

UGBA 177 –

The Rise of Global Innovation Centers: Lessons from Silicon Valley and Silicon Wadi

UC Berkeley | Haas School of Business

Course Overview

This course explores the rise and dynamics of global innovation hubs, using Silicon Valley and Israel's "Silicon Wadi" as primary case studies. Students will examine the historical, cultural, and economic factors that have shaped these regions into global innovation centers. Topics include entrepreneurship ecosystems, venture capital, government policies, and the role of education and military influence. By comparing these two hubs, the course provides insights into the factors driving technological success and the challenges of sustaining innovation. We will explore the factors that drive innovation within organizations, from emerging companies to more established corporations and how students can cultivate innovation within themselves. Through case studies, discussions, guest speakers and workshops students will analyze how lessons from these regions can be applied to promote innovation worldwide.

Instructor

Noga Abraham is an assistant professor in the Accounting department at Reichman University, Israel, and a visiting professor in the Accounting group at Haas, UC Berkeley. She is also a Certified Public Accountant in Israel, with experience working in the local Tech industry. She holds a PhD and a BA in Accounting and Economics from Tel-Aviv University.

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