



COLLER SCHOOL OF MANAGEMENT



# SUMMER IN TEL AVIV

**SPEND A SUNNY SUMMER IN TEL AVIV  
ISRAEL'S MOST VIBRANT HUB OF INNOVATION  
IN THE MIDDLE EAST!**

Study a variety of unique and interesting courses in  
Coller School of Management  
a global center for excellence, management, and entrepreneurship

**JOIN US FOR A VARIETY OF MASTER COURSES IN ENGLISH AT TAU,  
ISRAEL'S LARGEST AND MOST PRESTIGIOUS UNIVERSITY**

# ENJOY TEL AVIV

A world leader in innovation and Israel's "Startup City" extraordinaire, with the world's highest density of startups

## **DATES AND DURATION:**

July 3rd 2022 - August 19th, 2022 (Each course lasts 5-days).

## **NOMINATION DEADLINE:**

May 15, 2022.

## **CREDITS:**

Each course is worth 1 Coller credit = 4 ECTS.

Students can take up to 3 courses.

## **COSTS:**

Tuition - cost is waived for nominated students, additional costs are not included.

Living expenses - around 1,000 USD per month.

Housing - around 500-800 USD per month for a room in a rented apartment around the city.

## **COURSES:**

- July 3 - 7, 2022: The Macro-environment of Technology
- July 10 - 14, 2022: Development and Use of Patents As a Strategic Business Tool
- July 13,17,20,24,27, 2022: Entertainment & Media Industries: Building Digital Strategy
- July 24 - 28, 2022: Entrepreneurial Finance
- July 31, 2022 - August 4, 2022: Financing Startups Using Different Sources of Capital
- August 14 - 18, 2022: Non-Product Branding: Nations & Places

**Website:** <https://en-coller.tau.ac.il/exchange/summer-2022>

**Contact Us:** [collerex@tauex.tau.ac.il](mailto:collerex@tauex.tau.ac.il)