May 14 Mon –</p> <p>May 18 Fri</p>	<p>Global Innovation and Technology Commercialization one week Course</p> <p>Classes and work on the project with companies</p> <p><i>In Darden at the i-Lab</i></p>
<p>May 19 SAT</p>	<p>DEPART USA</p> <p>Individual flights depart the US en route to Israel</p> <p><i>Flights continue overnight</i></p>
<p>May 20 SUN D</p>	<p>ARRIVE ISRAEL</p> <p>Afternoon: arrival in Jerusalem</p> <p>Coach to Hotel (as a group)</p> <p>Hotel check in (Hotel in Jerusalem)</p> <p>PM: 7:00 pm, Evening Tour of Jerusalem and Dinner in the Midrahov</p> <p>Overnight Jerusalem (1)</p>
<p>May 21 MON B, D</p>	<p>JERUSALEM</p> <p>Breakfast at hotel</p> <p>Depart via coach for half day (4 hrs.) of government visits</p> <p>Government Visits (Israel Finance Ministry and Israel Ministry of Foreign Affairs)</p> <p>Return via coach to hotel</p> <p>Lunch on own (probably with companies)</p> <p>Meeting with respective companies in and around the Hotel</p> <p>PM: 7:00 pm – 9:30pm, dinner in private room with projector (Israeli Politics)</p> <p>Overnight Jerusalem (2)</p>

<p>May 22 TUES</p> <p>B, L</p>	<p>JERUSALEM</p> <p>Breakfast at hotel</p> <p>Depart via coach and guide for transfer to full day (8 hrs.) of government visits and tour of the old city</p> <p>Government Visits (Israeli Parliament tour and meetings) (Possibly adding Teva or Bio-Tech Incubator)</p> <p>Group lunch at local restaurant (<i>1 non-alcoholic drink included</i>)</p> <p>Tour of the old city of Jerusalem and the Tunnels (or City of David)</p> <p>Transfer via coach and guide to hotel</p> <p>Dinner on own</p> <p>Overnight Jerusalem (3)</p>
<p>May 23 WED</p> <p>B, L</p>	<p>JERUSALEM – HAIFA</p> <p>Breakfast at hotel</p> <p>Check out of hotel</p> <p>Depart via coach for full day (8 hrs.) of tours and business visits</p> <p>Visit to Yad Vashem (local guide there)</p> <p>Transfer via coach from Jerusalem to Kibbutz Magal (including Lunch boxes on the way)</p> <p>Business Visit (Netafim in Kibutz Magal)</p> <p>Transfer via coach to hotel in Haifa for check in</p> <p>Hotel check-in</p> <p>Dinner on own</p> <p>Overnight Haifa (1)</p>

<p>May 24 THURS</p> <p>B, L</p>	<p>HAIFA</p> <p>Breakfast at hotel</p> <p>Work in groups on the project in hotel</p> <p>Tour of Baha'i Gardens</p> <p>Group lunch at local restaurant in German colony (<i>1 non-alcoholic drink included</i>)</p> <p>Depart via coach for afternoon business visit to Google</p> <p>Business Visit (Google together with Technion Students)</p> <p>Reception in the Technion with students</p> <p>Return Transfer via coach to hotel</p> <p>Dinner on own</p> <p>Overnight Haifa (2)</p>
<p>May 25 FRI</p> <p>B, D</p>	<p>HAIFA – TEL-AVIV</p> <p>Breakfast at hotel</p> <p>Depart via coach for morning business visit to Tefen Technology Park</p> <p>Visit to Tefen Technology Park</p> <p>Lunch on own</p> <p>Return transfer via coach and guide to Tel Aviv</p> <p>Afternoon free for work on project</p> <p>Dinner – Kabbalat Shabbat in Hotel (including discussion of Religious / Secular issues in Israel) – room from 5-9pm. (Movie in the room on the role of the Israeli Army in Israeli Society)</p> <p>Overnight Tel Aviv (1)</p>

<p>May 26 SAT</p> <p>B, (D)</p>	<p>TEL AVIV</p> <p>Breakfast at hotel</p> <p>Morning free for work on project</p> <p>Lunch on own</p> <p>Optional (Cost of \$100):</p> <p>Group dinner at local restaurant in Jaffa (<i>1 non-alcoholic drink included</i>)</p> <p>Performance by <i>Mayumana</i> in Jaffa</p> <p>Return via coach and guide to hotel</p> <p>Overnight Tel Aviv (2)</p>
<p>May 27 SUN</p> <p>B, L</p>	<p>FULL DAY EXCURSION (NORTH)</p> <p>Breakfast at hotel</p> <p>Meet guide in hotel lobby</p> <p>Depart via coach and guide for full day excursion to IDF Army Base and tour of the Sea of Galilee</p> <p>Visit to Arab / Druz Village (or Nazareth and meeting with Tsofen)</p> <p>Group lunch at local restaurant (<i>1 non-alcoholic drink included</i>) – <i>Sea of Galilee (or Nazareth)</i></p> <p>Kayaks on the Jordan River</p> <p>Visit to Army Base</p> <p>Return via coach and guide to Tel Aviv</p> <p>Dinner on Own</p> <p>Overnight Tel Aviv (3)</p>

<p>May 28 MON</p> <p>B</p>	<p>TEL AVIV</p> <p>Breakfast at hotel</p> <p>Tour of Tel Aviv including Independence Museum and</p> <p>Lunch on own</p> <p>Two hours meeting room for lectures in the Hotel (Chen Gratz Shmueli) starting at 2pm</p> <p>Afternoon free for work on project (possible meeting with companies in hotel)</p> <p>Dinner on own</p> <p>Overnight Tel Aviv (4)</p>
<p>May 29 TUE</p> <p>B</p>	<p>TEL AVIV</p> <p>Breakfast at hotel</p> <p>Depart via coach for half day (4 hrs.) of business visits</p> <p>Business Visit to Better Place (Pi Gilot)</p> <p>Business Visit to Battery Venture (Scott Tobin)</p> <p>Return via coach to hotel</p> <p>Lunch on own</p> <p>Afternoon free for work on project</p> <p>Overnight Tel Aviv (5)</p>
<p>May 30</p> <p>B, L</p>	<p>TEL AVIV</p> <p>Breakfast at hotel</p> <p>Check out of hotel</p> <p>Half day meeting room for Final Projects</p> <p>Lunch in or near hotel and Program Summary</p> <p>Dinner on own</p> <p>END OF PROGRAM</p>