

EVALUATION OF THE COURSE ON "THE FUTURE OF CAPITALISM IN A SUSTAINABLE SOCIETY" AT THE MBA PROGRAMS OF THE TEL AVIV UNIVERSITY AND THE TECHNION IN 2010

The evaluation of the course "The Future of Capitalism in a Sustainable Society" at the International MBA program of the Tel Aviv University in 2010 was "Very Good", including the general evaluation of the course and of the professor. Among the comments: "One of the best classes. Professor is attentive and makes the class interesting". "I enjoyed the student presentations and films. The class opened my eyes up to a lot of reading that I would not have otherwise been exposed to". "The value of the class resides on the comments and discussions among the students mostly (with the teacher's direction and feedback). Thanks". "The course discusses very relevant and pertinent issues and it is a very interesting addition to our program". "I learned a lot in your class and enjoyed it very much". Enclosed are two letters from students of the course: Amitava Mitra, an Indian student, and Tanja Kisseleff, a Swiss student who has decided to work for Grameen Bank, after studying on Muhammad Yunus and Grameen Bank and writing a final paper on the Bank in the "Future of Capitalism" course.

Similar results and comments were received from a parallel course at the Technion MBA program in Tel Aviv: a "Very Good" evaluation, the second best in Tel Aviv, including lecturer & course evaluation, with the most salient results on the comment "The lecturer made this course important to the program". This concurs with the verbal response of the students who said that nothing has to be changed in the course as its relevance and contemporary context are perfect.

The course contributes a contemporary context to the MBA programs and is very relevant to the program, as it focuses on the Great Recession of 2007-2010 and its ethical and business implications, reviewing the most recent books of Kahneman, Taleb, Stiglitz, Naomi Klein, Roubini, Thomas Friedman, Yunus, Soros, Hawken, Gasparino, Lewis, Sorkin, Hank Paulson, videos of Moore, Ferguson, Gore, The Corporation, interviews with Charlie Rose, lectures on Buffett, Madoff, John Paulson, Bernanke, Bear Stearns, Lehman Brothers, Goldman Sachs, JP Morgan Chase, The Fed, etc., as well as Jacques Cory's October 2009 book "Business Ethics for a Sustainable Society" on corporate governance, CSR, business ethics, sustainability and the Great Recession.

Dear Prof Cory,

I wonder why is Thank you only an eight lettered phrase as on this joyous occasion of New Year I would like to thank you in a million ways for all your help and the enriching association which you bestowed me with. I feel fortunate and blessed to have known you and treasure my relationship with you.

I would also like to share the joy of finalizing my next step of my career as I will head the operations of an Israeli firm in India..The company is a medium scale company and specializes in barrier solutions. I am my very happy to get such an entrepreneurial chance wherein I will be able to sketch my operations on my own!!

I am thankful to you in every way.I still remember when I came up to you and asked if I can do this course as I had absolutely no idea and how you encouraged me through your answer. Thank you again for that.

Please let me know if I can be of any help anytime anywhere.

With that I once again convey my warm wishes for a joyous new year to all in the family

Hag sameach,

yours truly, Amitava

Dear professor,

Please find attached my paper. I'm honored you'd like to use it in the future. I've really enjoyed doing the research for the paper and me and my future husband (getting married in September) have been discussing doing an internship at Grameen.

I've worked in hotel management schools in Thailand and India and we'd be interested in bringing this concept to Bangladesh and instead of it being a for profit organization, make it a social business, I will discuss it with the head of the schools in Switzerland. So far it's a dream, but like Walt Disney said "if you can dream, you can make it"....

Thank you for your highly interesting course,

Tanja