

Technion International Newsletter

Providing the latest information on TI programs and activities

The TI Newsletter provides updated information on TI programs and promotional activities.

TI staff will be happy to meet with BOG participants during their visit to Technion in June to discuss in detail all of our programs and marketing activities around the world.

To set up a meeting, please contact Hadas Shafir Shekhter TI Marketing Manager at:

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Technion International Launches New Website

<http://int.technion.ac.il/>

During the month of April, Technion International (TI) launched a newly designed website that is faster, mobile compatible and more advanced with new automated features such as online enrollment and payment. The site's new updated and uncluttered design affords a clean and crisp look and feel, making it easier to navigate and more user friendly.

Our main goal was to make information about our programs as easily accessible to our prospective students as possible and to simplify the enrollment process. We also added a dynamic database for open research and postdoctoral positions.

We are very excited about the new launch and will be happy to hear from you about your user experience.

Marketing Department Team
Technion International

1. 2015 Study Abroad Recruitment Campaigns

As summer approaches, we have stepped up recruitment efforts for our summer 2015 and the 2015/2016 academic year study abroad programs. We are currently in the process of promoting our undergraduate level summer programs, as well as our high school summer programs. Recruitment campaigns for the academic year 2015/16 have also gone into full swing.

Our promotional efforts are focused on the following programs:

a. Undergraduate Programs:

- i. BSc in Civil Engineering - This prestigious degree program, given at the Technion's Faculty of Civil & Environmental Engineering, trains future engineers to meet the challenges of infrastructure creation and modernization in the 21st century. Students are exposed to structural, economic and construction management aspects of the physical and natural built environment alongside resource preservation planning. The degree consists of 156 academic credits and can be completed in four years. After completing the first year of the program students who so wish may put in a request to transfer to a regular Technion degree program offered through the following faculties: aerospace, mechanical and biotechnology and food engineering.

b. Study Abroad Semester Programs:

- i. Neubauer - Engineering and Science – Academic courses are offered in a variety of engineering and science areas including: basic engineering and science, civil and environmental engineering, chemical engineering, mechanical engineering and related fields. Courses in entrepreneurship and innovation, business, history and medicine are also offered. As part of the program, students can take part in either a **Professional Internship** at high-tech, start-up or engineering companies or **Research Internship** with Technion faculty working on real-life scientific challenges.
- ii. Neubauer - Entrepreneurship and Innovation – The program is tailored to high-tech minded individuals. It consists of a project to assist students to develop an idea into a business plan or start-up. Students learn about the Israeli entrepreneurial ecosystem and take introductory courses in entrepreneurship and innovation, finance and marketing for high-tech start-ups. The semester begins with a 3-Day Start-up Boot Camp. **Professional Internships** are offered at high-tech, start-up or engineering companies as part of the experience.
- iii. Neubauer - Introduction to Medicine – This program is for students in pre-med/ health tracks, exposing them to the various facets of the doctor-patient relationship and ethical aspects of clinical medicine, as well as advanced clinical practices and research. As part of the academic program, students participate in real-life clinical settings and may take a course offered by the Technion American Medical School Program (TeAMS). Students can also apply for a **Professional Internship** at a medical/biomedical company or a **Research Internship** with Technion faculty working on real-life scientific challenges. **Physician shadowing programs** are also offered.

c. **Summer & Short Programs:**

- i. Entrepreneurship & Innovation Summer Program - The program is recommended to science and engineering students seeking to develop ideas or work in an entrepreneurial environment. It covers the subjects associated with the fields of software, big data, cyber world, online media and related areas. The core of the program consists of a project and the academic courses include Introduction to Entrepreneurship, Entrepreneurial Economics and Finance, and more. Students earn 7.5 academic credits through this 5-week program.
- ii. Entrepreneurship in Biomedical & Biotechnology - The program is recommended to students studying medicine, bioengineering, biomedical engineering, biotechnology business or other related areas seeking to develop ideas or work in an entrepreneurial environment in medical devices, drug research and similar areas. The core of the program consists of a project (biomedical innovation) and the academic courses include Introduction to Entrepreneurship, Entrepreneurial Economics and Finance, and more. Students earn 7 academic credits through this 5-week program.
- iii. Engineering and Science courses - Postgraduate and senior undergraduate students (BSc, Btech, MSc, PhD) may apply. Students choose one advanced graduate-level course from the areas of **electrical engineering** (image processing and analysis; introduction to machine learning), **civil engineering** (fundamentals of physics of the atmosphere), **chemistry** (advanced inorganic chemistry); **mathematics** (nonnegative matrices - theory and application), and **chemical/biotechnology** (sensors and nanotechnology). As part of the program, students also learn about the history of the Middle East and visit Israel's most popular tourist sites.
- iv. Customized Study Programs – Technion teams up with partner universities and research frameworks from around the world to build a tailored curriculum that correspond to the academic goals set out by the home institute, in specialized fields of engineering and science, entrepreneurship and innovation, water technologies and innovation, and related areas. These programs combine academic studies with practical field work and can be between 1-4 weeks in duration. The customized study program can be fully provided by Technion or given in partnership with the visiting faculty.

d.

d. **High School**

- i. Start-Up Summer Program - This 4-week program is designed for 9th-12th graders with an entrepreneurial spirit interested in spending a summer with like-minded peers from around the world. Working in small teams students engage in innovative thinking, turning an idea into a start-up business plan, and experience pitching their plan to a panel of Israeli CEOs. Students participate in academic workshops, site visits to Israeli technology firms and meetings with leaders and innovators in the field.
- ii. STEP Technology and Startup Summer Program - A month long program for modern Orthodox high school students from grades 9-12 passionate about science and technology. Teens explore their Jewish roots while discovering for themselves what fuels the "Start-Up Nation." Students gain expertise in innovative thinking, turning an idea into a start-up business plan, and experience pitching their plan to a panel of Israeli CEOs. Students participate in academic workshops, site visits to Israeli technology firms and meetings with leaders and innovators in the field.

For more information about our programs, download the Technion International 2015 Program Book [here](#)

2. Jump-Starting E-Blogging Project

[eBlogging Trailer](#)

TI's E-Blogging project provides viewers with a sneak peek into the real lives of four TI students – Drew, Pauline, Monog and Bracha who share their authentic Technion experiences via texts, photos and videos. The project was initiated several months ago in an aim to promote Technion's international programs among current and prospective students interested in learning more about student life at Technion. The eBlog project is due to launch in the coming month.

3. Enrollment Made Easy

Get ready for the new and improved Technion International online administration system – to be launched on June 1, 2015. The system provides us with a streamlined application format, which allows for a more centralized and flexible management system, letting us accept greater application volumes and employ new automated features such as direct contact with recommenders, online payment and more.