Course program and reading list
Semester 2 Year 2022

School: Arison School of Business MBA

Business Managers & Innovation-Entrepreneurship Seminar

Lecturer:
Dr. Gail Gilboa Freedman gail.gilboa@idc.ac.il

Teaching Assistant:
Dr. Gail Gilboa Freedman gail.gilboa@idc.ac.il

Course No.: 25051
Course Type: Lecture
Weekly Hours: 4
Credit: 2

Course Requirements: Final Exam
Group Code: 1202224
Language: Hebrew

Course Description
The course is based on a series of lecturers that are given by leading managers and experts in the field of Big Data and AI.

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<thead>
<tr>
<th>DATE</th>
<th>GUEST</th>
<th>Affiliation</th>
<th>SUBJECT</th>
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<tbody>
<tr>
<td>1</td>
<td>Dr. Shai Fine</td>
<td>The data science institute</td>
<td>Social analytics; Behavioral pattern recognition</td>
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<tr>
<td>2</td>
<td>Adi Berliner</td>
<td>Clalit Innovation</td>
<td>Health industry in the age of big</td>
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Course Goals

Getting familiar with a variety of data driven business applications.

Expanding your network with managers in the industry

Learning how to "think data" for the purpose of better decisions on business actions.

Not less important – meeting & getting to know students of the program (both years)

Grading

Submit at least 6 reports.

The report must include the following 5 parts:

- **Title**
  
  (1 clear sentence)

- **Introduction**
  
  (2-3 sentences) quickly stating the major points within the full report
• **Useful terminology**
(3-5 key terms)

• **Body**
(300-500 words)

One of the two following options:

• ◦ An executive summary that is described as an opportunity + a proposed solution
◦ A research challenge that is described as a hypothesis/ a question + methods for reaching an answer

• **Conclusions**
(2-3 sentences) to describe open questions, business ideas, inspiring tips, ex’

• **Bibliography**
(At least 5) references that are cited in the report

Journal article/professional post/book chapter/ video/news/ex

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**Learning Outcomes**

At the end of this course you will have experience of writing an effective report to describe business opportunities and research hypotheses.

This course wrap up your business and technological knowledge for the purpose of getting familiar with a variety of practical cases.

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**Lecturer Office Hours**

By appointment

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**Teaching Assistant**

Gail Gilboa Freedman

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**Reading List**

This course covers a variety of topics: Social analytics; Behavioral pattern recognition; HealthTech; Corporate investments and venturing; Recommendation systems;
DNA; Engineering management; Innovation; Financial markets

For each topic you will identify at least 5 relevant references that will be cited in the report.