



**PARTIAL SCHOLARSHIPS
FOR OUTSTANDING
STUDENTS FROM INDIA**

JUNE 27–JULY 21, 2018

SUMMER 2018

BUSINESS ENTREPRENEURSHIP IN THE START-UP NATION

(4 CREDITS)

There is no better place to study business and entrepreneurship than in one of the most innovative cities to ever exist. Tel Aviv, dubbed the “Start-Up Capital” of the world, is highly recognized as a major player in the fields of innovation, R&D and entrepreneurship.

But how do you transform an idea into a successful business? How does innovation translate into entrepreneurship? In this dynamic summer program, students will gain valuable insight into the many dimensions of innovative venture creation, development and financing through both intensive coursework and field visits. Students will have a chance to:

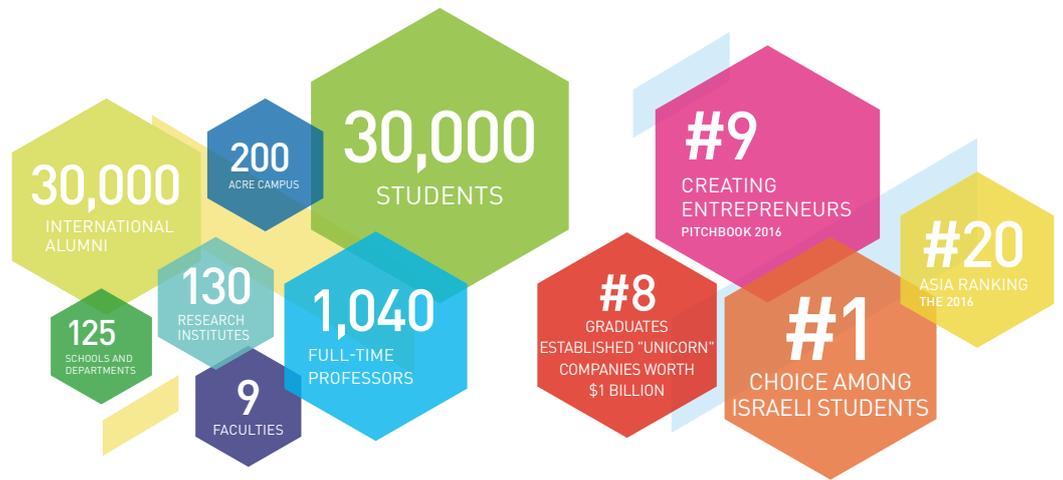
- Examine the entrepreneur’s role in the global economy as an agent of change and an accelerator of innovation and economic development.
- Explore idea generation and development, as well as the various business models used to successfully drive an idea forward and take it from a small seed to a global platform.
- Discuss the unique characteristics of start-up companies and their implications on development and strategy of a city, a region, a nation and the world.
- Dive into the concept of Minimal Viable Product (MVP) and discuss topics such business plan writing and IP protection.
- Take an in-depth look at the venture capital market including crowdfunding, startup accelerators, incubators, venture capital funds, corporate VC, and start-up financing by investors.
- Engage in interactive learning both inside and outside the classroom. Through course-related excursions, students will be able to witness first-hand the unique entrepreneurship environment in Tel Aviv.

Courses are subject to change. For information about housing, services and social life, and updated prices please refer to our website.

CONTACT US

Email study@tau.ac.il
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APPLY NOW! [INTERNATIONAL.TAU.AC.IL](https://www.international.tau.ac.il)



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ADMISSION AND SCHOLARSHIP

The following will have to be submitted:

- Official transcript and a grade point average of 80% and above
- Two academic recommendation letters
- Demonstrate command of English exams: TOEFL test results (550 written* or 79 iBT**) or the IELTS test (minimum score: 6.5, all test components in need to be in the B2 range)
 - *No section below 52 **No section below 17
- A short (150 words) essay about why you wish to study in this program
- Scholarships are only offered to currently enrolled students in a university in India
- Application fee of \$60

Under a unique Israeli Government Sponsorship, excellent students from India will receive a Partial Scholarship, covering most of the fees: students need to cover \$880, in addition to the \$60 application fee.

HOUSING AND FACILITIES

Students will be placed in our renovated dorms, adjacent to the Tel Aviv University campus. Dormitories are divided into suites of two bedrooms shared by two students per bedroom. Each suite is furnished and includes an air conditioner, cable TV, wireless, kitchenette and bathroom.

SERVICES AND SOCIAL LIFE

Outside of the classroom, an extensive program of cultural and social events gives students the chance to experience all that Tel Aviv and Israel have to offer. You will enjoy the following:

- Orientation Days before the start of the program
- Organized excursions to cultural destinations and subject-related sites of interest
- Social activities including on-campus events, museum visits, city tours and more
- 24/7 support of our social counselors staff, living in the dorms with the students
- Health insurance
- Access to our libraries and other on-campus services

APPLICATION DEADLINE MARCH 20, 2018

ABOUT TEL AVIV UNIVERSITY

Tel Aviv University is Israel's largest and most comprehensive university, attracting talented students and renowned faculty from around the globe. Scoring high in global rankings, the university has a strong interdisciplinary focus and collaborates closely with many leading institutions in the USA and Europe. The campus is located in Tel Aviv, the financial and technological capital of Israel – which is known for its entrepreneurial atmosphere and large number of start-up companies. With the growth of high-tech industries, the Tel Aviv metropolis has become an international hotspot for business and innovation – an ideal setting for an enriching study experience.

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