



BUSI1806 Israeli Entrepreneurial Experience

GENERAL INFORMATION

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Course website: <https://ug.hkubs.hku.hk/student-enrichment/experiential-learning/busi1806-israeli-entrepreneurial-experience>

COURSE DESCRIPTION

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.

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.

Pre-requisite(s): N/A

Co-requisite(s): N/A

Mutually exclusive: N/A

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

FACULTY LEARNING GOALS (FLGs)

FLG1: Acquisition and internalization of knowledge of the programme discipline

FLG2: Application and integration of knowledge

FLG3: Inculcating professionalism

FLG4: Developing global outlook

FLG5: Mastering communication skills

FLG6: Cultivating leadership

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

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	

Assessment Methods	Brief Description (Optional)	Weight	Aligned Course Learning Outcomes
A1: Pre-trip Preparation, Attendance and Participation	All activities	25%	CLO 1-4
A2: Team Exercises/ Presentations	All group work	50%	CLO 1-4
A3: Individual Trip Journal		25%	CLO 1-3
	Total	100%	

Coursework / Examination Ratio: 100 % / 0 %

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STANDARDS FOR ASSESSMENT	
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 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.
Assessment Rubrics for Each Assessment (Please provide us the details in a separate file if the space here is not enough)	
A1: Pre-Trip Preparation, Attendance and Participation (25%) [CLO 1-4]	
<ul style="list-style-type: none"> Attendance will be taken for ALL activities during the trip and for the pre-trip briefing session. 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. Discussion and sharing in lectures, workshops, etc. will also be considered in assigning points for attendance and individual participation. 	
A+, A, A-	Extremely well prepared and active in sharing views and attended at least 90% of activities.
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: Team Exercises/ Presentations (50%) [CLO 1- 4]

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: Individual Trip Journal (25%) [CLO1-3]

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.

COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE**Pre-trip Session** (2 hours)

- Programme Overview/Briefing
- Instructions on Individual Trip Journal
- Pre-departure reading and writeup

Day 1 (Friday)

[Sample flight itinerary]

23:30 Depart Hong Kong on Turkish Airline TK71

Day 2 (Saturday)

[Sample flight itinerary]

06:25 Arrive in Istanbul

07:55 Depart Istanbul on Turkish Airline TK784

09:00 Arrive in Tel Aviv

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Day 9 (Saturday)

[Sample flight itinerary]

21:00 Depart Tel Aviv on Turkish Airline TK789

Day 10 (Sunday)

[Sample flight itinerary]

00:20 Arrive in Istanbul

02:00 Depart Istanbul on Turkish Airline TK70

17:00 Arrive Hong Kong

Please refer to the course website for the tentative itinerary upon arrival at Tel Aviv.

REQUIRED/RECOMMENDED READINGS & ONLINE MATERIALS (e.g. journals, textbooks, website addresses etc.)

Textbook: Dan Senor and Saul Singer, Start-up Nation: The Story of Israel's Economic Miracle, Grand Publishing

The book can be purchased online (hardcopy or e-book) at:

<https://www.amazon.com/Start-up-Nation-Israels-Economic-Miracle/dp/0446541478>

https://www.bookdepository.com/Start-Up-Nation-Dan-Senor/9780446541466?utm_source=google&utm_medium=cpc&utm_campaign=il_search_non-brand_generic&utm_content=il&gclid=CjwKCAiA9NGfBhBvEiwAq5vSy3iYmGVOAx3W2HmZhFPc0uvCopfgrRxYJIJOOC3QHXT7Iu8YOLEa1hoCUXEQAvD_BwE

MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE

- conducting mid-term survey in addition to SETL around the end of the semester
- Online response via Moodle site
- Others: ____SFTL_____ (please specify)

COURSE POLICY (e.g. plagiarism, academic honesty, attendance, etc.)

Plagiarism and copying of copyright materials are serious offences and may lead to disciplinary actions. You should read the chapters on "Plagiarism" and "Copyright" in the Undergraduate/Postgraduate Handbook for details. You are strongly advised to read the booklet entitled "What is Plagiarism?" which was distributed to you upon your admission into the University, a copy of which can be found at www.hku.hk/plagiarism. A booklet entitled "Plagiarism and How to Avoid it" is also available from the Main Library.

ADDITIONAL COURSE INFORMATION (e.g. e-learning platforms & materials, penalty for late assignments, etc.)

The course content and schedules may be subject to change.