

Department Of Information Systems and Technology Management Spring 2016

COURSE NUMBER: ISTM 6298

COURSE TITLE: Information Systems, Development and Growth in Israel

INSTRUCTOR: Dr. Mary J. Granger

OFFICE INFO: 515 G Fungler Hall
202-994-7159
granger@gwu.edu

Communication Policy

Email - Email received will be responded to within 24 hours, unless notified otherwise.

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.

WHAT WILL YOU LEARN?

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:

- Dan Senor & Saul Singer, *Start-Up Nation: The Story of Israel's Economic Miracle*, 2011.
- Goldberg, Uri *What's Next for the Startup Nation?: A Blueprint for Sustainable Innovation*. Author House, 2012
- M. Porter and S. Stern (2001) *Innovation: Location Matters*, MIT Sloan Management Review, Summer 2001.
- "Types of Innovations" Excerpted from the *Innovator's Toolkit: 10 Practical Strategies to Help You develop and Implement Innovation*, Harvard Business School Publishing, 2009.
- Jerome Engel & del-Palacio, Itxaso, *Global Clusters on Innovation: The Case of Israel and Silicon Valley*, California Management Review, Winter 2011, Vol. 53, Issue 3, pp. 27-49.
- Case Studies: *Teva Pharmaceutical Industries, Ltd*, HBS Case 9-707-441; *Speeding Ahead to a Better Place*, HBS Case 9-512-056
- http://www.huffingtonpost.com/kevin-ducoff/10-impressive-tel-aviv-tech-startups_b_3685106.html
- <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.
- Optional Book Stacy Perman. *Spies, Inc.: Business Innovation from Israel's Masters of Espionage*. Pearson, Prentice Hall, New York, 2005. Out of print. Available used through Amazon.com The book, is an easy read loaded with interesting history.

MEETING DATES:

Date	Activity
January 22nd	Introduction to course and requirements Assign research Discuss <i>Startup Nation</i> and <i>Location Matters</i> - as you are reading <i>Startup Nation</i> – pay attention to historical factors, defense and security, culture of innovation, individualistic or collective, national policies, personalities and mindsets, immigration, available \$\$\$, location. Some topics for discussion in class.
February 26th	Present research and questions for meetings Discuss: <i>Types of Innovation</i>
March 4 th	Final information for travel Discuss: <i>Global Clusters</i> , <i>Speeding Ahead to a Better Place</i> and <i>Teva case study</i> . See questions above.
March 11 th -18th	Visits in Israel – 8 to 10 visits
April 1st	Final meeting – reflections/presentations Discuss – <i>What's Next for Startup Nation</i> - looking back on <i>Startup Nation</i> – what is still true? Why/why not? How does the future look?

A TYPICAL DAY ON THE ISRAELI TRIP:

- Meet for breakfast
- Review companies to be visited – on the bus
- Company visits
- Cultural visits
- Debrief for the day – 30 minutes
- Set meeting time for following day
- Dinner – several together, most often on your own – free time

DELIVERABLES:

- Pre-trip assignment - research on companies – done in teams– presented in class, **February 26th**, and posted in discussion board – ***before arriving in Israel***
 - Create a short summary – no longer than 2 pages
 - Create a presentation – no longer than 5 slides
 - Must contain:
 - A brief description of the company's business
 - A brief description of the company's history – you may want to include influential individuals.
 - Specific issues/concerns/advantages for the company
- **March 4th case TEVA discussion**
 - How did Teva succeed in Israel? Why did such a company emerge in Israel?
 - As CEO of Teva, which markets would you concentrate on developing going forward? Where has Teva expanded since this case was written?
 - Where is Teva vulnerable going into the future?
- **Participation**
 - Questions for meetings – posted in discussion board by team researching the company – ***before arriving in Israel*** –
 - **however** – each of you should prepare at least one question for the Q&A session for **EACH** of the companies visited and add it to the discussion board.
 - Engagement in class discussions.
- **Postings on meeting** – individually - your thoughts and take-aways – ***daily after company visit*** - not after travel – posted in Blackboard – one to two paragraphs.
- **Post-trip assignment** - after returning - update your initial slide set and report. Use the knowledge you have gained during the visit to the company to evaluate your previous findings. Add to your report the answer to the following questions: How has the visit to the company changed your perception of this company and the environment in which it operates? ***Due April 1st for presentation also.*** This increases the length of the original paper and adds 1-2 presentation slides.
- **Final Paper** – Due April 15th – individual paper - a self-reflection paper that explains:
 - 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 an individual?
 - What have you learned that you will use in your career?

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 26th 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:

Participation 20%	Rating	Points Earned
<ul style="list-style-type: none">• Attends all classes. Is on-time. Has prepared for class. 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.• Poses thoughtful questions during company visits	<input type="checkbox"/> Exemplary <input type="checkbox"/> Proficient <input type="checkbox"/> Competent <input type="checkbox"/> Developing	___/10 ___/5
<ul style="list-style-type: none">• Daily reflections – posted on BlackBoard – that day		___/5

Company Research and Presentation PreVisit and PostVisit (25% each)	Rating	Points Earned
<ul style="list-style-type: none"> • Organization. Draws the audience in, clearly includes the <ul style="list-style-type: none"> ○ A brief description of the company's business ○ A brief description of the company's history – including influential individuals. ○ Specific issues/concerns/advantages for the company • Demonstrates research into the company – good references 	<input type="checkbox"/> Exemplary <input type="checkbox"/> Proficient <input type="checkbox"/> Competent <input type="checkbox"/> Developing	____/10
<ul style="list-style-type: none"> • Presentation skills. 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. 	<input type="checkbox"/> Exemplary <input type="checkbox"/> Proficient <input type="checkbox"/> Competent <input type="checkbox"/> Developing	____/10
<ul style="list-style-type: none"> • 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. 	<input type="checkbox"/> Exemplary <input type="checkbox"/> Proficient <input type="checkbox"/> Competent <input type="checkbox"/> Developing	____/5

Final Paper 30%	Rating	Points Earned
<ul style="list-style-type: none"> • Organization. Clearly addresses all these issues and questions: <ul style="list-style-type: none"> • 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 in individual? • What have you learned that you will use in your career? 	<input type="checkbox"/> Exemplary <input type="checkbox"/> Proficient <input type="checkbox"/> Competent <input type="checkbox"/> Developing	___/10
<ul style="list-style-type: none"> • 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. 	<input type="checkbox"/> Exemplary <input type="checkbox"/> Proficient <input type="checkbox"/> Competent <input type="checkbox"/> Developing	___/10
<ul style="list-style-type: none"> • Is the paper interesting to read? • Does the paper convey new knowledge – researched or experiential? 	<input type="checkbox"/> Exemplary <input type="checkbox"/> Proficient <input type="checkbox"/> Competent <input type="checkbox"/> Developing	___/5
<ul style="list-style-type: none"> • 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. 	<input type="checkbox"/> Exemplary <input type="checkbox"/> Proficient <input type="checkbox"/> Competent <input type="checkbox"/> 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 additional questions for each company (10 companies) after pre-visit research presentations – 15 minutes each.