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**Degree Program at TAU: MBA**

**Host University: Fuqua School of Business, Duke University**

**Exchange Term: Fall 2018 Term 1, 7 weeks**

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### **Overview**

The university is located in Durham, North Carolina, East Coast of the US. This area known as the Research Triangle anchored by three major research universities as well as the cities of Raleigh, Durham and the town of Chapel Hill. The region's population is about 2.2 million (Durham about 0.3 million). Durham is a small city and Duke University is the main attraction in it.

Duke University holds a top ten position in several national rankings. The university has very developed sport culture with its famous basketball team, the Blue Devils, that counts the best within the college league. The main campus is very impressive with its gothic architecture design, the famous Duke Chapel and the magnificent Sarah P. Duke Gardens. Fuqua School of Business is based 5 min walking distance from the main campus. The school building is very modern, 40% of the school students are international and the exchange students are an integral part of it.

### **Courses**

The exchange students can enroll in classes about a month before the semester starts, they are second to the full-time MBA students in the bidding priority. Waiting list of more than 10 students is usually not relevant because there are minor changes after the semester starts. When considering which courses to choose, take into account that the courses are very demanding, for most of them 1 full studying day at school requires additional 1.5 days studying at home (most classes have a lot of reading to do before each class and some have assignments due every class). Each class is twice a week, for 2:15 hours per session.

### **Managing Innovation, Professor Jonathon Cummings**

This course gives you a sense of why building a rich understanding of innovation is both exciting and critical to modern managerial practice, and gives you tools necessary to manage it in large, established organizations. This course complements approaches in marketing and strategy by focusing on process and organizational issues related to innovation in a wide range

of multinational firms. It is important to consider that this course includes many assignments throughout the term - reading a case study for every class, 5 write-ups (about 1 page), 9 short quizzes before and in class (about 10 minutes each), 1 mid-term exam, 1 final exam, 1 final group report (about 10 pages). The professor is very organized and committed to the class and students. He gives an example from both traditional cases where the result of the innovation is known and up-to-date cases where the result of the innovation is partly known.

#### Venture Capital & Private Equity, Professor David T. Robinson

This is an amazing opportunity to learn from the best! The professor is super professional and funny. There's relatively a lot of work to do for this class – for every class you read a case study (12-15 pages usually) and write a half-pager for the class. In addition, there are 3 group assignments, 2 take-home quizzes, and a final exam (a take-home case).

#### Medical Devices Strategy, Professor Greg Davis

Actually this course I liked the most. As in other courses, we were required to read a case study of 12-15 pages to almost every class. We had one team project and an exam. The lecturer is very professional and practical, I felt like I learnt lots of relevant information that I can implement later.

#### **Accommodation**

Finding accommodation in Durham is pretty hard, it's better to look for something as soon as you know you are going to get there. Most places won't rent for less than 6 months but don't be afraid to ask even if it's written in the website. Exchange students were renting in: Chapel Tower Apartments, Station Nine Apartments, Berkshire Ninth Street, Green Family Houses, Airbnb and others. Some of the exchange students came to Duke with no arrangement but found a place to rent after a few days. You can always ask Annie, the Exchange Coordinator to help contacting students from the Exchange Program in Fuqua to share an apartment and you can ask her for accommodation advice. We were lucky to find a place about a month before school started, because they had 1 apartment that was old, and they wanted to renovate it soon. So, we were 4 Israelis who rented together a 2-bedroom non-furnished apartment at Station Nine Apartments for 2 months. Most of Fuqua's MBA students are living in this area (both Station Nine Apartments and Berkshire Ninth Street). In this accommodation we had many facilities: gym, basketball indoor court, outdoor pool, club house, small bar with coffee machine, computers and printers, meeting and studying rooms – all with free Wi-Fi. This location is great: close to "Duke Bus" bus stop, in front of a big grocery store "Harris Teeter", and in a walking distance from 9th St. (restaurants, shops, banks, etc.).

## **Transportation**

Raleigh-Durham International Airport (RDU) – about 20 min drive from Duke University campus, 1h40 min flight from JFK, New York. Duke Bus - free bus that goes inside the university and some stops outside it, every 20 min in the morning. Duke Van - collective van from anywhere on campus for free after 5:15PM (use Duke app->Transportation to order a ride). Uber/Lyft apps - very common in the area (and all around the states), cost around \$8 between Station Nine Apartments and Fuqua School of Business and around \$30 between Central Durham and Raleigh-Durham International Airport. Buses around the city are free for students.

## **Things to Do**

As a Duke student you can use all university facilities including the Wilson Recreation Center, a 4-floor gym with a climbing wall, swimming pool, 3 basketball courts, 2 Tennis courts, Yoga and Pilates classes and many others. As a Fuqua exchange student, you can enjoy all the services the school offers to its full-time students, including career management and coaching, student clubs, recruiting events, career field trips, notable speaker series, etc.

Washington DC is less than 5 hours' drive from Durham, you can catch a bus or rent a car to get there. In 3 days on weekend we managed to see many interesting museums and the beautiful buildings of the USA capital. I got some good recommendations for both Asheville and Blue Ridge Mountains (about 4 hours drive from Durham), but didn't manage to get there.

Sport is a real issue at Duke University. You better sign for the lottery for basketball season tickets in the middle of fall semester (the league starts around November). Getting a ticket for football games is very easy, you can buy it close to Wilson Recreation Center 1 day before the game. There are many activities arranged by Fuqua clubs and the Exchange Program: Fuqua Friday - students, faculty members, families, and friends are gathering every Friday for free dinner and drinks, great time to mingle and plan activities for the weekend. Night activities mostly include the Tavern (a small bar on Ninth Street) or the Shooters (a real American dance club). Other clubs' activities such as pool parties, pub meetings, hikes etc.

## **Immunizations**

All foreign students need to declare the immunizations they have had, North Carolina State law specifies the must have immunizations. Each student needs to send to the Immunization Team a report signed by an immunization doctor (in a traveler's clinic) and fill in a digital form. It is recommended to look for all of your old vaccination books and upload them to the system at Duke Health Website. The Immunization Team sends an email regarding additional immunizations you must have, so there is a chance to do them in Israel and save some money and time at Duke.

## **Living Expenses**

One-time expenses:

- Visa - ~\$750
- Flight - ~\$1,150
- Fuqua's charges (insurance, recreation, course pack, health fee, etc.) ~\$1,500
- Furnisher- ~\$150
- Utilities - ~\$50

Monthly expenses:

- Apartment - \$500 per month
- Food - ~\$500 per month (school cafeteria, grocery store, restaurants, bars...)
- Transportation – Duke van and buses are free for students
- Uber/Lyft costs ~\$50 per month
- Phone – a local sim with unlimited calls and texts and 4-5G of data costs ~\$50 per month, I suggest to get at&t sim, as their reception is best in Durham.

**Total costs for 2 months- ~\$5,800-\$6,000**

## **Summary**

The exchange program at Fuqua School of Business was an amazing once in a lifetime experience. One of the main reasons that made this experience so unique were the warm people and their southern hospitality, both on campus and in the city. There's a feeling that students in Fuqua are studying together and not competing with each other, the full-time students just didn't stop asking us whether we need help or if we want to join them for some activity. I felt that the exchange students were really part of this school society. Durham also have their southern delicious food and great bars. Duke University is so beautiful that I couldn't stop walking and taking photos around campus. The lessons were very interesting and there's a feeling that the lecturers are passionate about the subject and care for the students. I wasn't expecting the studies to be very intensive, you have to study hard preparing for classes, much more than the average course at TAU, but still we had also enough time to hang out. Each of us 4 Israelis had a great experience with the other exchange students, we manage to meet new people from other countries, network with them, study together, and share a great experience in one of the best universities in the States. I would definitely recommend any student at TAU to take part in such an experience at the Fuqua School of Business.