

**FULL SCHOLARSHIPS**  
FOR OUTSTANDING STUDENTS FROM CHINA



**TEL AVIV  
UNIVERSITY  
SUMMER INSTITUTE  
2013**

**JUNE 12 – JULY 11, 2013**

## **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 top level academic courses, students will participate in an exciting social and cultural program.

## SUMMER INSTITUTE

### 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 it 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 finance 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 scrappy 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 high stakes "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.

## ADMISSION AND SCHOLARSHIP

Undergraduate and graduate students are invited to apply online: [international.tau.ac.il](http://international.tau.ac.il)

- 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 newly renovated Einstein 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

Students interested in studying Hebrew can extend their stay through:

- August 15, 2013 (4-week Hebrew Intensive program) or
- September 3, 2013 (7-week Hebrew Intensive program) at an additional cost.

**TAU &  
TEL AVIV**

Tel Aviv University is one of Israel's foremost higher education institutions, attracting talented students and renowned faculty from around the globe to our campus in Tel Aviv. More than 30,000 students take part in our academic programs, from the bachelor's level to doctoral and beyond. Tel Aviv features an exciting mix of cultures and creativity with a Middle Eastern flair. With its sunny Mediterranean beaches and vibrant social scene, Tel Aviv provides the ideal setting for an unforgettable study experience.