

FULL SCHOLARSHIPS
FOR OUTSTANDING STUDENTS FROM CHINA



特拉维夫大学
TEL AVIV
UNIVERSITY
SUMMER INSTITUTE
2014

JULY 1-25, 2014

BUSINESS ENTREPRENEURSHIP IN THE START-UP NATION AND THE CHANGING MIDDLE EAST

The Tel Aviv University Business Entrepreneurship in the Start-Up Nation and the Changing Middle East summer program offers an outstanding opportunity for students to analyze business entrepreneurship in the context of a world in constant revolution.

Beyond the two top level academic courses, students will participate in an exciting social and cultural program.



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**BUSINESS ENTREPRENEURSHIP:
ISRAEL AS A CASE STUDY**

Dr. Gil Avnimelech (3 credits)

The purpose of this course is to explore the many dimensions of new innovative venture creation, development and financing. We will deal with issues such as sources of ideas, type of opportunities, idea development, IP protection, business plan writing, business model design, stages of start-up development, lean startup approach, and sources of finance for new innovative ventures. The examples and cases presented in the course will be taken from the Israeli context. The course will include guest lecturers for the Israeli high tech industry.

In the introduction module we present the entrepreneur's role in the global economy as an agent of change and accelerator of innovation and economic development. This module will build the theoretical

foundation of the course. The second module deals with sources of ideas, opportunity identification, and idea development. The third module deals with market analysis, business planning, and business model design. The fourth module discuss the unique characteristics of start-up companies and its implications on development and strategy. In this module we will introduce the lean startup approach. The last module presents the venture capital market including business angles, crowdfunding platforms, accelerators and technological incubators, venture capital funds, and corporate VC. We will discuss the characteristics of each type of investor, the advantages and disadvantages for the start-up of being financed by each type of investors.

**THE STRATEGIC REVOLUTION IN THE MIDDLE EAST:
THE ROOTS OF THE 2011 ARAB UPRISINGS**

Dr. Brandon Friedman (3 credits)

Writing in the New York Review of Books, Robert Malley and Hussein Agha noted that in today's Middle East, "Games occur within games: battles against autocratic regimes, a Sunni-Shiite confessional clash, a regional power struggle, a newly minted cold war. Nations divide, minorities awaken, sensing a chance to step out of the state's confining restrictions. The picture is blurred. These are but fleeting fragments of a landscape still coming into its own, with only scappy hints of an ultimate destination. The changes

that are now believed to be essential are liable to be disregarded as mere anecdotes on an extended journey."

This course will explore the roots of these highstakes "games within games," and attempt to identify the important questions to ask about the roots of this blurry picture of the new Middle East landscape. Together, we will begin to delve into the history of the region in order to provide important context for the sea-changes which took place in 2011.

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ADMISSION AND SCHOLARSHIP

The following will have to be submitted:

- Official transcript and a grade point average of 80% and above
- Two academic recommendation letters
Demonstrated Command of English exams:
- TOEFL test results (minimum score: written 582, computer-based 223, or iBT 89) or the IELTS test (minimum score: 7)
- Application fee of USD60

Under a unique Israeli Government Sponsorship, excellent students from China will receive a scholarship covering full tuition costs for the program, including housing in Tel Aviv University student accommodation.

HOUSING AND FACILITIES

Students will be placed in our renovated dorms, adjacent to the Tel Aviv University campus. Dormitories are divided into suites of two bedrooms shared by two students per bedroom. Each suite is furnished and includes an air conditioner, cable TV, wireless, kitchenette and bathroom.

SERVICES AND SOCIAL LIFE

Outside of the classroom, an extensive program of cultural and social events gives students the chance to experience all that Tel Aviv and Israel have to offer. You will enjoy the following:

- Orientation Days before the start of the program
- Organized excursions to cultural destinations and subject-related sites of interest
- Social activities including on-campus events, museum visits, city tours and more
- 24/7 support of our social counselors staff, living in the dorms with the students
- Health insurance
- Access to our libraries and other on-campus services.

APPLICATION DEADLINE

APRIL 30, 2014

ABOUT TEL AVIV UNIVERSITY

Tel Aviv University is Israel's largest and most comprehensive university, attracting talented students and renowned faculty from around the globe. Scoring high in global rankings, the university has a strong interdisciplinary focus and collaborates closely with many leading institutions in the USA and Europe. The campus is located in Tel Aviv, the financial and technology capital of Israel – which is known for its entrepreneurial atmosphere and large number of start-up companies. With the growth of high-tech industries, the Tel Aviv metropolis has become an international hotspot for business and innovation – an ideal setting for an enriching study experience.

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