



1. General Information

Course Subject	BUSI
Course Number	1806
Course Title	Israeli Entrepreneurial Experience
Academic Years	2023-2024
Grading Method	Letter

2. Instructors

Professor Roni Michaely
Email: ronim@hku.hk

4. Course Description

Course Description	<p>Innovation has become one of the most important skills necessary to adapt to, and survive, in the changing business environment. Israel values innovation and is a world leader in the number of startups per capita, and the home of dozens of multinational organizations' R&D centers (like Intel, Microsoft, etc.). Therefore, it is the perfect lens through which to study about building innovation.</p> <p>This programme will provide a glimpse into the Israeli startup ecosystem and will provide a sense of how to grow such a culture. By understanding the essence of innovation and entrepreneurship, students will be able to enhance their current business value proposition and create new business models to address escalating human needs.</p>
--------------------	---

5. Course Objectives

1. To learn and engage with Israeli entrepreneurs and innovation leaders
2. To learn and practise the tools and methodologies for ideating in a team
3. To understand how to validate ideas and enhance the success rate
4. To sharpen business model pitching skills

6. Faculty Learning Goals

Goal 1: Acquisition and internalization of knowledge of the programme discipline
Goal 2: Application and integration of knowledge
Goal 3: Inculcating professionalism
Goal 4: Developing global outlook
Goal 5: Mastering communication skills
Goal 6: Cultivating leadership

7. Course Learning Outcomes						
Course Teaching and Learning Activities	Aligned Faculty Learning Goals					
	1	2	3	4	5	6
CLO1. Acquire a global understanding of the essence of innovation and entrepreneurship, especially the Israeli start-up ecosystem	✓	✓		✓		
CLO2. Develop and apply ideating and innovation execution skills	✓	✓	✓		✓	✓
CLO3. Develop communication and presentation skills and apply them in business model pitching	✓	✓	✓		✓	✓
CLO4. Develop collaboration and teaming skills	✓	✓	✓		✓	✓

8. Course Teaching and Learning Activities		
Course Teaching and Learning Activities #	Expected Study Hours	Study Load (% of study)
T&L1. Lectures, workshops and discussion forums	30	25
T&L2. Group activities and presentations	12	10
T&L3. Cultural immersion	24	20
T&L4. Pre-trip preparation and Individual Trip Journal	54	45
	Total: 120	Total: 100

9. Assessment Methods			
Assessment Methods	Description	Weight %	Aligned Course Learning Outcomes
A1. Attendance/ Participation—Interactive Lectures	Pre-trip Preparation, Attendance and Participation All activities	25%	1,2,3,4
A2. Project (Individual)—Presentation	Team Exercises/ Presentations All group work	50%	1,2,3,4
A3. Reflection Paper	Individual Trip Journal	25%	1,2,3

Assessment Rubrics	
A1. Attendance/ Participation—Interactive Lectures	<p>Attendance will be taken for ALL activities during the trip and for the pre-trip briefing session.</p> <p>Each student is required to submit a one-page writeup (in point form) on the political and economic overview of Israel and what the student wishes to learn from this course.</p> <p>Discussion and sharing in lectures, workshops, etc. will also be considered in assigning points for attendance and individual participation.</p>
A+,A,A-	Extremely well prepared and active in sharing views and attended at least 90% of activities.

Assessment Rubrics	
B+,B,B-	Partially prepared and quite active in sharing views and attended at least 80% of activities.
C+,C,C-	Not well prepared and only occasionally sharing views and attended at least 70% of classes.
D+,D	Not well prepared and no sharing of views and attended at least 60% of classes.
F	Never prepared and no sharing of views and attended less than 60% of classes.
A2. Project (Individual)—Presentation	
A+,A,A-	Demonstrated an excellent grasp and effective use of concepts covered in the workshops. Professional presentation and outstanding teamwork and communication.
B+,B,B-	Demonstrated a substantial grasp and moderately effective use of concepts covered in the workshops. Good presentation, teamwork and communication.
C+,C,C-	Demonstrated a fair grasp and sufficient use of concepts covered in the workshops. Mediocre presentation, teamwork and communication.
D+,D	Demonstrated limited grasp and very limited use of concepts covered in the workshops. Weak presentations, teamwork and communication.
F	Demonstrated very limited grasp and did not apply concepts covered in the workshops. Poor presentation, teamwork and communication.
A3. Reflection Paper	Each student is required to write individual and personal reflections about what they learnt at the end of each day of the trip. Each activity attended each day should be mentioned in the journal. The Trip Journal will be evaluated on two criteria: observations and learnings, and quality of writing and editing.
A+,A,A-	All or almost all of the observations and learnings described are important and relevant, and with deep and critical thinking of the acquired knowledge. Clear and well-organized writing.
B+,B,B-	Most of the observations and learnings described are important and relevant, and with some degree of critical thinking of the acquired knowledge. Generally clear writing.
C+,C,C-	Some of the observations and learnings described are important and relevant, but lack critical thinking of the acquired knowledge. Moderately clear writing.
D+,D	Very few of the observations and learnings described are important and relevant, and lack critical thinking of the acquired knowledge. Below average writing.
F	None of the observations and learnings described are important nor relevant, and lack critical thinking of the acquired knowledge. Poor writing.

10. Course Grade Descriptors	
A+,A,A-	Student demonstrated an excellent grasp of innovation and entrepreneurship concepts, as evidenced by exceptional in-course contributions and presentations. Outstanding teamwork and communication.
B+,B,B-	Student demonstrated a substantial grasp of innovation and entrepreneurship concepts, as evidenced by above average in-course contributions and presentations. Good teamwork and communication.
C+,C,C-	Student demonstrated a fair grasp of innovation and entrepreneurship concepts, as evidenced by average in-course contributions and presentations. Sufficient teamwork and communication.
D+,D	Student demonstrated limited grasp of innovation and entrepreneurship concepts, as

10. Course Grade Descriptors	
	evidenced by barely satisfactory in-course contributions and presentations. Little teamwork and communication.
F	Student demonstrated very limited grasp of innovation and entrepreneurship concepts, as evidenced by poor in-course contributions and presentations. Poor teamwork and communication.

11. Course Content and Tentative Teaching Schedule			
Topic/ Session	Date	Content	Other information
		Pre-trip Session (2 hours) <ul style="list-style-type: none"> • Programme Overview/Briefing • Instructions on Individual Trip Journal • Pre-departure reading and writeup 	
		Day 1 (Friday) [Sample flight itinerary] 23:00 Depart Hong Kong on Turkish Airline TK71	
		Day 2 (Saturday) [Sample flight itinerary] 05:15 Arrive in Istanbul 07:00 Depart Istanbul on Turkish Airline TK784 09:05 Arrive in Tel Aviv	Morning Historical Immersion - Tour of Caesarear Visit this unique site and learn about the Israeli ethos of entrepreneurship that led to the creation of the Startup Nation. Welcome lunch (included) Afternoon Drive to Tel Aviv and check into hotel (breakfast included)
		Day 3 (Sunday) 09:00-11:00 Historical and Geo-political overview of Israel and the region 11:30-12:30 Israeli Innovation 12:30-13:30 Break 13:30-15:30 How do great leaders effectively deliver their ideas? Interactive workshop - part 1 15:30-16:30 Travel to Jaffa 16:30-18:00 Visit to Peres Center for Peace and Innovation. 18:00-19:30 The Israeli Innovation DNA - Discussion on leadership skills and innovation secrets from the heart of the Startup Nation.	
		Day 4 (Monday) 09:00-13:00 Financial Innovation 13:00-14:00 Break 14:30-18:00 Workshop on Design Thinking - Session 1	
		Day 5 (Tuesday)	

11. Course Content and Tentative Teaching Schedule

		<p>09:00-13:00 Workshop on Design Thinking - Session 2</p> <p>13:00-14:00 Break</p> <p>14:00-17:00 Meet Israeli VCs and startup founders</p> <p>17:30-19:30 How do great leaders effectively deliver their ideas?</p> <p>Interactive workshop - part 2</p> <p>20:00 Group dinner (included)</p>	
		<p>Day 6 (Wednesday)</p> <p>09:00-19:30 Ideation workshop (including hackathon project and presentation)</p> <p>20:00 Group dinner (included)</p>	
		<p>Day 7 (Thursday)</p> <p>09:30-13:30 Embracing the Israeli Entrepreneurial Mindset</p> <p>Visit a squadron of F16 and F-35 flight simulators – a one-of-a-kind experience, driving leadership and excellence, equipping participants with the Israeli air force's debriefing techniques, sought after the world over.</p> <p>In a specially curated, simulated experience inspired by the IAF (Israeli Air Force) training, participants will ultimately apply acquired skills to the entrepreneurial world.</p> <p>13:30-14:30 Break</p> <p>15:00 Travel to Kfar Hanokdim for a unique cultural experience! Kfar Hanokdim is a one-of-a-kind desert oasis, featuring an authentic, immersive, Bedouin experience, at the foothill of Masada (see below).</p> <p>Dinner included. Overnight at Kfar Hanokdim (in desert cabins).</p>	
		<p>Day 8 (Friday)</p> <p>Sunrise Ascent to Masada Masada is an ancient fortress, located on a massive plateau overlooking the Dead Sea, in southern Israel's Judean Desert.</p> <p>09:00 The Dead Sea! Truly a unique experience</p>	

11. Course Content and Tentative Teaching Schedule

		<p>A visit to the lowest place on earth. Swim in the warm salty waters. Lunch included.</p> <p>Travel to Jerusalem (dinner included)</p>	
		<p>Day 9 (Saturday)</p> <p>Morning Day trip in Jerusalem Visit landmarks such as King David's Tomb, Roman Cardo and the sacred Western Wall.</p> <p>Lunch included.</p> <p>17:00 Drive to the airport.</p> <p>[Sample flight itinerary] 2155hrs Depart Tel Aviv on Turkish Airline TK789</p>	
		<p>Day 10 (Sunday)</p> <p>[Sample flight itinerary] 0010hrs Arrive in Istanbul 0150hrs Depart Istanbul on Turkish Airline TK70 1705hrs Arrive Hong Kong</p>	

12. Required/Recommended Readings & Online Materials

Reading	<p>Recommended Textbook:</p> <ul style="list-style-type: none"> • Hal R. Varian, Microeconomic Analysis, (W. W. Norton & Co., 1992).
Textbook	<p>Recommended Textbook:</p> <ul style="list-style-type: none"> • Hal R. Varian, Microeconomic Analysis, (W. W. Norton & Co., 1992). <p>Other useful sources:</p> <ul style="list-style-type: none"> • • Drew Fudenberg and Jean Tirole, Game Theory (MIT Press, 1991). • David Kreps, Notes on The Theory of Choice (Routledge, 1988). • Andreu Mas-Colell, Michael D. Whinston and Jerry R. Green, Microeconomic Theory (Oxford University Press, 1995). • Martin J. Osborne and Ariel Rubinstein, A Course in Game Theory (MIT press, 1994).

13. Means / Processes for Student feedback on Course

	Conducting mid-term survey in additional to SETL around the end of the semester
	Online response via Moodle site
✓	Others