The course provides students with an opportunity to understand the relationship between politics, business and culture and how all three produce a unique and successful business and entrepreneurial environment in Israel. The course emphasizes Israeli business, innovation and entrepreneurship.

COURSE COMPETENCIES

- Understand the impact that culture, military service, and politics have on the Israeli business environment.
- Contrast and compare elements of Israeli businesses to American businesses.
The course is centered on a marketing project done under the supervision of Jay Bailey, CEO and Creative Director of RapidFire Consulting, Ltd www.rapidfireconsulting.com is located in Israel.

Jay has more than a decade of hands-on experience in online marketing and web site design. RapidFire Video began as a casual project to help out friends whose websites' homepages simply didn't tell their story. What Jay created for them was short. Clean. Direct. Inexpensive. Entertaining. Word got around and it quickly turned into a business with a long list of happy customers. Rapidfire consulting helps companies improve their web presence.

The syllabus includes:

• A SKYPE meeting with Jay Bailey in Israel where he describes the work he does and gives the student an outline to follow for their project. The students submit their written reports by email. There is another SKYPE meeting at the end of the semester where the students make oral presentations to Jay. Jay is available to them to answer questions by email between the initial and final session.

• Sessions with guest speakers including:
  o Bernard Hastens http://www.speedreadtech.com/
  o Eitan Goldman Associate Professor and FedEx Faculty Fellow, Indiana University http://www.kelley.iu.edu/eigoldma/
  o Erez Barak ebarak@surgeuniversal.com
  o Guest speakers from BIRD Foundation - Israel-U.S. Binational Industrial R&D AND OR representative from the Government of Israel Economic Mission to the Mid-West
During the other weeks there are:

- Sessions with IU Hillel staff member including:
  - Review of the book Start up Nation
  - Watching videos such as Israel Inside: How a small nation makes a big difference, produced by http://www.jerusalemu.org/courses/israel_inside_out
  - Evaluation of on-line publications including http://israel21c.org/
  - A session will be dedicated to the top 45 greatest Israeli inventions of all time. http://israel21c.org/technology/israels-top-45-greatest-inventions-of-all-time-2/

Students will break up into groups of three or 4. Each group will choose one of the inventions and make a presentation discussing:

1. An overview of the invention, its significance, its application
2. where in the world it is being utilized
3. It’s economic impact on Israel.

- A session will be dedicated to discussion of selected sections of the book:

Students will break up into groups of three or 4 and will each discuss a chapter

CURRENT EVENTS/RECOMMENDED READING MATERIALS

Classes may begin with a portion of class devoted to students sharing current business events impacting Israel. In order to prepare, the following sites are recommended.

- The Jerusalem Post – [www.jpost.com](http://www.jpost.com)
- Israel 21C Newsletter - [http://www.israel21c.org/](http://www.israel21c.org/)
- Infoxicate (Israeli start-up updates)– [www.Inforxicate.com](http://www.Inforxicate.com)