Course program and reading list

Semester 1 Year 2023

School: Arison School of Business M.A. in OBD

Business Perspectives In Organizational Consulting

Lecturer:

Dr. Lior Schohat  liors@runi.ac.il

Teaching Assistant:

Ms. Libby Grinfeld  libby.grinfeld@post.runi.ac.il

Course No.: 28904
Course Type: Lecture
Weekly Hours: 2
Credit: 2

Course Requirements: Final Exam
Group Code: 232289041
Language: English

Course Description

This course will enable its participants to become acquainted with the primary business organizational axes of action: starting with Strategy formulation, the marketing perspective, the financial routines and finally the IT infrastructure. All topics will be revisited given the COVID-19 global pandemic.

Course Goals

The course will focus on four core organizational domains: Strategy, Marketing/PR, Finance and IT to allow for students to gain basic literacy in each. These topics will be presented each by a dedicated expert who will lay down the basic and advanced concepts, in each, to foster better understanding of these critical content areas.
addition, following each of the modules co-presented by a guest lecturer and the course lecturer, the latter will conduct a wrap-up session aimed at applying the specific concepts acquired within the context of OD and the consulting relationship.

![Grading](image)

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Group exercise</td>
<td>40%</td>
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<tr>
<td>Final Exam</td>
<td>60%</td>
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**A passing grade is mandatory!**

**Final Grade**: 100%

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![Learning Outcomes](image)

Instruction will be varied and will combine lectures, discussions and case studies. Students must actively attend Zoom lectures and discussions, perform the tasks in a timely manner and contribute to the classwork. Students are urged to read the corresponding reading materials in advance in order to facilitate meaningful discussions in class. Class lectures and reading material are intended to be complementary, and do not necessarily overlap. **Final exam will include both.**

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![Lecturer Office Hours](image)

By appointment.

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![Tutor Office Hours](image)

By appointment.

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![Additional Notes](image)

1. Students should visit the course site (i.e., Moodle) on a weekly basis to keep up-to-date.
2. Reading materials are entirely your responsibility. The lectures do not always encompass the whole topic, and should not serve as a substitute for reading, or the sole reference for the topics.
3. **Under no circumstances** should the reading be left to the end of the semester.

4. **Students are welcome to contact Lior in real time via the contact information, rather than wait for the weekly meetings.**

5. Zoom recordings of the class sessions will be made available immediately following the session, on Moodle.

6. **Have a wonderful and interesting semester!!!**

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**Reading List**

1. **STRATEGY Module**


   Ch. 2 - **Strategy, Organization Design and Effectiveness**

   https://books.google.co.il/books?id=s6MAkpcuaZQC&printsec=frontcover&redir_esc=y#v=onepage&q&f=false

2. **MARKETING Module**


   Ch. 2 - **Developing Successful Organizational and Marketing Strategies**


3. **FINANCE Module**

   *Principles of Accounting* (http://www.principlesofaccounting.com/),

   Chapter 1 - **Welcome to the World of Accounting**

   http://www.principlesofaccounting.com/chapter-1/

4. **TECHNOLOGY Module**

Ch. 8 - Using IT for Coordination and Control

https://books.google.co.il/
books?id=s6MAkpcuaZQC&printsec=frontcover&redir_esc=y#v=onepage&q&f=false