

**University of Haifa
Faculty of Management
International MBA Program**

Course name: **JOINT INTERNATIONAL SEMINAR (2017)**

Class: MAGNOLIA (in cooperation with the Global Green MBA) (course 209.4883)

Course Instructor: Associate Professor Chalom SCHIRMAN

Academic Support by: Dr. Mashor HOUSH, Dr Andrea GHERMANDI, Dr Elka NIR.

Number of credits: 3

Duration: from June 29 to November 30, 2017.

Oral Presentations to be scheduled during the first week of December 2017.

Office hours of the Course Instructor: Thursdays from 14:00 to 15:00 (upon appointment).

Email: chalomabrod@hotmail.com

Objectives of the course:

The general purpose of this course is to provide students with a deeper understanding of the Chinese business, industrial, economic, social and political environment. The Joint Seminar will create an opportunity for Israeli and Chinese MBA students to gain practical experience of working together in multinational teams.

The core of the Joint Seminar is the Teams' Projects. In 2017 the Teams will work on surveying one industrial branch in order to find potential collaboration between Israeli firms and Chinese firms. This "consulting job" will include the mapping of the industrial branch in both countries, the collection of relevant background data, their analysis, a research on possible business cooperation between Israeli and Chinese firms in that branch, interviewing company managers in Israel and in the other country, report writing and oral presentations of results of the "consulting job".

The main purpose of the Business Research Project is to identify firms in both countries that are 'mature/ripe' for collaboration with the aim of expanding their revenues in the next 3 years.

Modus operandi and overall Timetable:

- The students are to divide themselves into 4 bi-national teams composed, each, of two Israeli and 1 Chinese MBA students. (One team might be allowed to work with an Indian student on the Indian Market).
- Sector to be researched by each Team: **EITHER** Medical Devices **OR** Water Technologies.
- Each Sector could be researched by **ONLY** Two teams – the students should decide among themselves which team researches which sector so as to assure that two teams research the Medical Devices Sector and the two other teams – the Water Technologies Sector.

Date	Item	Content/Remarks
July 6, 2017, time TBA	Meeting with Course Instructor	Confirmation of Teams, details on structure of report and exchange with Academic support members
August 11, 2017, time TBA	2nd meeting with Course Instructor/Academic Support Faculty	Follow-up on advancement of Report
September 14, 2017, time TBA	3rd meeting with Course Instructor/Academic Support Faculty	Follow-up on advancement of Report
October 26, 2017, time TBA	4th meeting with Course Instructor/Academic Support Faculty	Follow-up on advancement of Report
November 9, 2017, time TBA	5th meeting with Course Instructor	Interim Oral Presentation
December 1, 2017 at 14:00 latest	Submission of Final Written Report and of Personal observations (see below)	Electronic copy should be emailed to Orly who will transfer to the relevant Jury members
December 3-8, 2017, time TBA	Oral Presentations and Q&A	

***Subject to change**

Student Deliverables, Assessment Weighting and Deadline for delivery.

The **criteria** for grading will include:

- Quality of analysis of the sector chosen and the selection of firms
- China (India) content of the analysis
- Strategic recommendations to the firms selected
- Quality of Final Report and Final Oral Presentation
- Quality and relevance of answers given during the Q&A at end of the Oral presentations

<u>Deliverable</u>	<u>Percentage of Final Grade</u>	<u>Deadline for delivery</u>	<u>Remarks</u>
Final Written Team Report	40%	December 1, 2017 at 14:00.	To be attached to the Report. Each student must submit a one-page document on her/his personal observations on what s/he learnt about working with students from a different culture and country.
Personal Observations	10%		
Final Oral Presentations	50%	December 3-8, 2017	PPT : no more than 12-18 slides!

Medical Devices

- There exist some 1000 MedTech companies operating in Israel (excluding the global firms that are all represented by R&D facilities). However, although in continuous growth and at a high tech level, most are still start-ups and only a small portion has already reached the market and are making profits from sales.
- The Chinese Med Devices market is highly fragmented and (excluding the few global firms) is composed of a multitude of small, mostly private firms at the lower end of technical development.
- The Israelis are eager to either make an exit or to expand their sales in the global market with foreign partners.
- The Chinese are eager to either acquire knowhow and expertise (through FDI - both inbound and outbound or M&A) or to expand the range of products/services they can offer to Chinese customers.

Thus, the consulting job should focus on:

1. Building a segmentation of the firms in both countries according to several relevant criteria.
2. Analyzing in deeper details one or more segment(s) to allow for the selection of those companies that can be shortlisted for possible collaboration.
3. Preparing an overview of regulatory processes in China for this industry.
4. Preparing a questionnaire and submit it to these companies.
5. Interviewing owners/managers of a sample of companies on their expectations about the other country's market.
6. Writing a final report with recommendations for "matching" and a strategy to implement it.

More detailed information on Israeli Companies in this Sector can be found at:

- www.iati.co.il
- <https://www.medical-device.co.il/index.php>
- www.medical-device.co.il

Water Technologies

- Israel is pioneer in Cleantech water technologies.

- For China, water treatment is of crucial importance and ranked very high in the order of priority of the 2016-2020 Five Year national plan.

Israeli companies include three different domains:

1. **Sea water desalination**
2. **Wastewater treatment technologies:** (There are many companies see <http://israelnewtech.gov.il/Documents/Company%20Profiles%20Book.pdf> <http://israelnewtech.gov.il/English/CompanyDirectory/Pages/default.aspx>)
3. **Management of water systems:** there are several companies that deal with management, operation and monitoring of water systems such as Takadu, peak-dynamics and many others who deal with water loss. Under this category could be mentioned smart water grids where there are also some Israeli companies involved.

Thus, the consulting job should focus on:

1. Choosing the sub-sector.
2. Segmenting the firms operating in the sector to allow for the selection of those companies that can be shortlisted for possible collaboration.
3. Preparing an overview of regulatory processes and firms involved in China for this sector.
4. Preparing a questionnaire and submit it to these companies.
5. Interviewing owners/managers of a sample of companies on their expectations about the other country's market.
6. Writing a final report with recommendations for "matching" and a strategy to implement it.