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Touro Columns November 2001 (English)

Touro College Israel

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TOURO

COLUMNS

A newsletter from Touro college



NOVEMBER 2001 No.1

Dear Readers,

It is my pleasure to present to you the first edition of the Touro College Newsletter.



In the Newsletter you will read about new academic programs, conferences on contemporary topics, and research projects with creative and original approaches.

We at Touro College focus on creating a special atmosphere characterized by personal attention to the students, mutual understanding and preservation of Jewish and universal values.

I would like to take this opportunity to congratulate the more than 300 graduates who received their degree during the past year. I commend them for the great effort they invested and am sure that the effort will not go unrewarded in the future.

Finally, I wish a productive and successful academic year to all those students about to further their personal and professional growth at Touro College Israel.

Sincerely,

Mattityahu Adler

Vice President, Touro college Israel

Reaching the finish line

This past summer has been filled with graduation ceremonies for Touro College Israel. Hundreds of students from the Masters program in Jewish studies and Bachelor and Masters programs at the International School of Management received their degrees in ceremonies attended by many honored guests from Israel and abroad, proud family members and the faculty of Touro College.



A Minister and an Ambassador at "Har Hozvim"

The main commencement for undergraduate and graduate degrees of the International School of Management took place this year at the Beck Center for Science at "Har Hozvim," the Industrial High Tech park of Jerusalem. The location was chosen to emphasize one of Touro College's main

goals, which is to help integrate its graduates into the industrial and business world.

The guest of honor at the ceremony was the Minister for Regional Development Ms. Zipi Livni, who spoke of the importance of implementing theoretical knowledge with practical fieldwork. Amikam Levi spoke on behalf of the students.

Late Breaking News

Prime Minister Ariel Sharon will receive an Honorary Doctorate from Touro College at a special convocation in New York on November 10, 2001. This will be the first Honorary Degree that Mr. Sharon has agreed to accept.



Mr. Levi left Israel shortly after the graduation ceremony to take up his post as the Israeli Ambassador in Vietnam. Many graduates have already found work in their fields of management, marketing and finance, in both private and public companies. Touro College is proud that among the graduates were 14 members of the Ethiopian community and 13 immigrants from the former Soviet Union.

Jewish Studies and Refusenick

The graduation ceremony for the M.A. degree in Jewish Studies was held at the Sheraton Plaza hotel in Jerusalem on June 25, 2001. Touro College President and founder Dr. Bernard Lander welcomed the 104 graduates. Also present was the Deputy Minister of Immigrant Absorption, Mr. Yuli Edelstein, a former student at the Touro Graduate School for Jewish Studies, who spoke to the graduates. Prof. Carmi Horowitz, Dean of the Graduate School, told the audience about a special meeting he had held with the Deputy Minister's family in Russia when Mr. Edelstein was still a refusenick.

The graduates' representative, Rabbi Elhanan Samet, a well-known educator in national religious yeshivot, also greeted the graduates.



Dayan, Deputy Mayor and a pilot

Another moving ceremony took place at the Sheraton Plaza Hotel as the first graduates of the unique program for the religious community received their degrees in Business Management. Among the graduates were Rabbi Eliyahu Ben-Dahan, the General Director of the Rabbinical Courts; Mr. Shlomo Attias, the Deputy Mayor of Jerusalem, heads of educational institutes; and senior employees in the public sector.

Dr. Sholmo Kalish, former air force pilot and current head of a venture capital group in Jerusalem, was the guest speaker at the ceremony.

Dr. Kalish spoke about the importance of combining the moral and religious teachings of Judaism with everyday business activities.

Annual Lecture

The yearly lecture given in memory of Prof. Yitchak Twersky ז"ל of Harvard University, one of the greatest researchers in Jewish studies of our time, was delivered on Sept. 25, 2001 at Touro College, Jerusalem, by Rabbi Dr. Aharon Lichtenstein, head of Har Etzion Yeshiva in Alon Shvut.

The son-in-law of Rabbi Joseph Dov Solovetchik ז"ל, Rabbi Dr. Lichtenstein received a Ph.D. in English literature from Harvard University.

In previous years the lecture was delivered by Prof. Avraham Grossman, Professor of medieval Jewish history at the Hebrew University and a member of the National Academy of Science, by Prof. Ya'akov Blidstein, Professor of Jewish Heritage at Ben Gurion University, and by Prof. Israel Ta-Shema of the Hebrew University who specializes in the history of Halacha, Jewish customs and rabbinic literature.

Dr. Bernard Lander
President and founder of Touro College,
the Executive Committee of Touro College Israel,
faculty, employees and students
congratulate
Professor Yakov Rand
member of the Executive Committee of Touro College Israel
upon receipt of the Israel Prize in Education
for the year 2001.

We are fortunate to have you
as our colleague, friend and teacher.

Employment? Beginning to Work at It

A Job Fair took place at Touro College for students, graduates and the general public.

With an eye towards the professional future of its students, Touro College held a Job Fair in May 2001. The object of the event was to better acquaint students with the different business options available to them both during their studies and after obtaining their degree. The initiators of the fair were Dr. Avi Kay, Dean of Students, and Tirza Margolin, head of the Marketing office. They received the assistance of "Hever" a leading manpower company and "Matti", The Center for Entrepreneurship Development. The Fair took place at Touro College, where representatives of various financial and manpower companies met with students. Lectures on topics such as the economy, business entrepreneurship and employment possibilities in Jerusalem also took place.



Among the organizers of the conference was Dr. Avi Kay, Dean of Students at Touro College. During the conference, Dr. Kay announced plans for cooperation between Touro College and the Jerusalem College of Technology. Specifically, the two institutions will cooperate in the writing of a textbook on Business Ethics.

Computer Laboratory dedicated in memory of Mr. Chaim Kubersky

On June 26, 2001 the main computer laboratory was dedicated in memory of Mr. Chaim Kubersky. The dedication took place at the Talpiot campus of Touro college. Present at the dedication were President and founder of Touro College Dr. Bernard Lander as well as many members of the administration and faculty. Also taking part in the ceremony were members of the Kubersky family and personal friends. Among the many



Scholarship for Academic Excellence

Our congratulations to this year's recipients of scholarships for academic excellence which were awarded to Touro College students by Bank Hapoalim.

Business and Ethics in a Globalized Era

The International School of Business at Touro College, jointly with The Jerusalem College of Technology, hosted The First International Conference in Israel on Teaching Business Ethics. The conference took place on June 20, 2001.

The main speaker at the conference on Business Ethics was Professor Thomas Donaldson of the Wharton School of Management of the University of Pennsylvania. Professor Donaldson, one of the leading experts in Business Ethics, spoke to the large audience who attended the lecture in Jerusalem directly from his office in Wharton by video conferencing. His lecture dealt with the issue of business ethics in an era of globalization and multiple cultures.

public service positions that he filled, Mr. Kubersky was the executive director of the Ministry of Interior. Mr. Kurbersky also served as the head of the Touro College Amuta from its inception here in Israel. He served faithfully and successfully from 1987 until his death in 1997.

Creme De La Creme

35 theses were written over the past two years by graduates of the M.A. program in Jewish Studies. The theses covered a wide range of topics including Jewish Law, Jewish Identity and Jewish History.

Some of the more outstanding examples are listed below: Naama Azulay - Jewish Israeli Secular Identity. Zvia Levuvi - Absorbing the New Teacher in the Religious School System.

Tziporah Lipshitz - The Concept of Unity in the Thought of R. Joseph Yavetz.

Shoshana Pikali - The Morphology of The Verb System in the Shabbat Tractate, according to the Kaufman Manuscript.

Elchanan Samet - Maimonidean Talmudic Exegesis and its Codificatory Implications.

From Theory to Practice

The graduates and students of The International School of Management at Touro College apply the knowledge they've acquired in a large variety of jobs in all fields of the financial market.

Motti Yehoshua, Manager of the Tel Aviv branch of Strauss Ice cream, is completing his first degree as a Marketing major.



Motti began his carrier at Strauss as a salesman and was quickly promoted.

"I realized that I had to plan for the long run, and so I decided to acquire an academic degree." Motti started his studies while he was the manager of the Jerusalem branch of Strauss and the flexible hours of Touro College's schedule met his needs perfectly. He says he particularly enjoyed his studies and the personal treatment that he received.

In the past year he was promoted to the manager of the Tel Aviv branch, which is the largest branch of Strauss.

Eti Yakov, Supervisor of advertising research and development for the business department of The Central Bureau of Statistics, M.A in Finance and International Trade.



Eti describes her undergraduate studies at Touro College as extraordinary. "We began a new institution and all of us, including students and staff, felt like one big family." Having moved from Petach Tikva to Jerusalem, Eti, a member of the Ethiopian community, quickly found herself at home with her fellow students. She is very content with her job and has kept in touch with her friends from Touro College, who have also utilized their academic training in major public and private organizations.

Akeel Najjar, Financial Manager of the Champion car agency in the north region, B.Sc. in Business Management and Accounting.



Akeel was raised in the northern village of Daboria and at present is finishing his internship at a Jerusalem accounting firm,

planning to return home to his village and to the position that awaits him.

Akeel began his studies in 1998 and at the time was the only Arab student in Touro College. "I enjoyed the atmosphere and the consideration that I received due to the fact that I was the only Arab in the whole school." He believes that he helped open the gates for the subsequent Arab students who have acquired an education at Touro College. Akeel's education enabled him to find a job immediately despite the employment difficulties of his sector.

Akiba Holtzer, Manager of the foreign affairs unit at a medical institute, B.sc. in Business Management at Touro College, M.A in Business Management at the Hebrew University with honors.



Akiba began his studies at Touro College during his army service.

The class schedule of late afternoon and evenings was convenient for him as a soldier. "I was also satisfied with other aspects such as the teachers, who were the best I'd ever had." After being released from the Army, Akiba worked in the financial department of a bank and continued at Touro College as an Assistant Lecturer. He went on to do a Masters in Business Management Administration (MBA) at the Hebrew University, where he finished with honors. "All through my second degree I felt that I had received strong foundations at Touro College. I didn't have any catching up to do." Today he is the Manager of the foreign affairs unit at a distinguished medical center in Jerusalem.