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Degree Program at TAU: MBA in Management of Technology, Innovation & Entrepreneurship

Host University: Ross School of Business, Michigan

Exchange term: Fall 2018

About the US and Ann Arbor

The University of Michigan is located in Ann Arbor, a rather small and cozy city, about an hour drive from Detroit (30 minutes from DTW airport, 4 hours from Chicago and 4 hours from Toronto).

It's a college town and hence, there are lots of shops, bars and restaurants. About 50% of the population are students. The city of Ann Arbor is absolutely safe and its citizens are friendly and helpful. Michigan is located in the Midwest on the Canadian border and is notorious for its cold weather during winter.

We spent 2 months in Michigan during September and October, in which the weather was refreshing. However, in late October the weather started to get cold, and temperatures reached -5C during the night.



About the Host University

There are over 46,000 students enrolled in the University of Michigan which is known for its business, law and engineering schools.

You feel part of an elite school and everyone is walking around with "M" shirts proudly! Last winter I was in Zurich, Switzerland wearing the M knit hat, and people recognized and shouted "Go Blue!".

Sports

The university is known for its successful football team, the Wolverines. They have the largest sports venue in the US (!), the Michigan Stadium or best known for “The Big House”, is the largest stadium in the United States, and the second largest stadium in the world with over 107,000 capacity.

I had the chance to watch the “Homecoming” game, which is an annual event in which graduates from all over the US come to watch the game. So you can see young graduates in their 20s, CEOs and retired graduates who reunite and share memories with their old friends.



Ross School of Business

Ross School of Business is one of the top 5 business schools in the US and for a good reason! There are super smart, experienced and fun students who are constantly involved in school and extra activities (and pay \$150K for their MBA). The building was my second home and it is one of the more exciting buildings I got to study in.

There are more than 1000 communities at Ross allowing students to participate in additional activities, lectures and networking. There are also communication and career centers that provide students with tips and training.

Additionally, the education staff is highly qualified and many professors come from the industry with prestigious legacy. For example, Prof. Chantel Lenard, who taught me Strategic Marketing

Planning, was the top marketing executive for Ford Motor Company's U.S. operations, with overall responsibility for all aspects of Ford's U.S. marketing strategy and execution.

Courses

Course	Remarks
BCOM 522 MANAGERIAL WRITING	Explore the communication strategies and techniques necessary to manage time, people, and projects.
STRAT 562 Innovation in Global Health Delivery	Highly Recommended This course examines how innovations in business models, strategy, operations, financing and supply chains are allowing far more people to access better quality healthcare.
M601 STRATEGIC MARKETING PLANNING	Highly Recommended This is the BEST course I've ever taken in my MBA! It combines marketing, finance, strategy and operations. It includes real-world competition throughout the semester.
BL 510 Negotiation and Dispute Resolution	The ability to negotiate effectively is essential to business success.

Accommodations

There are plenty of rooms and apartments near Ross, though it can be challenging to rent an apartment for the fall semester as most of the contracts are for one year and not many students go on exchange programs during the football season.

Since I traveled with my family (couple + 1 child), I had to find a big place. Fortunately, I met a kind family through a shared friend, who has a large house and offered us a whole floor. It's located in Ann Arbor's suburbs, a 15-minute drive from Ross. This was not an issue for me since I rented a car for my whole stay.



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Traveling with a family

Ann Arbor is a great place for families, with lots of parks and things to do with children. Recommended activities and places:

Ann Arbor Hands-On Museum



Domino's Farms Petting Farm



Transportation

Since I was with my family, I rented a car for the whole stay. It was convenient because my wife could go around, and we could travel during the weekends. We actually drove all the way to Toronto and Niagara Falls. That being said, I also had the chance to use Uber, especially at night, which was super convenient and with reasonable costs. I did not get the chance to use public transportation though.

Photos





