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Degree Program at TAU: MSc MBA – Management

Host University: Duke University

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Exchange Experience

- **About the country and city** – Durham is a city located at the center of North Carolina. It is a small city and has the equivalent size of Kfar-Saba+Ra'anana in square kilometers. Duke University is located in Durham – It is Huge and pretty much consumes the entire city- there is more Duke than Durham in Durham...
- **Courses and professors** – I have taken 3 courses as followed:
 - Decision models – This course includes three main topics in the area of decision modeling each of which is based on the following excel add-ons – how to build decision trees, using a software called Cristal Ball software for modeling a variety of scenarios and using Solver for optimizations. In overall, the course was amazing! They taught us how to use decision models in practice, and use them to enhance our everyday tasks and business dilemmas. During class, the professor joint excel exercises and practices with different real life scenarios taken from a big variety of sectors such as Insurance companies, Pharmaceuticals, banks, oil drillers etc. Take In mind that this course requires a lot of home work including individual home assignments, group assignments and a 24-hour home test. This course is NOT recommended for those who are not fluent with excel.
 - Supply chain management – This course combines actual technical learning on designing and assessing different types of supply chains, optimizations and definitions with real cases that you will need to read at home and discuss in class. I found this course very important in understanding the new era of E-commerce and how Amazon, Drones and robotics are changing the world we live in.
 - Strategy for Driving Corporate Growth – this course discusses high level strategic managerial issues regarding every company who seeks

to archive corporate growth. The professor discussed methods of archiving growth such as the three B's (Buy, Borrow or Build) and divestitures. I found the discussions in class and the case studies very interesting and mind changing – I now literally see things differently when it comes to understanding and analyzing how businesses act and perform. In one of the classes, we made a simulation in each I portrait an Israeli CEO of an Israeli company, while another student from class portrayed the American CEO of a big American Pharmaceutical company. The two companies are business partners and this was based on a true case; the purpose was to demonstrate how cultural differences effect relations and business outcomes between business partners.

- **Visa** - Getting the J1 student visa is probably the longest task you would need to handle before getting in to Duke. There are many forms, documents and procedures you will need to go through, but you will be fully instructed and supported by Duke Representatives via email. In general, you would need to gather documents indicating sufficient funding for your time at Duke, a forum from Duke university that will be sent you by mail, you would need to pay for a SEVIS forum fee and for an appointment at the US embassy. Eventually you would arrive to the embassy, have a small interview, and receive a week later your passport with the J-1 Visa – congrats!
- **Transportation** - Looking at the map, the place I rented looked close to Fuqua Business school, but when I got to Durham, I realized how much I miscalculated the scales and size of this university and city. For the first day ay School, I used a pay-per-use bike via an app called “Lime Bike” and it took me 30 minutes to get to school. Riding bikes in Durham is NOT recommended as a constant transportation method, for this area is not flat and not easy to ride – not fun getting all sweaty to class.. your options are as followed:
 1. Renting a bike by use – using different app’s and services – there are approx. 3 services, I used Lime bike – it’s 1\$ per ride – and as I said, it’s very good to have, but not as an everyday transportation alternative.
 2. UBER – very recommended. Prices in Durham at the University area are approx. 6-12\$ - though at times of high demand (e.g., 8:30 am) could rich 30\$.
 3. Buses – there are free buses for students – check the routs once you get there. Just remember to bring your student ID.
 4. Duke van ride cell – from 18:00 you can get the Duke van free of charge– it will pick you up at school and drop you over at your house. You will get more info at orientation day at Duke.

5. Rent a car – obviously the most convenient and expensive option. The biggest car rental in that area is Enterprise – we rented a car for our 2 day journey to Washington DC.
- **Insurance and Health Services** – Getting a health insurance is mandatory by government Visa regulations-note that getting any private insurance in Israel would not matter – you will still need to get the Duke insurance. Before getting to Duke, you would receive an email with instructions on how to log on to your Duke Health account and upload documents indicating different kind of vaccinations. After uploading all documents, Health center will send you an email with remaining vaccines you need to take – my advice is you make an appointment in Israel (Mirpaot Hutz etc.) and get all of them - otherwise you would need to take them at Duke and spend time and money.
 - **Living expenses:**
 1. Rent – My wife and me got ourselves our whole 2 rooms apartment via Airbnb at the Duke Tower Condos, 45 minutes’ walk from Fuqua – approximately 2,000\$ for 7 weeks – You can find condos for lower prices!
 2. Duke university fees – another extra 1,200\$ roughly
 3. Groceries – We (my wife and me) bought foods at “Harris teeter” and “whole foods” about twice a week – each time spending about 70\$ which comes to approximately 1,000\$. You can also order online – much more convenient.
 4. Bars, Drinks, Party’s – Drinks are not expensive at Durham – My wife and I spend roughly 70\$ each weekend.
 - **Food** – At Fuqua, you have the Fox hall where you can buy food by weight. Students usually have launch during the big break at 11:15-12:30. I am a vegetarian and must have that the food was rather disappointing. You also have the Duke West campus building not far from Fuqua (10 minutes’ walk) where you have a better variety of foods to choose. Make sure you tried the legendary “Heavenly Buffalos” next to the Tavern nightclub (and easy on the hot sauce – it will set your mouth on fire).
 - **Night life** – Shooters is the most notoriously known night club for Dukes – with top of the art (Not really...) facilities such as the amazing cage (still haven’t figured out the attraction of this artifact... :D) and the mad bull - pay 5\$ and see how long you can manage! Another club known to Duke students is the Tavern (nothing to do with Hellenic cuisines) – Where you can dance, sing karaoke, play pull, darts and drink.

- **Tips:**
 - Go see the cute lemurs at the Duke Lemur center.
 - Take a day off and have a picnic at the Duke gardens.
 - Do not go to north gate mall!
 - Do not buy too much stuff for you Will have to pay additional 100\$ for overweight! Especially if you are taking American Airlines...
 - Must – rent a car or go by bus to Washington DC – it is only 4 hours away!
 - Also – if you have time and money, take a bus to New-York which is only 8 hours away.
 - Go see a blue-devils basketball game.
 - go to the amazing Duke fitness center (its free for students) as much as you can and learn how to play Squash :-P
 - Look for events on the Duke University events web sites – you will find free lectures by inspiring individuals such as country leaders, CEO's of companies such as apple and Microsoft etc.

Please contact me for any questions!

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- Photos



