



ISRAEL THE START-UP NATION

February 24th - March 1st , 2023

Discover why Israel is called the Startup Nation! How can one of the smallest countries in the world become the world's center of innovation with more startups per capita than any nation in the world? This program will focus on the business and the cultural contexts of the entrepreneurial activities in Israel.

ABOUT

- Experience Israel — The Start-up Nation!
- Visits at startups and innovative companies
- Visits to Tel-Aviv, Jerusalem, Haifa, Galilee, The Dead Sea
- 3 credit course; 7 day program
- Part of the SPRING flat-rate tuition
- Program fee - \$3,500 (including meals and lodging, not including flight ticket, tentative)

\$1,500 scholarships for the first 20 students enrolled!

To learn more, contact Dr. Ayalla Ruvio: aruvio@msu.edu

COURSES

Open to all majors, undergraduate, and graduate students.

CLASS	DESCRIPTION
MKT 490 3 CREDITS	For marketing major students.
ESHP 202 3 CREDITS	For students who are taking a minor in Entrepreneurship and all MSU students.
BUS 491 3 CREDITS	For business and non-business students.
MKT 891 3 CREDITS	For graduate students.
JS 400 3 CREDITS	A minor in Jewish Studies.

