



MOB 3540 Israel Start-Up Strategy
Professor Peter Cohan
Elective Abroad Information Session

PROFESSOR PETER COHAN

pcohan@babson.edu; x5912

- Lecturer of Strategy
- Founder and president, Peter S. Cohan & Associates, management consulting and venture capital
- Investor in seven startups, three of which were sold for over \$2 billion
- Author of 13 books
- *Forbes* columnist
- Featured in movie: *We The People: The Market Basket Effect*



ISRAEL START-UP STRATEGY

Purpose

The purpose of this course is to provide students with an opportunity to understand the entrepreneurial ecosystem (EE) of Israel – the country with the world's highest number of NASDAQ-listed startups per capita.

Benefits

- To understand how Israel spurs startups
- To get a deeper understanding of Israel's business culture
- To meet Israeli entrepreneurs, business educators, government officials, and capital providers



ISRAEL START-UP STRATEGY

Six Week Consulting Project:

- Israeli startups in startup incubators
- Engagement contract
- Weekly client and professor contact
- Final live presentation

Potential Company Visits:

- Check Point Software
- Cato Networks
- SolarEdge
- Mprest

Cities Visited:

- Tel Aviv
- Jerusalem
- Masada



ISRAEL START-UP STRATEGY

Pre travel academic sessions (required):

Friday, March 29, 9:00 AM – 2:00 PM

Friday, April 12, 9:00 AM – 4:00 PM*

*Includes Electives Abroad Orientation Session

Travel Dates: May 11-19, 2019 (Israel)*

(Summer 1 on campus begins May 21)

Course Wrap up session: Completed in country

Deliverables/Evaluation:

Presentations during pre-departure sessions (group)	20%
On-campus participation and professionalism (individual)	10%
On-site participation and professionalism (individual)	15%
On-site daily journals (individual)	20%
Post travel presentations (group)	30%
Peer evaluation	5%



ELIGIBILITY / SECTION CRITERIA / CREDIT

In addition to the eligibility requirements listed below, students must be in good academic standing and in good standing with the Office of Community Standards prior to course travel:

- Rising: Sophomores, Juniors, Seniors
- Sincere interest in start-ups, consulting & Israel

*Min participants: 16 (Max 26); minimum must be reached for course to run

- 4 credits- Advanced Elective



ISRAEL START-UP STRATEGY



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Glavin Office of Multicultural & International Education

Alex Nesbeda

Program Manager, Short-Term Programs

BABSON ELECTIVES ABROAD

Short-term, faculty-led courses • Advanced Liberal Arts and Advanced Electives (4 credits)
1-3 weeks abroad • No min. GPA

Fall Semester

- **HUM:** Postmodernism: Future Culture (Dubai)

Winter Session

- **LIT:** Play, Performance, Politics: The London Stage (United Kingdom)
- **EPS:** Culture & Opportunities in Japan

Spring Semester

- **ECN:** Regional Economies—Prospects and Tensions in Latin America's S. Cone (Uruguay & Argentina)
- **HIS:** Social Responsibility in Malaysia & Thailand

Summer 1st Session

- **MOB:** Start-up Strategy in Israel
- **HUM:** Mapping Cultural Histories in Spain
- **HIS:** *Crossroads Manhattan (Manhattan, USA)*

INTERNATIONAL CONSULTING EXPERIENCE

Earn academic credit through consulting for an international company sponsor

Sophomore, Junior, or Senior • 4-credit Advanced Elective

Spring Semester 2019 • Travel over Winter Break to Lisbon, Portugal

Completion of or Fall 2018 enrollment in ASM 3300



Sample Project Scopes

- Marketing plan development
- Marketing strategy/analysis
- Industry analysis
- Business development
- Benchmark/Competitive analysis
- Internet-related projects

2018-19 MARCH AND MAY SHORT-TERM PROGRAMS INFO SESSIONS

Manhattan Elective Away

Wednesday, September 5th
5:00 PM in Trim 201

Israel Elective Abroad

Monday, September 10th
4:00 PM in Trim 202

International Consulting Experience

Tuesday, September 11th
5:00 PM in Olin 225

Spain Elective Abroad

Tuesday, September 11th
6:00 PM in Reynolds 241

Malaysia / Thailand Elective Abroad

Wednesday, September 12th
4:00 PM in Trim 202

Uruguay / Argentina Elective Abroad

Wednesday, September 12th
5:00 PM in Trim 201

GLAVIN OFFICE
OF MULTICULTURAL &
INTERNATIONAL EDUCATION



Initial Applications OPEN:
Thursday, September 6th
12:00 PM ET

Initial Applications CLOSE:
Sunday, September 23rd
11:59 PM ET

www.babson.edu/educationabroad
electivesabroad@babson.edu

GLAVIN OFFICE
OF MULTICULTURAL &
INTERNATIONAL EDUCATION

Upcoming Information Sessions

BABSON ELECTIVES ABROAD

Pre-Travel

- Academic class sessions
- Glavin Office pre-departure session

Travel

- 1-3 weeks abroad
- Classes, site visits & company visits

Post-Travel

- Deliverables due
- Academic class session or consulting project (course dependent)

NOTE: All pre-travel, travel, and post-travel dates are mandatory

SHORT-TERM PROGRAMS TEAM



Elise Beaudin
Director



Renée Graham
Assistant Director



Alex Nesbeda
Program Manager



Meredith Dziuba
Program Assistant

BABSON ELECTIVES ABROAD

Application Process

Important Dates & Deadlines

Financial Considerations

Q&A



BEFORE YOU APPLY

Passport

- Check the expiration date (>6 mo. post travel)
- Apply for a (new) passport

Brochure Page

- Review details on brochure page
- Ensure course fits into your academic plan

Visas

- Research your visa requirements

Dates

- Check your calendar
- Discuss travel dates with all 'shareholders'

WELLNESS ABROAD

Consider your learning style, physical, and mental health needs as you think about the following:

Course Travel

Transitions

Deliverables

“Me” Time

BABSON ELECTIVES ABROAD

Learning Center

- Submit [Short-Term Program Accommodation Request Form](#)
- Mary Powell, 781-239-5509, learningcenter@babson.edu
- Hollister Hall, First Floor

Glavin Office

- Program Manager, email
- 781-239-4536/5244
- Hollister Hall, 2nd floor

Wellness Center/ Health Services

- [Health and Wellness Website](#)
- Park Manor South Annex , 781-239-6200
- Hollister Hall, First Floor 781-239-6363

Physician/Counselor

- Discuss the course requirements/travel with your provider
- Establish/review self care plan

BABSON ELECTIVES ABROAD

Electives Abroad at Babson are short-term courses that combine classroom instruction on the Babson campus with company site visits, cultural excursions, and hands-on experiences abroad.



Led by Babson faculty, these courses also include in-country lectures given by partner school faculty and distinguished guest speakers. The academic content for these courses is diverse and specialized, ranging from corporate social responsibility in Malaysia to analyzing plays in London to consulting with startups in Paris. These elective courses are offered to students during academic breaks in November, January, March, and May.

www.babson.edu/ug-bea



Course Offerings



Application Process



Policies and Handbooks



Preparing to Go



Coming Home



Information Sessions



FAQs



Financing Your Experience



While Abroad



Resources

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[Academics](#)

[Logistics](#)

[Finances](#)

[Contact](#)

[Testimonials](#)

MOB 3540 Israel Start-up Strategy



**Peter Cohan, Lecturer
Management**

**Summer 1st Session 2019
Israel**

APPLICATION QUESTIONS

1. Course Interest
2. International Travel Experience
3. Global Citizenship
4. Personal Statement
5. Academic Plan Review



IMPORTANT DATES

	Initial Application	Rolling Application
Application Opens	September 6, 2018	September 27, 2018
Application Closes	September 23, 2018	January 27, 2019
Placements Sent	September 26, 2018	Monthly Basis January 30, 2019 (Final)
Confirm Placement & Submit Materials	October 8, 2018	Monthly Basis February 10, 2019 (Final)
Final Payment DUE	February 10, 2019	

CONFIRM YOUR PLACEMENT

Login to
educationabroad.babson.edu

Complete the questionnaires
and materials by the deadline

Submit \$500 non-refundable
deposit

Questionnaires

- Additional Applicant Information
- Emergency Contact Form
- Health & Wellness
- Medical Insurance Information
- Passport Information & Submission
- Mobile Phone Information
- Resume Submission

Additional Documents

- Flight itinerary (Group Flight)
- Roommate Selection Form

Materials

- Release & Waiver Agreement
- Refusal of Medical Treatment
- Academic Plan Confirmation
- Program Fee Agreement
- Student Conduct Policy
- Acknowledgement of Pre-Departure Requirement
- Visa Requirements

HOW MUCH WILL MY ELECTIVE ABROAD **COST?**

PROGRAM
FEE

+

BABSON
TUITION

+

TRAVEL &
MEALS

-

GRANTS &
SCHOLARSHIP

Estimated Total Cost: \$4,150 + Tuition (4 credits)

Item	Amount	Notes
Program Fee	\$2,250	<ul style="list-style-type: none"> • Included: Accommodations, breakfast, ground transportation, planned program meals and cultural excursions. • Not included: Tuition, international flight, visa costs, additional meals, and personal expenses. • Payment: The program fee is paid to the Glavin Office.
Babson Tuition	4-credits	<ul style="list-style-type: none"> • Winter tuition is paid directly to SFS and is billed at the 2018-2019 credit rate (\$1,597 per credit). • Each Elective Abroad is 4 credits. • Winter tuition is separate from fall and spring tuition charges, however, you may qualify for a tuition adjustment in a future year.
Travel & Meals	\$1,900	<ul style="list-style-type: none"> • Estimated Airfare: \$1,300 • Estimated Meals: \$450 • Estimated Incidentals: \$150 • Visa (if applicable)
Grants & Scholarships		Contact SFS for more information
Estimated Total Cost: \$4,150 + Tuition (4 credits)		

Student Financial Services Frequently Asked Questions

Shannon James

Senior Assistant Director, SFS Counselor for
Students with Last Names O-Z

STUDENT FINANCIAL SERVICES

Program Fee (Glavin)

- Any deposit to confirm a student's enrollment in the course, as well as the remaining balance of the program fee, is paid directly by the student to the **Glavin Office**.

Tuition (SFS)

- Tuition is paid directly to **SFS** and is billed at the 2018-2019 credit rate (\$1,597). Each Elective Abroad is 4 credits.
- Winter and summer tuition is separate from fall and spring tuition charges, however, you may qualify for a tuition adjustment in a future year.

STUDENT FINANCIAL SERVICES

Scholarships

- Students who receive a full-tuition scholarship can use a portion of their scholarship to pay for their tuition cost.

Grants

- Education Abroad Grants in the amount of \$2,000 are awarded to students receiving need-based Babson Grants and full-tuition scholarships (*cumulative limit is \$4,000*).

Loans

- Students can choose to borrow loans to help cover expenses.

Your Financial Plans

- To discuss your specific financing plans or budgeting for an Elective Abroad Course, please contact Student Financial Services.

SFS CONTACTS



A – G
Somaly Heang
sheang@babson.edu



H – N
Aimee Yorsaner
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O – Z
Shannon James
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General Inquiries
SFS@babson.edu

ACADEMIC & LOGISTICAL QUESTIONS



Lead Faculty

- Professor Peter Cohan
- 781-239-5912
- pcohan@babson.edu



Program Manager

- Alex Nesbeda
- 781-239-5244
- anesbeda@babson.edu