Waterloo-Technion Joint Course

Business Plan for Commercializing Technology

Credit: Kim Shiffman

Experience Canadian & Israeli Innovation and Culture

Learn about scientific innovation, entrepreneurship and culture in a global context through a virtual ‘in-class’ experiential learning environment.

Due to the global impact of COVID-19, the international travel aspect of this course has been cancelled for 2021. Instead, the course has been adapted to foster learning through remote delivery.
Description

Commercialization of scientific innovations is one of the major driving forces behind global technology and economic advancement. Entrepreneurship remains one of the leading ways through which scientific innovations are brought to market and societal benefits are realized. Globally, several regions (including Canada and Israel) stand as leaders in turning research into entrepreneurial commercial ventures. Each have their own cultural elements that create a business. Waterloo and Technion are among the leading entrepreneurial and innovative institutions in the world.

The exchange program enables select students from Canadian and Israeli Universities to study for approximately 3 weeks, during which the focus will be on cultural exchange and experiential learning. This year the course will be delivered online in partnership with Technion – the Israel Institute of Technology. The focus of the course is on technological scientific innovation and entrepreneurship from a global perspective. This course creates a unique opportunity for collision of innovative and entrepreneurial ideas among students from both institutions.

The students will attend lectures on Israeli and Canadian history and the current political and social climate. Over the 3 weeks, both University of Waterloo and Technion students will learn about unique technological innovations and global entrepreneurship, including virtual presentations from Canadian and Israeli based companies and sites.

Virtual experience of Israeli sites may include: The HESEG, Dead Sea, Yad Vashem and other cultural sites in Jerusalem, Haifa, Akko, Nazareth, Safed, Tiberias, and Galilee. Virtual experience of Canadian sites may include: The Niagara Falls and surroundings, as well as the Waterloo High-Tech area and Toronto’s center.

(*The sites virtually visited may be subject to change)
Learning objectives

At the end of this course, you will be able to

- Conceptualize innovative ideas
- Transform innovative ideas to commercially viable products
- Develop entrepreneurial plans for new technologies
- Discuss variety of approaches to entrepreneurship based on several global settings

Eligibility

- Students must have completed at least two semesters, of the undergraduate studies
- There are 24 spots available each year (18 Waterloo and 6 Technion students).
- This course is intended for students with limited direct experience with Canada in order to promote cultural exchange.
- Students must be in satisfactory academic standing and receive departmental consent.

Instructors

Instructor from Technion

Dr. Dina Raphael
Lecturer, Department of Humanities and Arts & THUB - Israel Institute of Technology
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Co-Instructor from University of Waterloo
Course evaluation (subject to change)

- Personal reflection A (individual)- 10%
- Personal reflection B (individual)- 10%
- Class participation (individual)- 10%
- Case studies (individual)- 15%
- Written report (group)- 30%
- Oral presentation (group)- 25%

Students will need 50% to pass the course.
Application process

The course will take place from August 17 to September 3, 2021.

Students will have to complete the following:

1. Register through the on-line application tool before March 30th
2. Send a resume in English
3. Prepare a Motivation Letter
4. Provide a transcript of all grades
5. Successfully pass a personal interview which will be held on the week of July 12, offered to those who pass the initial screening
6. Offer letters will be sent out by July 20
7. After receiving the offer, select course(s)

Additional Information

- A laptop/PC is required for the course.
- A list of required reading resources will be provided to registered students.
- Scheduled online class activities will be offered weekly Monday to Thursday (August 17 to September 3, 2021) for approximately three hours per day between 16:00 to 19:00 (Israel time).
- The course schedule will be provided prior to the first day of class.