

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

Course name: **JOINT INTERNATIONAL SEMINAR (2018)**

Class: NUPHAR (in cooperation with ECNU MBA – course 209.4883)

Course Instructors:

- Haifa: Associate Professor Chalom SCHIRMAN
- Shanghai: TBA

Academic Support by: TBA

Number of credits: 3

Duration: from August 2018 to December 2018

Oral Presentations to be scheduled in January 2019.

Objectives of the course:

The general purpose of this course is to provide students with a deeper understanding of the Chinese and the Israeli 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 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.

A report will then be written and handed to the JS seminar academic instructors. This Report will contain recommendations to the identified firms on different ways to collaborate with the purpose of expanding their revenues together.

Modus operandi and overall Timetable:

The students will be divided into 6 bi-national teams composed, each, of two Haifa I-MBA and 1-2 ECNU MBA students.

Each team will choose one of the following business sectors and map it so as to commonly choose a subsector to focus on.

List of the Business sectors for the Joint Seminar

- Pharmaceuticals ; fine chemicals
- Agritech; fertilizers;veterinary
- Self-driven automobiles; traffic control
- Solar energy; wind energy
- Food; aromatics
- Environmental technologies; water management; waste management
- Fintech
- Retail trade
- New teaching methods and processes

In the second phase, each bi-national team will choose 1-2 firms in each country, within the chosen sub-sector with the purpose of devising possible cooperation between these firms.

The list of ECNU Students taking part in this Joint seminar with their Wechat/email contact data will be forwarded in the coming days.

Regular meetings with the Supervising Faculty will be held during the whole period for close academic follow-up and feedbacks.

A detailed timetable is attached in Annex.

The Final written Report of each binational team is to be handed by Nuphar students to Prof. Chalom Schirman. ECNU students will hand over the reports to their ECNU lecturer. The lecturers will coordinate the grades,

The Oral Presentation of the Report will be held via video conference by all members of each bi-national team to both Lecturers during January 2019 at a date that will be fixed well in advance and will accommodate all participants in this video conference.

Student Deliverables, Assessment Weighing and Deadline for delivery.

The **criteria** for grading will include:

- Quality of analysis of the sector chosen and the selection of firms
- 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

Grade breakdown

<u>Deliverable</u>	<u>Percentage of Final Grade</u>	<u>Deadline for delivery</u>	<u>Remarks</u>
Final Written Team Report	50%	December 31, 2018	<i>To be attached to the Report. Each student must submit a one-page document on her/his personal contribution to the team work and observations on what s/he learnt about working with students from a different culture and country.</i>
Personal Observations	10%		
Final Oral Presentations	40%	January 2019 (TBA)	PPT : no more than 12-18 slides!

Deadline	Outcome	Process	Remarks	Communication between Team members during phase
2018-08-15	Constitution of the bi-national teams	Choosing the members of the team, both in China (at least 2) and Israel (maximum 2)	It might be easier if you choose the students with whom you have already teamed up during the joint workshop in Haifa.	emails, wechat, whatsapp, skype, etc.
2018-08-18	Definition of Business Sector	Bi-national Team members choose the business sector to be researched		emails, wechat, whatsapp, skype, etc. <u>Make sure to consult and update your teammates from the other country on a regular basis .</u>
2018-09-18	Preparation for the joint working session	Research the business structure of the sector in each country (UoH in Israel, ECNU in China): identify the different sub-sectors, characteristics of the firms in each sub-sector (i.e., size of the firms, type of ownership, type of fragmentation, number of firms, etc.)	For the data collection, you can use all the means you want. You can look at published sources: published statistics, press release (newspaper and magazines), Internet web site, reports, books, academic articles, databases (Factiva, Proquest, etc.) etc.	emails, wechat, whatsapp, skype, etc. <u>Make sure to consult and update your teammates from the other country on a regular basis .</u>
Follow-up Meeting with the respective Lecturers				
2018-09-29	identifying of the sub-sector, deciding of criteria for companies to be "matched"	A joint working session of the bi-national teams in Shanghai during the Study Trip of the Haifa IMBA in Shanghai (September 21 to 29)	also use this session for fixing the schedule of work and means of keeping the other teammates updated regularly for the next stages	face to face meeting of bi-national teams

Deadline	Outcome	Process	Remarks	Communication between Team members during phase
2018-11-15	Interim Report to be handed to the respective Lecturers	Find in its own country firms in the sector that could be interested in industrial/business cooperation with a firm in the other country and explain how each side could benefit from such cooperation. This means selecting one company (or 2) you are going to focus on.	<p>A. For the data collection, you can use all the means you want. You can look at published sources: published statistics, press release (newspaper and magazines), Internet web site, reports, books, academic articles, databases (Factiva, Proquest, etc.) etc. You can also look at primary data: meetings with managers from the company (and competitors), meetings with experts from the industry, etc.</p> <p>B. The Interim Report should cover the following topics :</p> <ol style="list-style-type: none"> 1. Methodology and criteria used for the choice of sub-sector 2. Methodology and criteria used for the choice of company/companies to be "matched" (maximum 2 companies) 3. Suggested methodology for the next steps and detailed road-map until the completion of the Research (Final Report) 	<p>emails, wechat, whatsapp, skype, etc. <u>Make sur to consult and update your teammates on a regular basis.</u></p>
2018-11-30	Draft Report	Advancement Report - report on the work done and the recommendations proposed will be submitted to the respective lecturers		<p>emails, wechat, whatsapp, skype, etc. <u>Make sure to consult and update your teammates on a regular basis.</u></p>
<p>Follow-up and Feedback meeting with the respective lecturers. Update your teammates on your own lecturer's feedback immediately and decide on how to incorporate the feedback of both lecturers into your final report.</p>				

Deadline	Outcome	Process	Remarks	Communication between Team members during phase
2019-01- mid	Final Report	Submission of Final Report to lecturers	Immediately after submission of the Report start working on your Oral Presentation.	emails, wechat, whatsapp, skype, etc. <u>Make sure to consult and update your teammates on a regular basis.</u>
2019-01- end	Oral Presentation	Oral Presentation by bi-national teams	Oral Presentation will be made by the bi-national Teams in presence of both lecturers via video-conference.	<u>Video Conference</u> <hr/> <hr/> <hr/>