

Edwards School of Business

COMM 398: Special Topics:

Entrepreneurship and Mining in Israel and Jordan, an International Tour

Spring Semester, with Tour to Commence Approximately May 1 to May 13, inclusive

Professors:

Primary Instructor: Daphne Taras, PhD
Dean, Edwards School of Business

Secondary Instructor: Keith Willoughby, PhD
Associate Dean Academic, Edwards School of Business

This Course will reside in the Dean's Office and is not attached to any Department or Major. It is a 3-credit elective course in the BComm.

Course Description

This is the inaugural course in Edwards' efforts to bring international travel into our undergraduate curriculum, and we hope to have a course annually (though it may move to Chile or other nations). The 2012 Israel/Jordan course allows us to test the demand for such a development in our undergraduate program, design the elements of a successful experience, and innovate with compressed Spring semester offerings that allow students to take a course in the "shoulder" season without jeopardizing their job prospects for the summer.

One of the top business schools in Canada, the Richard Ivey School at University of Western Ontario, has taken about 25-30 students per year to Israel each year since 2008, and we build on that experience but modify it to suit Saskatchewan interests. In particular, we add Jordan to the course, as there are considerable potash interests there.

The course will have professional guides and excellent resources in Israel and Jordan. Students will have a few days of preparatory meetings before their departure, a readings list, and thorough risk training (similar to that which we provide for our MBA students who have a capstone international travel component in their program). We examine entrepreneurship with a particular focus on the region's potash industry as it has strong ties to Saskatchewan. For example, Saskatchewan's PotashCorp owns 14 percent of Israel Chemicals Limited and 28 percent of Jordan's Arab Potash Company.

Included in the Israel business tour may be a visit to the famed Israel Diamond Exchange (as BHP Billiton's Ekati diamond mine in the Northwest Territories produces 6 percent of the world diamond production, and was a takeover target by Israel's DGI Group of Companies in 2004). There are many opportunities to visit high-tech start-ups in Israel, and examine potash-related spin-offs in Jordan. A tentative itinerary for the trip is attached, and it is subject to change.

We invite distinguished business and government guests to accompany the tour, and we anticipate about 16 students and four guests.

The trip will be coordinated by Canadian Academics for Peace in the Middle East (CAP, see <http://academicsforpeace.ca/>), an organization of individuals from Canadian post-secondary institutions who champion civil and scholarly discourse on Middle East issues on university and college campuses across Canada. CAP provides \$20,000 for the student expenses.

Minister Rob Norris, on behalf of the Ministry of Advanced Education, has contributed \$35,000 to the course.

The President of the University of Saskatchewan, Peter McKinnon, has contributed \$1000 per student to the course.

The Hanlon Centre has contributed \$500 per student, and the EBSS has contributed \$2000 for the course.

Other donors will be announced on the final course outline.

Costs

Students are expected to pay normal tuition (approximately \$700) plus a \$300 non-refundable deposit to reserve their spots. The main textbook will be provided at no charge to students. Hence, the total cost to students charged by the Edwards School for this experience is \$1000. Students also should plan to bring spending money on the trip sufficient to cover some meals and the purchase of souvenirs.

It is important for students to appreciate that the actual cost per student is \$5,389 (with shared accommodation). The trip is heavily subsidized, and students must always conduct themselves as representatives of the professional brand of the Edwards School of Business.

Materials

Senor, D. and S. Singer (2009). *Start Up Nation: The Story of Israel's Economic Miracle*. Hachette Book Group, New York. (304 pages) (Available free at Dean's office – 30 copies)

Friedman, Thomas L. (2000). *The Lexus and the Olive Tree*. Farrar, Straus and Girous, New York. Chapter 1 "The New System" (pages 3-16); Chapter 3 "The Lexus and the Olive Tree" (pages 29-42). (Available free on google download)

Gladwell, Malcolm (2008). *Outliers: The Story of Success*. Chapter 7 "The Ethnic Theory of Plane Crashes" (pages 177-223). To be posted on Blackboard.

The World Bank (2012). *Doing Business: Economy Profile: Israel*. (downloadable.) (101 pages)

<http://www.doingbusiness.org/~media/fpdkm/doing%20business/documents/profiles/country/ISR.pdf>)

The World Bank (2012). *Doing Business: Economy Profile: Jordan*. (downloadable) (102 pages). (<http://www.doingbusiness.org/~media/fpdkm/doing%20business/documents/profiles/country/JOR.pdf>)

Accounting students might want to read this optional report “Doing Business in Israel” by PKF (<http://www.pkf.com/media/131797/doing%20business%20in%20israel.pdf>)

Evaluation

Participation in three pre-trip meetings (Risk meeting is mandatory; no student will attend the trip who misses this risk preparation meeting)	15%
Asking or answering questions posed during trip, as per course outline and professional conduct during trip, attendance, participation	35%
Final presentation (groups) – adjudicated by professional panel (Top presentation is A; second is A-; other grades determined based on quality of presentation)	25%
Final report (groups)	25%

Final presentation: Students groups would be required, as part of their trip, to present film and visual reports, with a top grade going to the best 10-minute presentation, as adjudicated by a panel of government and industry participants on the trip and professors associated with the Hanlon Centre. The Consulate-General of Israel in Toronto has volunteered to be one of the judges. Presentations become the property of the Edwards School of Business and may be posted on You Tube or in promotional material for the School.

Final report: Student groups would also be required to submit a final report (maximum 15 pages, double-spaced) that elaborates on one of the key themes indicated below.

Suggested Key Themes for the presentation and report:

- Linkages between the local cultures and the nature of business initiatives?
- Ingredients of business success that would, and would not, transfer to Saskatchewan?
- How does the culture of doing business differ in Israel and/or Jordan versus Canada?
- Are there business opportunities that your group has discovered as a result of this trip?

OR:

- Capture the essence of your learning experience via video presentation, to “market” the experience of the course – design a campaign for international business study trips

Other themes can be developed by student teams.

The presentation and report must CLEARLY indicate its key theme.

The presentation will be evaluated against criteria developed to assess Assurance of Learning for AACSB (attached). There will not be any extensions. Depending upon the availability of judges, final presentations will take place on Thursday May 24, Friday May 25, or Saturday May 26. Please hold those dates in your calendar.

Key Dates

Date	Activity
TBD	Deadline for Confirmation and Fee Payment
TBD	Deadline for Course Registration (for COMM 398)
April (date TBD)	Risk Preparedness Session
April (date TBD)	Planning session – and quick Language and Cooking Lesson (4 hours in the evening)
April (date TBD)	Lecture on Mining, Minerals, and other matters
May 1	Fly to Toronto.
May 2	Depart to Israel
May 12	Depart from Israel to Toronto
May 12 or 13	Travel from Toronto to Saskatoon
May 24-26	Final presentations

Edwards School of Business
Student Presentations for Israel/Jordan International Trip (COMM 398)
DRAFT Assurance of Learning Checklist

Team members/team name: _____

Judge: _____

Instructions: Please place a checkmark for each category, and use back of page for comments.

	Needs improvement "That dog don't hunt"	Satisfactory "Meets basic standards"	Excellent "I'd hire this person/team"	Not applicable
Demonstrates application of critical thinking to problems.				
Demonstrates comprehensive knowledge of subject area and discipline, e.g. mining or entrepreneurship.				
Communicates clearly, substantively, and persuasively.				
Demonstrates technological literacy by using video, slides, music, photos, etc., effectively.				
Demonstrates appropriate research skills.				
Exercises ethically sound choices (if appropriate)				
Answers questions well, thoughtfully, persuasively				
Incorporates sensitivity to cultural differences, awareness of international issues, knowledge of global trends or challenges				



EDWARDS
SCHOOL OF BUSINESS

UNIVERSITY OF SASKATCHEWAN

**University of Saskatchewan, Edwards School of Business
Study Tour to Israel and Jordan**

Program

May 2-12, 2012

This is a draft itinerary, and is subject to change.

Useful Numbers

Guide: Mike Hollander 052-640-6796

The Centre for Israel and Jewish Affairs
Dylan Hanley 052-613-0459
Franck Azoulay 052-613-0912

Hotels

Mt.Zion, Jerusalem, Tel: + 972-2- ; Fax: + 972-2-

TBA, Jordan

Merom Golan, Golan Heights, Tel: + 972-4- ; Fax: + 972-4-

Dan Panorama, Tel Aviv, Tel: + 972-3- ; Fax: + 972-3-

WEDNESDAY, MAY 2

11:40 Arrival at Ben-Gurion International Airport on Air Canada 84

Meet your tour guide **Mike Hollander**

12:45 13:45 Transfer to Jerusalem

13:45 14:45 Lunch at Sushi Rehaviah restaurant

15:00 15:45 Check into hotel and time to freshen up

16:15 18:15 Tour of Jerusalem's **Old City**

18:20 19:20 Tour of the **Western Wall tunnels** - confirmed

19:45 Dinner briefing on the Israeli economy by **Dr. Nadine Baudot-Trajtenberg**, Associate Dean of the Herzliya Interdisciplinary Center Business School
at Canella Restaurant

Overnight: Mount Zion Hotel, Jerusalem

THURSDAY, MAY 3

- 07:45 08:15 Breakfast
- 09:00 10:00 Meet with a **Ministry of Agriculture representative**
- 11:00 16:00 Visit the **Potash plant** at the Dead Sea region
- 17:00 19:45 Return to hotel and free time
- 19:30 Dinner with **Amos Harel**, journalist *Haaretz*

Overnight: Mount Zion Hotel, Jerusalem

FRIDAY, MAY 4

- 08:00 08:30 Breakfast
- 09:00 11:30 Visit to **Yad Vashem**, Israel's National Holocaust Memorial and Museum
- 12:00 13:00 Lunch at Herzl Restaurant
- 14:00 16:00 Continue tour of the **Old City** and Jerusalem's **security barrier**
- 17:00 18:30 Return to hotel and time to freshen up
- 19:30 Dinner – discuss the likely impact of the culture and history on the business environment – table debriefings

Overnight: Mount Zion Hotel, Jerusalem

SATURDAY, MAY 5 (Israeli Sabbath, therefore business visits impossible)

08:00 08:30 Breakfast

10:00 11:30 Guided tour of **Masada fortress** (ascent by cable car)

12:00 15:00 Lunch, rest and swim at the **Dead Sea**, Hod Hotel

15:00 16:30 Return to hotel

16:30 19:15 Free time – student groups should continue discussions

19:30 Dinner

Overnight: Mount Zion Hotel, Jerusalem

SUNDAY, MAY 6

Bring your passports

07:30 08:00 Breakfast and check out

08:15 09:00 Drive to the Jordanian border crossing

10:00 18:00 Day in Jordan touring and visiting the **Jordanian potash plants**

18:00 19:30 Check in and time to freshen up

19:45 Dinner

Overnight: Hotel TBA, Jordan

MONDAY, MAY 7

- 07:30 08:00 Breakfast and check-out
- 08:00 09:00 Drive to the Israeli border crossing
- 09:30 Drive north
- 11:00 13:00 **Agricultural tour** at Sde Eliyahu Kibbutz
Discussion with TBA on the history of kibbutzim and the economic model, and the struggles of the kibbutz movement for economic self-sufficiency
- 13:00 13:45 Lunch at the Kibbutz
- 15:00 16:30 Tour of the **Christian sites** around the Sea of Galilee
- 17:15 18:15 Tour the Ramat Hagolan winery
- 18:45 19:45 Check in
- 20:00 Dinner at Habokrim restaurant

Overnight: Kibbutz guest house Merom Golan, Golan Heights

TUESDAY, MAY 8

- 07:30 08:00 Breakfast and check out
- 08:15 08:45 Strategic the briefing at **Mt. Bental** lookout along the Syrian border
- 09:30 10:30 Visit **Netafim**, smart drips and micro-irrigations solutions
Kibbutz Yiftah
- 11:30 12:30 Meet with **Savta Gamilla**, owner of Gamilla Soaps
in Pkiin
- 13:00 14:00 Lunch on own in Haifa
- 14:15 15:15 Presentation on latest **natural gas** findings
- 15:45 17:00 Visit to the **Technion University**
- 17:00 19:00 Drive to Tel Aviv
- 19:00 check in
- Dinner on own – student groups should prepare one or two key lessons from the day, and will be called upon to discuss the lessons

Overnight: Dan Panorama Hotel, Tel Aviv

WEDNESDAY, MAY 9

- 08:00 08:30 Breakfast
- 09:00 12:00 Diamond industry TBA
- 12:30 13:30 Lunch
- 14:00 17:00 program – time for student groups to meet and plan
- 17:30 Return to hotel and free evening (dinner on own)

Overnight: Dan Panorama Hotel, Tel Aviv

THURSDAY, MAY 10: Bring your driving licenses

- 08:00 08:30 Breakfast
- 09:00 10:15 Briefing by Ambassador **Paul Hunt**, Canadian Ambassador to Israel, and **Katherine Verrier-Fréchette**, Deputy Head of Mission
at the Heseg House
- 10:15 11:15 Meet with **MK Einat Wilf** (Independence party)
at the Heseg House
- 12:00 13:30 Visit to Project **Better Place** (electrical cars)
- 14:00 15:00 Lunch
- 15:30 17:00 Visit to TBA (Medical innovation)
- 17:45 19:30 Return to hotel
- 19:45 Dinner briefing on security issues in the region by **Prof. Asher Susser**, Tel Aviv University *at Goshen restaurant*

Overnight: Dan Panorama Hotel, Tel Aviv

FRIDAY, MAY 11

08:30 09:00 Breakfast

09:00 10:30 Tour of **Yaffo and Neve Tzeddek** neighborhoods

11:00 12:00 Meet with a representative of the **LGBTQ** center in Tel Aviv

12:30 Visit the **arts and crafts outdoor market** in Nahalat Binyamin, trendy Sheinkin Street, the Carmel Shuk. Lunch on own

Free time

19:00 21:00 **Farewell dinner**

21:30 **Momentum** avant-garde performance (dance and percussions) by the Israeli troupe Mayumana

Overnight: Dan Panorama Hotel, Tel Aviv

SATURDAY, MAY 12

Breakfast

10:00 Check out

10:15 10:45 Transfer to airport

13:10 Flight to Canada on AC 85