

**Israel: Startup Nation**  
**TEM 494/598**  
**Summer 2016**  
Line Number: TBD

**Course Meetings:**

Arrival to Israel: Sunday, May 22, 2016  
Class Sessions: Monday, May 23, 2016 - Saturday, June 4, 2016  
Morning Sessions: 8:30am-noon  
Afternoon Sessions: 1:00-5:30pm  
Evening Sessions: 7:30-9pm  
Departure from Israel: Sunday, June 5, 2016

**Instructor and Faculty Director:**

**Jason Bronowitz, Lecturer, Technology Entrepreneurship and Management**

Office: Sutton Hall 340N, Polytechnic Campus  
Contact Info: Israeli phone: 052-602-9028 (from US: 914-826-8151)  
Office Hours: by appointment

**Instructor:**

**Carolyn Hirata, Lecturer and Program Chair, Technology Entrepreneurship and Management**

Office: Sutton Hall 340E, Polytechnic Campus  
Contact Info: Israeli phone to be determined  
Office Hours: by appointment

**Course Description:**

In this course, students explore the fundamentals and principles of entrepreneurship and innovation within the Israeli startup landscape, with a focus on technology and engineering fields. Provides real-world, hands-on learning to successfully transfer knowledge into products, processes and services that benefit society. Engages with industry, talking to customers, partners and competitors, as the team encounters the chaos and uncertainty of transferring knowledge into products and processes that benefit society. Explores international business principles and operations, including market dynamics, economic development, partnerships, trade agreements, currency issues, international sales, and cultural differences between countries, with a focus on Israel.

**Course Goals:**

Students think comprehensively about sustainable ways to address market needs by focusing on business ventures and product design, which take advantage of local resources, networks and institutions, with an emphasis on the Israeli startup landscape. Students propose the design of technology-related startups that address the needs of their communities of interest.

**Learning Outcomes:** By the end of this course, each student will have demonstrated that they are able to:

- Identify factors unique to entrepreneurship in Israel and elements of Israeli culture and society.
- Articulate how Israeli cultural mores and societal undercurrents influence the creation and sustainability of Israeli startups.
- Explain the entrepreneurial process as executed by Israeli startups.
- Formulate methodologies to advance the knowledge of entrepreneurship and innovation.

- Utilize a systems approach for the effective design and improvement of entrepreneurial and innovative ventures.
- Articulate methods to launch products and services from idea generation through actualization.
- Demonstrate the ability to identify, analyze and synthesize information to address and solve global use-inspired open-ended problems, assessing their impact on social, cultural and economic environments.

**Pre-requisites:**

ENG 102, 105 or 108 or equivalent; minimum 2.5 GPA; minimum sophomore standing or graduate student

**Required Course Texts/ Readings:**

Start-up Nation: The Story of Israel's Economic Miracle (Dan Senor and Saul Singer)

The Israelis: Ordinary People in an Extraordinary Land (Donna Rosenthal)

Value Proposition Design: How to Create Products and Services Customers Want (Alexander Osterwalder)

Additional readings will be posted online

**Course Format:**

Class will take several formats including lectures, class discussions, site visits, and field trips. Students will be graded on two team presentations, two written assignments and participation.

**Coursework**

Final grades for the course will be assigned on basis of the following:

- |                            |        |   |
|----------------------------|--------|---|
| • Participation attendance | 20 pts | 1) contributions to discussion; 2) teamwork; 3) on-time |
| • Presentations (2)        | 50     | 1) Lotan program experience; 2) startup experience      |
| • Reflection Papers (2)    | 20     | 1) Jerusalem startups; 2) Tel Aviv startups             |
| • Observation Lab (1)      | 10     | download assignment directions <a href="#">here</a>     |

Note: Graduate students will pursue an additional graduate research project/paper, due on the last day of the class, for an additional 50 points, making their grade out of 150 total points.

For your own protection, you should keep a copy of everything you hand in, and you should keep your graded assignments at least until grades are finalized at the end of the semester, and in the event you wish to contest any grades.

## Schedule of Readings and Assignments

Date Overnight City	Preparation	Morning 8:30am-noon	Afternoon 1:00-5:30pm	Evening 7:30-9pm
<b>Sunday 5/22</b> Arrival Jerusalem	Value Proposition Design, Ch. 1: Canvas  Start-up Nation: Parts 1-2	--	--	On-Site Orientation Session
<b>Monday 5/23</b> Jerusalem	Value Proposition Design, Ch. 2: Design  Article on Ancient Commerce	Class: Intro to Entrepreneurship	Visit: Israel Museum (Ancient Commerce) Dr. David Ilan, Archeologist, Tel Dan Excavation	Mixers: Getting to Know Your Classmates
<b>Tuesday 5/24</b> Jerusalem	The Israelis, Part 1	Class: Israel and Israelis	Visit: Old City of Jerusalem	Visit: Tower of David Light Show
<b>Wednesday 5/25</b> Jerusalem	The Israelis, Part 2  Article on Archeology	Visit: Archeological Dig	Class: Foundations of Israeli Entrepreneurship	Speaker: Technology and Innovation after the Army
<b>Thursday 5/26</b> Jerusalem	Research on Jerusalem Startups <b>Reflection Paper #1 Due</b>	Site Visits with Entrepreneurs		Free Time
<b>Friday 5/27</b> Kibbutz Lotan	Article on Kibbutz Economics	Travel South to Kibbutz Lotan	Innovation and Sustainability Program	
<b>Saturday 5/28</b> Kibbutz Lotan		Innovation and Sustainability Program		
<b>Sunday 5/29</b> Arad		<b>Student Presentation #1 (Lotan Program)</b>	Travel to Arad	Prepare for Masada
<b>Monday 5/30</b> Tel Aviv	Start-up Nation: Parts 3-4	Visit: Hike Masada	Visit: Dead Sea Travel to Tel Aviv	Class: Processing Session
<b>Tuesday 5/31</b> Tel Aviv	Value Proposition Design, Ch. 3: Test	Class: Customer Discovery	<b>Observation Lab</b> Free Time: Nahalat Binyamin Arts Fair, Beach, Carmel Market	Speaker: Introduction to Tel Aviv Startup Scene

<b>Wednesday 6/1</b> Tel Aviv	The Israelis, Part 4	Tour of Tel Aviv University	Site Visit with Entrepreneurs	Cultural Activity
<b>Thursday 6/2</b> Tel Aviv	Research on Tel Aviv Startups <b>Reflection Paper #2 Due</b>	Site Visit with Entrepreneurs		Class: Managing Growth
<b>Friday 6/3</b> Tel Aviv	Prepare for Presentations	Class: Processing Session	Cultural Activity	Free Time: Tel Aviv Port
<b>Saturday 6/4</b> Tel Aviv	Prepare for Presentations	Free Time	<b>Student Presentation #2 (Startup Experience)</b>	Closing Discussion
<b>Sunday 6/5</b> Departure		Travel to Airport		

### Final Grades

A	90-100	Excellent
B	80-89.9	Good
C	70-79.9	Average
D	60-69.9	Passing
E	<60	Failure
XE		Failure due to Academic Dishonesty

### Extra Credit

There will be no extra credit opportunities assigned for this course.

### Late Assignments

Unexcused late assignments will not be accepted. Excuses for an assignment must be approved in advance of the due date of the assignment.

### Course Policies

Preparation for class means reading the assigned readings and reviewing all information required for that week. You are required to be at all class sessions. If you are sick or have specific circumstances that prevent you from fully participating, please notify one of the faculty members immediately. Please silence cell phones and other electronic devices during class sessions and when meet with guest speakers and entrepreneurs.

### Grade Appeals

ASU has formal and informal channels to appeal a grade. If you wish to appeal any grading decisions, please see <http://catalog.asu.edu/appeal>.

### Incompletes

A mark of "I" (incomplete) is given by the instructor when you have completed most of the course and are otherwise doing acceptable work but are unable to complete the course because of illness or other conditions beyond your control. You are required to arrange with the instructor for the completion of the course requirements. The arrangement must be recorded on the Request for Grade of Incomplete form (<http://students.asu.edu/forms/incomplete-grade-request>).

## **Student Standards**

Students are required to read and act in accordance with the provisions of this syllabus as well as university and Arizona Board of Regents policies, including:

The ABOR Code of Conduct: Arizona Board of Regents Policies 5-301 through 5-308:

<https://students.asu.edu/srr>

## **Academic Integrity**

*Academic honesty is expected of all students in all examinations, papers, laboratory work, academic transactions and records. The possible sanctions include, but are not limited to, appropriate grade penalties, course failure (indicated on the transcript as a grade of E), course failure due to academic dishonesty (indicated on the transcript as a grade of XE), loss of registration privileges, disqualification and dismissal. For more information, see <http://provost.asu.edu/academicintegrity>.*

If you fail to meet the standards of academic integrity in any of the criteria listed on the university policy website, sanctions will be imposed by the instructor, school, and/or dean. Academic dishonesty includes borrowing ideas without proper citation, copying others' work (including information posted on the internet), and failing to turn in your own work for group projects. Please be aware that if you follow an argument closely, even if it is not directly quoted, you must provide a citation to the publication, including the author, date and page number. If you directly quote a source, you must use quotation marks and provide the same sort of citation for each quoted sentence or phrase. You may work with other students on assignments, however, all writing that you turn in must be done independently. If you have any doubt about whether the form of cooperation you contemplate is acceptable, ask the TA or the instructor in advance of turning in an assignment. Please be aware that the work of all students submitted electronically can be scanned using SafeAssignment, which compares them against everything posted on the internet, online article/paper databases, newspapers and magazines, and papers submitted by other students (including yourself if submitted for a previous class).

**Note:** Turning in an assignment (all or in part) that you completed for a previous class is considered self-plagiarism and falls under these guidelines. Any infractions of self-plagiarism are subject to the same penalties as copying someone else's work without proper citations. Students who have taken this class previously and would like to use the work from previous assignments should contact the instructor for permission to do so.

## **Prohibition of Commercial Note Taking Services**

In accordance with [ACD 304-06 Commercial Note Taking Services](#), written permission must be secured from the official instructor of the class in order to sell the instructor's oral communication in the form of notes. Notes must have the notetaker's name as well as the instructor's name, the course number, and the date.

## **Student Support and Disability Accommodations**

The provisions of the Rehabilitation Act of 1973, Section 504, and the Americans with Disabilities Act of 1990, do not apply outside of the United States, so students with disabilities may find accessibility and accommodation in a given ASU study abroad program location to be very different from what is found in the United States. Upon request, the ASU Study Abroad Office can provide information about the availability of accommodations and accessible facilities on the specific program and can help the student determine whether the student's preferred program can meet the student's accommodation needs. Students with disabilities should understand that the ASU Study Abroad Office cannot guarantee access to public transportation, buildings, or public sites on this program.

[Qualified students with disabilities may be eligible to receive academic support services and accommodations](#) during the study abroad program. Eligibility is based on qualifying disability documentation and assessment of individual need. Every effort is made to provide reasonable accommodations for qualified students with disabilities, although the nature of the accommodations that

can be provided by ASU during your study abroad program will depend on a number of variables, including but not limited to availability of resources on-site, accessibility of program facilities, and any study abroad requirement of the student's degree program.

Students who believe they have a current and essential need for disability accommodations are [responsible for requesting accommodations and providing qualifying documentation](#) to the DRC at: <http://www.asu.edu/studentaffairs/ed/drc/>. If you are a student in need of special arrangements, we will do all we can to help, based on the recommendations of these services. For the sake of equity for all students, we cannot make any accommodations without formal guidance from these services. Typically, once a student discloses the need for an accommodation through their study abroad application, the ASU Study Abroad Office, the academic unit, the student and DRC will develop a plan on how to best accommodate the student within the parameters available within the onsite locations.

### **Drop and Add Dates/Withdrawals**

Please refer to the [academic calendar](#) on the deadlines to drop/withdraw from this course. Consult with your advisor and notify your instructor if you are going to drop/withdraw this course. If you are considering a withdrawal, review the following ASU policies: [Withdrawal from Classes](#), [Medical/Compassionate Withdrawal](#).

Please note that the ASU Academic Calendar only refers to withdrawal for the academic portion of your study abroad program. Please refer to the [Study Abroad Withdrawal Policies](#) for important dates regarding withdrawing from your Faculty Directed program.

### **Email Communications**

All email communication for this class will be done through your ASU email account. You should be in the habit of checking your ASU email regularly as you will not only receive important information about your class(es), but other important university updates and information. You are solely responsible for reading and responding if necessary to any information communicated via email. For help with your email go to: [http://help.asu.edu/sims/selfhelp/SelfHelpHome.seam?dept\\_pk=822](http://help.asu.edu/sims/selfhelp/SelfHelpHome.seam?dept_pk=822) and file a help desk ticket by clicking on "My Help Center."

### **Campus Resources**

As an ASU student you have access to many resources on campus. This includes tutoring, academic success coaching, counseling services, financial aid, disability resources, career and internship help and many opportunities to get involved in student clubs and organizations.

- Tutoring: <http://studentsuccess.asu.edu/frontpage>
- Counseling Services: <http://students.asu.edu/counseling>
- Financial Aid: <http://students.asu.edu/financialaid>
- Disability Resource Center: <http://www.asu.edu/studentaffairs/ed/drc/>
- Major/Career Exploration: <http://uc.asu.edu/majorexploration/assessment>
- Career Services: <http://students.asu.edu/career>
- Student Organizations: <http://www.asu.edu/studentaffairs/mu/clubs/>

### **Harassment Prohibited:**

ASU policy prohibits discrimination, harassment or retaliation on the basis of race, sex, gender identity, age, religion, national origin, disability, sexual orientation, and veteran status. Violations of this policy may result in disciplinary action, including termination of employees or expulsion of students. Contact the Office of Student Rights and Responsibilities (480-965-6547) if you feel another student is harassing you based on any of the factors above; contact the Office of Equity and Inclusion (480-965-5057) if you feel an ASU employee is harassing you based on any of the factors above.

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is

prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university.

**Establishing a Safe Environment:**

Learning takes place best when a safe environment is established in the classroom. Students enrolled in this course have a responsibility to support an environment that nurtures individual and group differences and encourages engaged, honest discussions. The success of the course rests on your ability to create a safe environment where everyone feels comfortable to share and explore ideas. We must also be willing to take risks and ask critical questions. Doing so will effectively contribute to our own and others intellectual and personal growth and development. We welcome disagreements in the spirit of critical academic exchange, but please remember to be respectful of others' view points, whether you agree with them or not.

**Syllabus Disclaimer:**

The course syllabus is an educational contract between the instructor and students. Every effort will be made to avoid changing the course schedule but the possibility exists that unforeseen events will make syllabus changes necessary. The instructor reserves the right to make changes to the syllabus as deemed necessary. Students will be notified in a timely manner of any syllabus changes via email, or in the *Announcements* section on Blackboard.

**Student Conduct Statement:**

Students are required to adhere to the behavior standards listed below:

- Arizona Board of Regents Policy Manual Chapter V – Campus and Student Affairs: Code of Conduct <http://www.azregents.edu/policymanual/default.aspx>,
- ACD 125: Computer, Internet, and Electronic Communications <http://www.asu.edu/aad/manuals/acd/acd125.htm>, and
- the ASU Student Academic Integrity Policy <http://www.asu.edu/studentaffairs/studentlife/srr/index.htm>.

Students are entitled to receive instruction free from interference by other members of the class. If a student is disruptive, an instructor may ask the student to stop the disruptive behavior and warn the student that such disruptive behavior can result in withdrawal from the course. An instructor may withdraw a student from a course when the student's behavior disrupts the educational process under USI 201-10 (<http://www.asu.edu/aad/manuals/usi/usi201-10.html>).

Course discussion messages should remain focused on the assigned discussion topics. Students must maintain a cordial atmosphere and use tact in expressing differences of opinion.

Inappropriate discussion board messages may be deleted if an instructor feels it is necessary. Students will be notified privately that their posting was inappropriate. Student access to the course Send Email feature may be limited or removed if an instructor feels that students are sending inappropriate electronic messages to other students in the course.

**Religious Accommodations for Students:**

Students who need to be absent from class due to the observance of a religious holiday or participate in required religious functions must notify the faculty member in writing as far in advance of the holiday/obligation as possible. Students will need to identify the specific holiday or obligatory function to the faculty member. Students will not be penalized for missing class due to religious obligations/holiday observance. The student should contact the class instructor to make arrangements for making up tests/assignments within a reasonable time.