



**The U.S.-Israel Center on Innovation & Economic Sustainability
At
The Rady School of Management, University of California, San Diego**

**THE SAN DIEGO IMMERSION EXPERIENCE
February 7-14, 2016**



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The Rady School of Management at the University of California, San Diego has founded a groundbreaking center connecting visionaries and entrepreneurs across borders in academic collaboration, education and the translation of technology into new market opportunities.

The U.S.-Israel Center on Innovation & Economic Sustainability (USIC) empowers academic and technology communities in San Diego and Israel to collaboratively examine and address factors in the success of startup companies, innovation and sustainability. The creative collaboration fostered by the center has the potential to make a significant global economic impact.

The mission of the USIC is to foster channels for learning and collaboration among the next generation of business leaders in Israel and the U.S. To meet this objective, the Center will run two student immersion programs between the U.S. and Israel.

In December, U.S. students and faculty advisors will spend 2 weeks in Israel visiting Israeli academic, business and community organizations.

In February, the Rady School will host a cohort of Israeli students for a 7-day Innovation and Sustainability immersion in San Diego. The Israeli students will interact with leaders of businesses headquartered in San Diego to learn firsthand what challenges, opportunities, and future directions exist. Companies on the itinerary represent a variety of industries and a cross-section of small and large, for-profit and not-for-profit, well-established and newly formed. Students will visit with venture capital firms and banks to learn about the finance and economics of entrepreneurship in the United States.

Part of the time in San Diego will be spent in the classroom, as Israeli students and their U.S. counterparts attend seminars and lectures from top scholars in America. Topics include social entrepreneurship; managing for innovation; case studies in scaling and economic sustainability; and the impact of political, economic, and social environments on corporate strategy.

Participants will experience firsthand the vibrant arts and culture of San Diego, with opportunities to visit museums and local festivals (schedule permitting). We will visit sites important to the city's history and heritage, and have free time to explore the beautiful beaches and scenery in the area.

A detailed schedule will be made available in January 2016.

OBJECTIVES

The immersion course aims to help students

- Develop an appreciation of cultural differences between the U.S. and Israel, and how these affect business decision-making
- Understand the political and economic environments of the United States (and San Diego specifically) and how they impact innovation and economic sustainability
- Engage with businesses leaders in a meaningful and productive way
- Understand the historical and cultural significance of the host cities
- Develop a professional network of like-minded people

WHO IS ELIGIBLE?

The immersion experience is geared toward students who have an interest in entrepreneurship, innovation, and economic sustainability of business in the United States and Israel. Content is geared toward current MBA students, very recent MBA graduates working in innovation industries, and graduate students and advanced undergraduates in science and engineering. Selected students will be expected to attend a reception in Tel Aviv on December 22, 2015 to meet the Rady students there for the Israel Immersion

COST TO STUDENTS

Airfare (up to \$1,200), programming, housing, in-country transportation, and most meals are provided by the program.

The only cost to students is for required travel documents and optional cultural events. Students are responsible for arranging all necessary travel documents in advance of their visit.