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# The Management Brief

The Newsletter of the School of Management at Ben-Gurion University of the Negev

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Dr. Yitzhak Peterburg, CEO of Cellcom explains the company's strategy to students of the Honors MBA Program. Prof Amos Drory is seated to his right.

## Honors MBA Students visit Cellcom

The Charter Class of the School of Management's new Honors MBA program was hosted in April by Dr. Yitzhak Peterburg, CEO of Cellcom - one of Israel's leading cellular telephone networks. The visit was part of a series of on-site lectures provided to students by leading Israeli business luminaries. The series is designed to expose students to the business world, giving them an opportunity to learn from top Israeli managers.

Dr. Peterburg invested an hour and a half of his time in explaining his company's strategy in the highly-competitive cellular telephone industry.

The students also visited Cellcom's state-of-the-art computer control room through which the company's 2.5 million subscribers conduct their conversations.

The Honors MBA Program commenced in 2003 and is modeled on leading American business schools. The unique, full-time course extends over four uninterrupted 12-week semesters concentrated into 13 months of study.

"We want our students to derive the maximum benefit from our program", says Prof. Amos Drory, Dean of the faculty. "Visits to living, breathing businesses are an essential part of their training."

## School to Host International OCB Conference

An international conference on Organizational Citizenship Behavior (OCB) research will be held at the School of Management from June 27-30, 2004. The Conference, *Future Challenges in OCB Theory and Research*, is being organized by Prof. Amos Drory and Prof. Yitzhak Fried from the Department of Management at Wayne State University. The Conference is being sponsored by the Organizational Behavior Division of the Academy of Management. Several leading international researchers in the field have already confirmed their participation.

OCB is the phenomenon common in many organizations whereby employees contribute actions that are organizationally desirable but not part of their formal job requirements. For more than two decades it has been one of the central topics of research and scholarly interest in the field of managerial organizational behavior. OCB research is conducted at the School of Management by Dr. Tal Yaffe, Dikla Elisha and Prof. Amos Drory.



## Great Interest in Business Plan Competition

Such was the interest shown by students in the School of Management's business plan competition that the decision was taken to open the competition to all faculties throughout the University.

Originally intended only for students of the School of Management, now all 17,000 students at the University may enter their business plans.

The competition, organized by The Bengis Center for Entrepreneurship & Hi-tech Management, is the first business plan competition of its kind in Israel. Run in cooperation with the Small & Medium Sized Business Development

Authority and the Small Business Development Center, Beersheva (MATI), the Competition will award cash prizes to the three most promising plans.

In addition to one-on-one consulting, competition entrants are also benefiting from a series of seminars designed to help them prepare their plans. In March, several venture capital funds made presentations to the students, explaining how they work and what they look for in a successful plan. The preparatory seminars are themselves proving highly popular among students.



Students attend a Business Plan Competition Seminar

## Rich Foundation Executives Graduate

The second graduation of Rich Foundation executives was held at a special ceremony at the School of Management in April.

The Rich Foundation program is targeted at public sector administrators with proven management and leadership skills who wish to obtain an academic qualification. This year 23 students graduated from the course.

The ceremony was attended by Mr. Avner Azoulai, Representative of the Rich Foundation in Israel.



## Aston Business School

The Department of Business Administration hosted Prof. Margaret Harris from England's Aston Business School in April. Prof. Harris, an expert in public and voluntary sector management and related issues of public policy and sociology held a one-week seminar entitled *Working with the third sector: developing creative relationships between businesses/public sector and third sector organizations*.



## University of Rochester - Student Exchange

An agreement has been reached with the University of Rochester, New York, to enable two students of the Department of Health Systems Management to participate in Rochester's one month summer programs. The students will study health management in one of the world's largest university group practices.

Prof. Betty Rabinovitch, director of the group practice and Prof. Abraham Seidman from the Simon School for business administration, together with Prof. Shifra Shvarts, arranged for the BGU students to participate in the program, with funding from the Edna Seidman Foundation for Excellency in Medical Communication and Management.

The exchange program is open to all MD-MHA students in the Department of Health Systems Management and the first two students are expected to participate in the 2004 summer programs.

## Major Grant Awarded

Prof. Rafi Bar-El, Prof. Amos Drory, Prof. Kenny Preiss and Dr. Dafna Schwartz, were awarded a research grant of \$150,000 from the U.S.-Israel Science and Technology Foundation for a program to develop the infrastructure for collaboration between the US and Israeli companies.

The project will be carried out in cooperation with the San Diego State University Center for International Business Education and Research.

The project will establish the infrastructure and systems required to assist Hi-tech Israeli firms - specifically from the Negev - to initiate partnerships with San Diego firms, and vice versa. A central feature of the project is the acquisition and dissemination of

knowledge and information concerning existing cooperation between Israeli and US companies.

The project will develop and improve a system of techniques, models and methods to facilitate successful cooperation between firms.

## Visit of Leading Public Health Expert

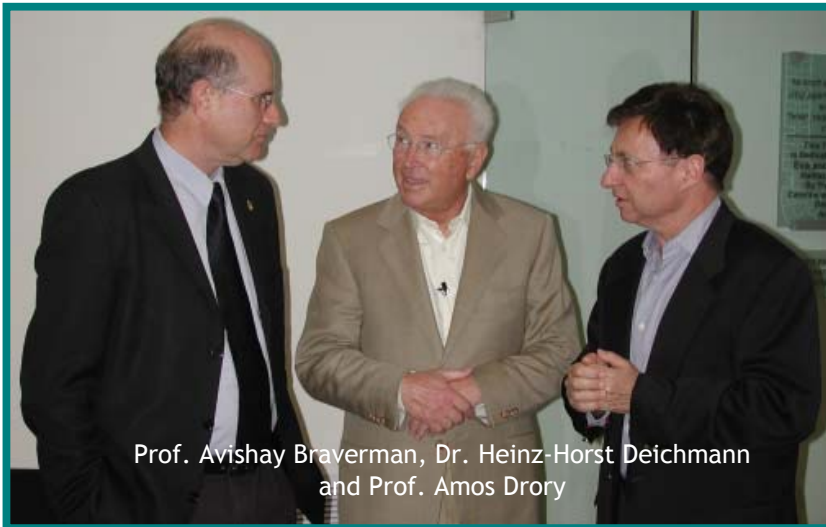
F. Douglas Scutchfield, M.D., Director of the Center for Health Services Management and Research at the University of Kentucky was a guest of the Department of Health Systems Management in March. Dr. Scutchfield specializes in public health systems performance, patient care quality, and community health status. He came to the School of Management to lecture to students and faculty, attend seminars and explore avenues for research collaboration.

"In many ways Israel is far ahead of the United States in public health care", commented Dr. Scutchfield. "I have met many people in the health professions who are extremely progressive, well educated and dynamic, and the results on the ground are very clear."

"In Israel it seems that the people running your health services are qualified managers, whereas in the US, this task is often performed by physicians who are not necessarily good managers. I think we have a lot to learn from the Israeli model."



F. Douglas Scutchfield, M.D



Prof. Avishay Braverman, Dr. Heinz-Horst Deichmann  
and Prof. Amos Drory

## Visit of Dr. Heinz-Horst Deichmann

Dr. Heinz-Horst Deichmann, one of BGU's greatest supporters and creator of the Deichmann Chair of Business Ethics, visited the School of Management in March to meet with students of the Honors MBA Program. Dr. Deichmann joined students for BGU President, Avishay Braverman's lecture on his vision for the development of the Negev.

## Israel Land Policy

The Department of Public Policy and Administration held a conference in May dealing with the legal, ethical and national aspects of Israel land policy. The Conference addressed issues of public housing, kibbutzim, moshavim, development towns, private agricultural companies and Arab townships and was attended by leading Israeli academics and professionals in the field.

The Conference was held in cooperation with the Israel Association of Political Science, the Dept. of Political Science at BGU, the Faculty of Law at the Hebrew University of Jerusalem, the Chair in Politics and Government at Sapir College, and the Jewish National Fund (קרן קימת לישראל).

## Increased Involvement of Bank Hapoalim

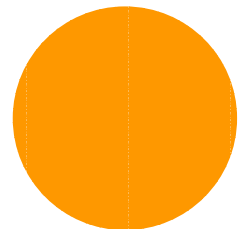
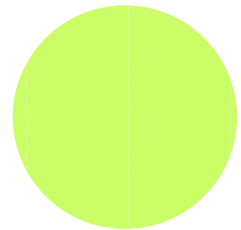
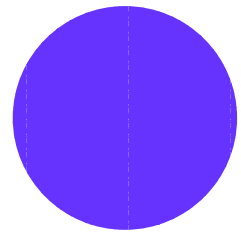
A recent donation from Bank Hapoalim to support the students of the Honors MBA program is just the latest in a long line of connections between the Bank and the School of Management.

In a recent decision of the Bank's Community Involvement Committee, a significant donation was confirmed to support the MBA Program and its students.

Bank Hapoalim already has extensive connections with the School. The Eva & Irwin Simon Trading Room is run using a joint investment fund supplied in part by the Bank. The Trading Room's activities are facilitated through the Bank's connection to the Tel Aviv Stock Exchange.

Mr. Shlomo Nehama, Chairman of the Board of Bank Hapoalim, also serves as a member of the International Advisory Board of the Honors MBA program.

"The entrenched connections between the School and the Bank are a reflection of the quality of our programs and the Bank's community spirit", says Dean, Prof. Amos Drory. "We hope to further develop our cooperation with Bank Hapoalim and other major businesses".



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