

Course name:	<b>JOINT INTERNATIONAL SEMINAR (2020)</b>	
Class:		<b>ORCHID</b>
Course Instructors:	Associate Professor LI Zhen	Associate Professor Chalom SCHIRMAN
Industry Advisors:	TBA	TBA
credits:	1 elective practice credit	3 credits
Duration:	from March 2020 to October 2020	

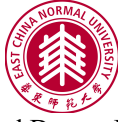
A bilingual (English-Chinese) certificate will be delivered to the students who have completed all the requirements in the Joint Seminar.

### **COURSE OBJECTIVES:**

- 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, in both countries, national firms (not foreign or international firms) that are ‘mature/ripe’ for collaboration with the aim of expanding their revenues in the next 3 years.
- A report will then be prepared with recommendations to the firms on different ways to collaborate with the purpose of expanding their revenues together.

### **MODUS OPERANDI:**

- The students will be divided into 6 binational teams composed, each, of three Haifa I-MBA and three ECNU MBA students.
- Regular meetings with the Supervising Faculty will be held during the whole period for close academic follow-up and feedbacks.



**OVERALL TIME-TABLE:**

**1. Phase 1 (March)**

**1.1. Selection of Sector/subsector by national teams - Deadline: March 9, 2020**

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| <p><b>LIST OF SECTORS AND SUB-SECTORS TO CHOOSE FROM</b></p> <p>I. <u>Medical Devices</u></p> <p>a. Diagnostic kits</p> <p>b. Disposable, implantable, Therapeutics devices</p> <p>c. Monitoring systems</p> <p>II. <u>Autonomous vehicles</u></p> <p>a. Sensors</p> <p>b. IOT (communication systems between vehicles)</p> <p>c. Security (prevention of hacking)</p> <p>III. <u>Integrated circuits</u></p> <p>a. Design</p> <p>b. Manufacturing</p> <p>c. Test of packaging</p> |
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1.1.1. Taking into consideration possible/potential complementarities between firms in both countries, each national team is to choose from the list above **one sub-sector from each sector to** be the subject of their study. The three sets of sector+sub-sector should be ranked by order of priority (first choice, second choice and third choice).

1.1.2. Each national team will hand its list to its respective Academic instructor, not later than the deadline above.

**1.2. Attribution of Sector/subsectors to binational teams - Deadline: March 20, 2020**

The instructors will pair the 12 national teams, according to their choice of sector+sub-sector into 6 bi-national teams.

The two Academic instructors will then

1.2.1.inform each binational team of the final subject allocated to them for their common study

1.2.2.provide each binational team with the full list of names and contact details for each team member

**2. Phase 2 (April-May-June)**

**2.1. Mapping of Sectors and Selection of companies**

2.1.1.Each binational team will map the sub-sector allocated to it and will select the top 5 candidates (firms) mature for pairing with the foreign company.

2.1.2.A list of Tips and suggestions for the selection of the top 5 firms was created by the Instructors and is available on page 5. A list of Industry advisors in each country will be sent by the Instructors by the end of March.

2.1.3.From the selected 5 Israeli and 5 Chinese candidates for pairing (useful collaboration), each binational team should **commonly choose** 1 or 2 Israeli companies and 1 or 2 Chinese companies that they estimate to be most likely candidates for a possible cooperation between them.



2.2. **First Interim Report - Deadline: May 15, 2020**

2.2.1. Each binational team will submit to both instructors its first interim report containing

- 2.2.1.1. the mapping of the subsector
- 2.2.1.2. the list of the top 5 candidates of each country
- 2.2.1.3. the methodology and criteria used for the choice of the specific companies to be “matched” (maximum 2 companies per country).

2.2.2. Upon the instructors’ approval of the first Interim Report, each binational team will develop a detailed workplan for the delivery of the Final Report, to be included in their Second Interim Report.

2.3. **Second Interim Report - Deadline: June 30, 2020**

2.3.1. Each binational team will submit to both instructors a Second Interim Report which is to include:

- detailed road-map until the completion of the Research (Final Report)
- precise and deadlined split of workload within each binational team
- schedule and type of meetings between the two national teams for mutual advancement reports and exchange of information.

Upon approval of both Instructors, the binational teams will proceed to the third and last phase.

3. **Phase 3 (July-August-September)**

This phase consists of applying the roadmap included in the second interim Report, data collection, analysis of the gathered data and conclusions drawn regarding the **possibility and probability** of a potential mutually beneficial collaboration between the companies studied and the recommended means to achieving it.

3.1. **Draft Report submission - Deadline: August 21, 2020 -**

3.1.1. The draft ***should not exceed 20 pages*** (including tables, footnotes, references, etc)

3.1.2. After discussion of the Draft Report with the Instructors, each binational team will appoint 1-2 team members who will be responsible for combining all the separate texts written by the team members into **one common cohesive written Report**.

3.2. **Final Report submission - deadline September 23, 2020**

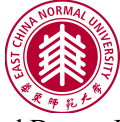
3.2.1. The Final written Report of each binational team is to be handed by Orchid students to Prof. Chalom Schirman. ECNU students will hand over the reports to Professor LI Zhen

3.3. **Oral Presentation - October 2020**

3.3.1. The Oral Presentation of the Report will be held by the binational teams in presence of both Instructors in Shanghai during the Shanghai Study Trip of Orchid class (October 2020).

3.3.2. The final date and time will be decided upon in a way to assure that those Orchid students who could not have joined the SST can still participate in the Oral Presentation of their group via Wechat or video conference.

3.3.3. The Instructors will coordinate the grades and inform all students in a common email of the grades allocated to each bi-national team.

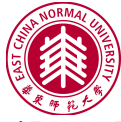


**STUDENT DELIVERABLES, ASSESSMENT WEIGHTING AND DEADLINE FOR DELIVERY**

The criteria for grading will include:

- Quality of analysis of the sector chosen and for 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

<u>Deliverable</u>	<u>Percentage of Final Grade</u>	<u>Deadline for delivery</u>	<u>Remarks</u>
Final Written Team Report	50%	September 23, 2020	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	40%	October 2020 (TBA)	<b>PPT:</b> no more than 12-18 slides!



## Tips and Suggestions for the selection of the top 5 firms for potential cooperation

The purpose of this joint project is to recommend a firm in each country to cooperate in order to increase revenues in the coming 1-3 years.

International cooperation covers a wide variety of ways: from financing (joint or unilateral, M&A, cross investment), to joint or shared R&D, to marketing, sales, sharing of market segments, cooperation in getting approval in the Chinese market, etc., etc.

In order to select the top 5 potential candidates for cooperation, you will first need to MAP your subsector. In other words, you will first need to gather the maximum information on a maximum of national firms in your sector. You might find it auspicious to seize all this data in a format that will allow you to compare all the companies by multiple criteria, *e.g.* an Excel table.

These criteria could include, on the basis of available information, for example,

- Number of years of operation of the firm
- Type of company (SOE, private or public, registered in which stock exchange)
- Main investors
- Size of firm (including, if possible: number of employees, sales, capital, units established outside of own country)
- Manpower (total, number of engineers, of scientists, size of marketing and sales team)
- Marketing (range of products, types of customers, main competitors, registered brand names)
- Compliance with regulations: domestic; international
- R&D data (if available: size of budget as % of total revenues, types of equipment in R&D units, ISO standards, number of employees in R&D, number of registered patents)
- Quality control and assurance

### **YOUR FINAL NATIONAL TOP 5 SELECTION SHOULD INCLUDE**

- **No Joint ventures and no local branches of international firms** (like G.E., Siemens, Intel, etc.)\_ but **exclusively purely "domestic" firms**.
- Firms that are **"in the market"**, **not at the seed-money or merely R&D stage**. At least one of your top 10 firms needs to generate revenues from the market (initial revenue or revenue growth stage).