



# MA PROGRAM ORGANIZATIONAL BEHAVIOR & DEVELOPMENT (OBD)

LIVE IN ISRAEL, STUDY IN ENGLISH

ARISON SCHOOL OF BUSINESS  
BARUCH IVCHER SCHOOL OF PSYCHOLOGY

**2022-2023**

 **Reichman  
University** Raphael Recanati  
International School



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Reichman University was founded with the aim of nurturing future leaders. In just twenty-seven years, we have created a pioneering and innovative academic center. Our students are imbued with a commitment to excellence and original thinking. 'The university of the future,' as we see it, has to prepare its students for a constantly changing world by being able to innovate skillfully, to dare, and to initiate. We believe that the knowledge and tools acquired at Reichman University support personal and professional goal fulfillment and enable our graduates to tackle the challenges of our global reality."

**Prof. Uriel Reichman**

Founding President and Chairman of the  
Academic Board, Reichman University





# WELCOME FROM THE DEANS

Dear prospective students and friends,

Our program is a productive and important collaboration between two Reichman University schools - the Arison School of Business and the Baruch Ivcher School of Psychology. We are dedicated to training the next generation of professionals who will be holding top-notch academic knowledge and practice on the intersection between people, organizations, and work processes.

The program has internationally acclaimed faculty members who are all involved in both the academic and industry arenas. The faculty aims to train graduate students to use scientific methods and psychological theory to understand the workplace, and specifically, the people and relationships within them.

We provide the basis for a lifelong learning experience by providing a wide array of academic and professional frameworks and tools. Our graduates are already implementing their knowledge in the industry, and we are extremely proud of them. We would love to have you join our academic and professional family.



**WE PROVIDE THE BASIS  
FOR A LIFELONG LEARNING  
EXPERIENCE BY PROVIDING  
A WIDE ARRAY OF ACADEMIC  
AND PROFESSIONAL  
FRAMEWORKS AND TOOLS."**



**PROF. ANAT  
BRUNSTEIN KLOMEK**  
DEAN,  
BARUCH IVCHER  
SCHOOL  
OF PSYCHOLOGY



**PROF. NIRON HASHAI**  
DEAN,  
ARISON SCHOOL  
OF BUSINESS

# WELCOME FROM THE HEAD OF THE PROGRAM

The world of work is changing rapidly: Some professions are disappearing while new ones are being created. The demand for agility and high learning competence is growing, and the way work is being conducted is taking on new forms and shapes. Yet organizations continue to play a vital role in our lives, and we continue to interact with them from different perspectives - as employers, employees, shareholders, clients, and more.

The mission of the MA program in Organizational Behavior and Development (OBD) is to develop experts who will improve organizational impact, both economically and socially.

The program focuses on providing professionals with the ability to comprehend organizational systems and processes, as well as with the skills to help individuals and teams within the workplace adjust, thrive, and develop. At the same time, the program also aims to train researchers in the field of organizational behavior. In order to achieve these goals, the curriculum combines theory and research methods, and emphasizes professional development of the students.

This unique program is suitable for young professionals who have obtained their BAs in various fields, and is taught in English by lecturers who are leading experts in their disciplines.

Experiential learning is core to the program, which is heavily based on case studies and simulations, alongside frontal instruction.

Studying in the OBD program is an experience that will surely enrich you, both academically and personally. We invite you to join our community and to take a part in this journey. This journey will change the way you see yourself, interact in the world, and understand the world of work.



**THE PROGRAM FOCUSES ON PROVIDING PROFESSIONALS WITH THE ABILITY TO COMPREHEND ORGANIZATIONAL SYSTEMS AND PROCESSES, AS WELL AS WITH THE SKILLS TO HELP INDIVIDUALS AND TEAMS WITHIN THE WORKPLACE ADJUST, THRIVE, AND DEVELOP."**



**DR. DANA PEREG**  
HEAD,  
MA IN ORGANIZATIONAL  
BEHAVIOR AND  
DEVELOPMENT



# REICHMAN UNIVERSITY

## FAST FACTS



Israel's  
first and only

**private university**



Over

**30**

**research institutes**

at Reichman University

[www.runi.ac.il/research-institutes](http://www.runi.ac.il/research-institutes)



Over **30,000**  
**graduates**  
**worldwide**

### The Career Center

aims to assist alumni in  
integrating into the professional  
market, as well as to  
assist employers who  
are seeking to recruit  
suitable candidates



Over

**2,000**

Raphael Recanati International  
School students from over

**90**

countries make up  
1/3 of the Reichman

University student body



The Israeli Council for Higher  
Education granted Reichman  
University permission to confer

**doctoral degrees**





# REICHMAN UNIVERSITY: THE MOST INTERNATIONAL UNIVERSITY IN ISRAEL

Reichman University created new, academic **interdisciplinary concepts** in the fields of entrepreneurship, counter-terrorism and sustainability - models that are being implemented around the world



Over **300** Lone Soldiers studying for full degrees

## Reichman University's Alumni Association,

with over 30,000 graduates, forms a professional and social alumni community that promotes **networking** from different countries, and strengthens the pride and belonging to Reichman University and the alumni



Ranked **no. 1** in Israel for our treatment of **IDF reservists**





# PROGRAM HIGHLIGHTS

## MEANINGFUL LEARNING

The program combines theoretical learning, action-oriented learning, and supervised professional training. The curriculum includes intensive workshops and experimental learning. Students also participate in practicum classes, which are designed to develop their basic counseling skills and to provide them with professional training in organizational diagnosis. Students gain practical experience in their second year, when they enter organizations and conduct a complete supervised organizational analysis. Most classes will be conducted in small groups. This will facilitate dialogue among the students and enable them to participate in discussions and to benefit from a personalized and highly relevant learning experience.

## ACADEMIC AND PROFESSIONAL EXCELLENCY

*"The reasonable thing is to learn from those who can teach."*  
(Sophocles)

Our lecturers are leading scholars in their fields, academics of international repute who have extensive teaching and research experience in universities in Israel and worldwide. The interdisciplinary curriculum focuses on the interface between organizational behavior, social psychology, positive psychology, counseling, and business administration.

## BRIDGING ACADEMIA AND REAL-WORLD ORGANIZATIONS

We believe that in order to become a professional in the organizational field, students must be exposed to the actual challenges facing organizations today. We therefore collaborate with dozens of companies. During their studies, students will have opportunities to tour leading companies or NGOs that will open their doors to us and enable our students to experience first-hand how theories are put into practice.

## CAREER DEVELOPMENT

We believe that building a meaningful career is a complex process. We put special emphasis on assisting each and every student in developing their skills and in achieving their career goals. During the two-year program, students explore various career routes and options. An MA degree in Organizational Behavior and Development opens up numerous vocational opportunities, such as working in consulting firms, as counselors in profit and nonprofit organizations, and in human resources (HR) positions. Students are encouraged to explore different career paths throughout the program, and to take advantage of networking and professional development opportunities, such as: guest lecturers; counseling; and classes and workshops dealing with professional identity. Students interested in exploring different career routes or discussing career-related issues with a professional in this field are invited to apply to our OBD mentoring program.

## STUDY IN ENGLISH, MEET ISRAELIS

In addition to the MA OBD program in English, Reichman University offers a similar MA program in Hebrew. Elective classes, as well as professional extracurricular activities, are provided to both programs together. This is a unique opportunity to study in English while also being exposed to Israeli culture and lifestyle. Reichman University is ideally situated in the center of the country, near the Mediterranean coast, six miles north of Tel Aviv. The campus is located in a residential neighborhood in the city of Herzliya.



# CURRICULUM /

**The program spans two years (4 semesters).**

**Courses are taught twice a week on Tuesdays and Fridays. (Days are subject to change.)**

**Note that during the second year, intense workshops and practicums might require students to come in on additional days.**

## FIRST YEAR

In the first year, studies will provide you with a theoretical framework for understanding the structure and dynamics of organizations. The curriculum focuses mainly on establishing a wide perspective and enabling students to approach organizational issues from various angles. From your first day in the OBD program, you will start practicing and working on your counseling and communication skills.

### Examples of first-year courses

- Organizational Psychology
- Business Perspectives for Organizational Consulting
- Organizational Diagnosis
- Unpacking the Role of the Organizational Consultant: Experiential Learning
- Organizational Sociology
- Presentation Skills
- Practicum

## SECOND YEAR

In the second year, studies focus on a more practical aspect of the profession - learning by doing. Students will participate in a research seminar and in professional workshops designed to sharpen their counseling skills, and deepen their understanding of various issues. Students will also conduct a complete organizational diagnosis under the supervision of our faculty.

### Examples of second-year courses

- Organizational Interventions
- Professional Identity
- Team Dynamics & Development
- Ethics in Organizations
- Practicum (within organizations)

## EXAMPLES OF ENRICHMENT COURSES

- Behavioral Economics in Organizations
- Human Resources Management in a Global Perspective
- Negotiation as a Basis for Conflict Resolution
- Executive Coaching
- International Perspectives on Organizational Consultation

*Reichman University reserves the right to cancel, alter, or expand the academic programs offered.*





# FACULTY

**Prof. Anat Brunstein Klomek, PhD, Bar-Ilan University;**  
**Post-Doctoral Fellowship, Columbia University**  
*Dean, Baruch Ivcher School of Psychology*

**Dr. Dana Pereg, PhD, Bar-Ilan University**  
*Head, MA Program in Organizational Behavior and Development, Reichman University*  
**Areas of Interest** Meaning at Work; Career Development; Organizational and Vocational Psychology  
**Courses** Professional Identity

**Prof. Dan Zakay, PhD, Tel Aviv University**  
*Founder, MA Program in Organizational Behavior and Development, Reichman University*  
**Areas of Interest** Decision-Making; The Psychology of Time; Meta-cognitive Processes

**Prof. Yair Amichai-Hamburger, PhD, Oxford University**  
*Sammy Ofer School of Communications, Reichman University*  
**Areas of Interest** Organizational Behavior; Leadership; Psychology of the Internet  
**Courses** Leadership in the Digital Age

**Dr. Yael Ben-David, PhD, Ben-Gurion University of the Negev**  
**Areas of Interest** Power Relations in Organizations; Diversity & Inclusion; Small Group Processes; Inter-Group Dialogue; Virtual Groups  
**Courses** Qualitative Research Methods; Group Facilitation, Critical Perspectives in Organizational Development

**Dr. Guy Hochman, PhD, Technion - Israel Institute of Technology**  
*Baruch Ivcher School of Psychology, Reichman University*  
**Areas of Interest** Social Behavior; Decision-Making; Heuristics and Biases  
**Courses** Thesis Coordinator; Managerial Decision-Making

**Prof. Yaniv Kanat-Maymon, PhD, Ben-Gurion University of the Negev**

*Baruch Ivcher School of Psychology, Reichman University*

**Areas of Interest** Organizational Behavior; Self-Determination; Motivation

**Courses** Statistics; Organizational Behavior

**Prof. Tal Katz Navon, PhD, Columbia University**  
*Arison School of Business, Reichman University*

**Areas of Interest** Organizational Behavior; Safety Behavior; Organizational Climate

**Courses** Leadership

## PRACTICUM ADVISORS

**Dr. Zohar Rubinstein, PhD, Tel Aviv University**  
*Organizational Behavior and Development, Reichman University*

**Areas of Interest** Resilience in Organization; Crisis Interventions in Organization; Organizational Learning; Trauma in Individuals and Organizations

**Courses** Practicum; Interventions in Organizations

**Dr. Osnat Bouskila-Yam, PhD, Ben-Gurion University of the Negev**  
*Organizational Behavior and Development, Reichman University*

**Areas of Interest** Organizational Consultant; Listening in Teams; Positive Psychology

**Courses** Practicum

**Vered Bar, PsyD, Professional School of Psychology, California**  
*Organizational Behavior and Development, Reichman University*

**Areas of Interest** Dissociation in Groups and in Organizations; Global Organizational and Virtual Consulting; Mergers and Acquisitions

**Courses** Practicum; Advanced Issues in Organizational Processes in the 21st Century

## GUEST LECTURER

**Dr. Guy Lubitsh, PhD, University of East London; Ashridge Business School, London**

**Areas of Interest** International Organizational Development Consulting; Executive Leadership Development and Culture Change

**Courses** International Perspectives on Organizational Consultancy





מכון לארסון למנהל עסקים  
ARISON SCHOOL  
מכון לאודור לממשל  
LAUDER SCHOOL





# APPLICATION, ADMISSION, TUITION

## APPLICATION PERIOD

The application period for the academic year starting autumn 2022 is **November 15, 2021 - August 31, 2022**.

The application period for students required to take preparatory courses ends on **July 26, 2022**.

Due to the competitive nature of the admissions process we recommend that applicants prepare their applications well in advance of the deadlines.

## ADMISSION CRITERIA

- Completed undergraduate degree from a recognized academic institution
  - Undergraduate GPA of 3.0 or 80% and above
  - Interview either on Zoom or in person
  - All applicants must have taken and passed the following prerequisite courses, with a grade of 70 or above.
    - Introduction to Psychology
    - Introduction to Social Psychology
    - Research Methods (in the social sciences field)
    - Statistics (in the social sciences field)
- \* If you are missing the prerequisite courses, please contact the admissions office before applying
- The academic program of the Raphael Recanati International School is taught entirely in English. Graduates of schools in which English was not the primary language of instruction are required to pass the TOEFL (Test of English as a Foreign Language) or an equivalent test, such as the IELTS (International English Language Testing System) or the Israel Psychometric Examination.

TOEFL [www.toefl.org](http://www.toefl.org)

IELTS [www.ielts.org](http://www.ielts.org)

APPLY ONLINE AT  
[forms.idc.ac.il/MA](http://forms.idc.ac.il/MA)

## ONLINE APPLICATION

Complete the online application form at [forms.idc.ac.il/MA](http://forms.idc.ac.il/MA). Please note your application must include:

- Official transcripts of previous academic undergraduate and graduate studies. Transcripts must bear the official stamp of the issuing institution. If you do not send the original transcript, scanned photocopies of the original documents will be accepted if properly notarized. \*
- Official diploma
- Curriculum Vitae (CV)/Resume
- Essay
- Two references with valid contact details, completed as requested in the online registration form
- The syllabus of each of the prerequisite courses taken by the candidate prior to their application
- Copy of passport or identity card

\* *An official, notarized English translation must be submitted for all transcripts not originally issued in English.*

## APPLICATION PROCESS

The application process consists of two stages:

### Stage 1

Your application will be evaluated by the Admissions Committee based on the submitted materials.

### Stage 2

Applicants who successfully pass Stage 1 will be invited to a personal interview with the Admissions Committee. Applicants living outside Israel may be interviewed via Zoom or by phone.

## TUITION & FEES

- The application fee is **\$100 USD** (non-refundable)
- The down payment is **\$1,000 USD**. Applicants must pay the fee to secure their place in the program after being accepted. Once the down payment has been received, the applicant's place is secured and confirmed.
- The tuition fee for the Organizational Behavior and Development program is **\$15,135 USD** per year. (If payment is in Israeli shekels, the value in dollars will be determined according to the exchange rate on the day that payment is received.)

*Reichman University reserves the right to change all tuition and fee rates without prior notice.*



# FINANCIAL AID

## MERIT SCHOLARSHIP

RRIS awards excellent students with merit scholarships based on their previous performance. Students do not apply for this scholarship. The Admissions Office will notify you if relevant.

## FAFSA

American students may be eligible for Stafford Loans as part of the Direct Loans Program. Check your eligibility with the RRIS Financial Aid office: [rris.financialaid@idc.ac.il](mailto:rris.financialaid@idc.ac.il)  
Students can register online at [www.studentaid.gov](http://www.studentaid.gov) from October 1, 2021 to April 1, 2023 for the 2022-'23 academic year. Our school code is **G40703**.  
For further information see [www.runi.ac.il/fafsa](http://www.runi.ac.il/fafsa)

## STUDENT AUTHORITY

The Government of Israel offers financial assistance for graduate school tuition to new immigrants under the age of 30, provided the immigrant does not already have a graduate degree from abroad and the program is recognized by the Student Authority. Students must begin their graduate studies within three years of their aliyah date (not including army service), in order to be eligible for this assistance.

[https://www.gov.il/en/Departments/Units/students\\_authority\\_maya](https://www.gov.il/en/Departments/Units/students_authority_maya)



## MASA

Jewish students between the ages of 18-30 who have not previously been on a long-term program to Israel and have not made aliyah are eligible for a onetime grant from Masa towards tuition.

[www.masaisrael.org](http://www.masaisrael.org)

## SAP (Students Assistance Programs)

Canadian students interested in loans and grants from the Canadian government can get information at

<https://www.canada.ca/en/services/benefits/education/student-aid/grants-loans/province-apply.html>

Financial aid is also available through the Free Loan for the Greater Toronto area (<https://jewishtoronto.com/directory/jewish-free-loan-toronto>)

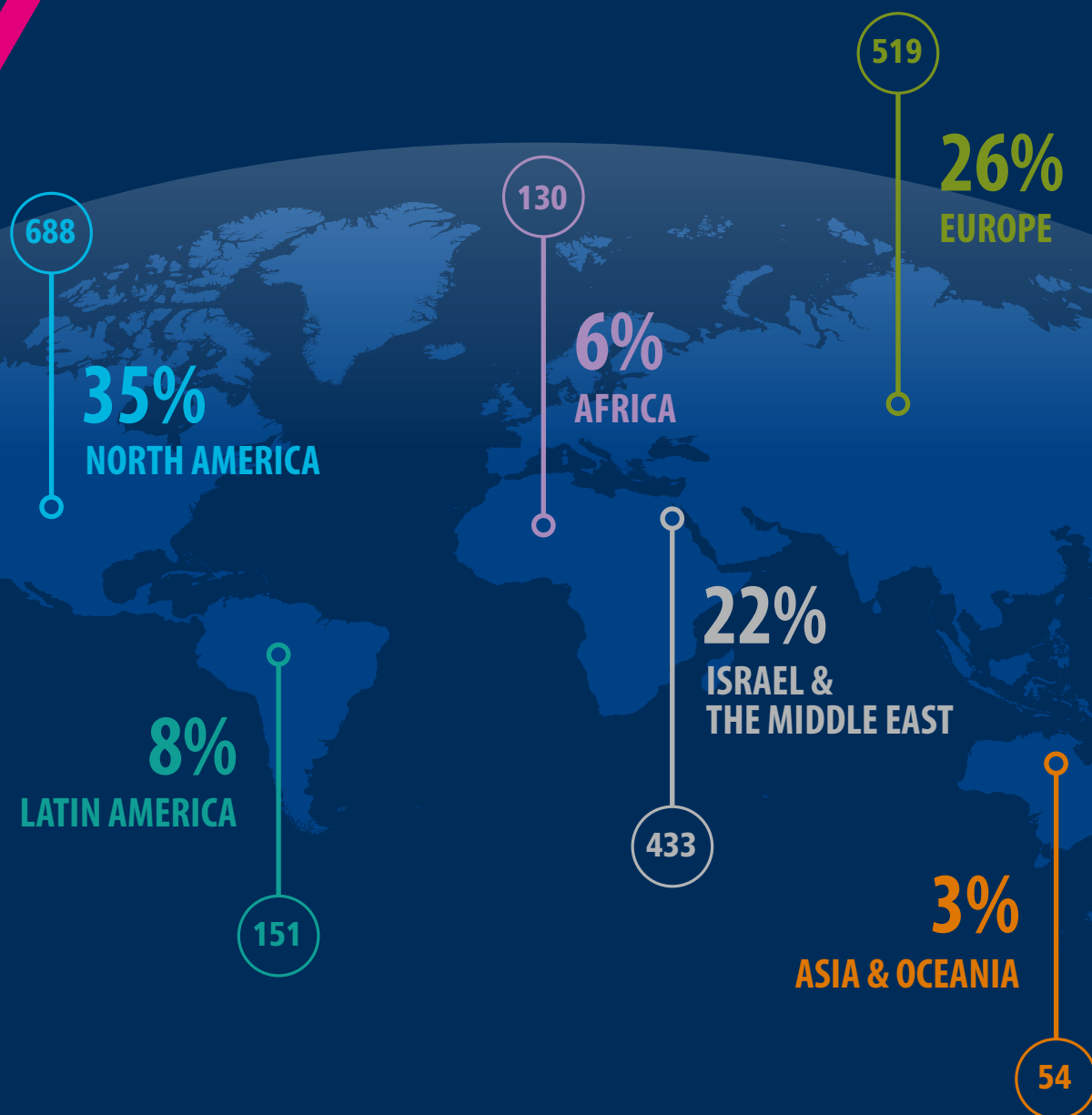
## FOR MORE INFORMATION

<https://www.runi.ac.il/en/schools/rris/graduate/pages/financial-aid.aspx>





# RRIS GLOBAL VILLAGE



**30%**



OF THE STUDENT POPULATION OF REICHMAN UNIVERSITY ARE INTERNATIONAL STUDENTS.  
RRIS IS THE LARGEST ACADEMIC ABSORPTION CENTER IN ISRAEL.



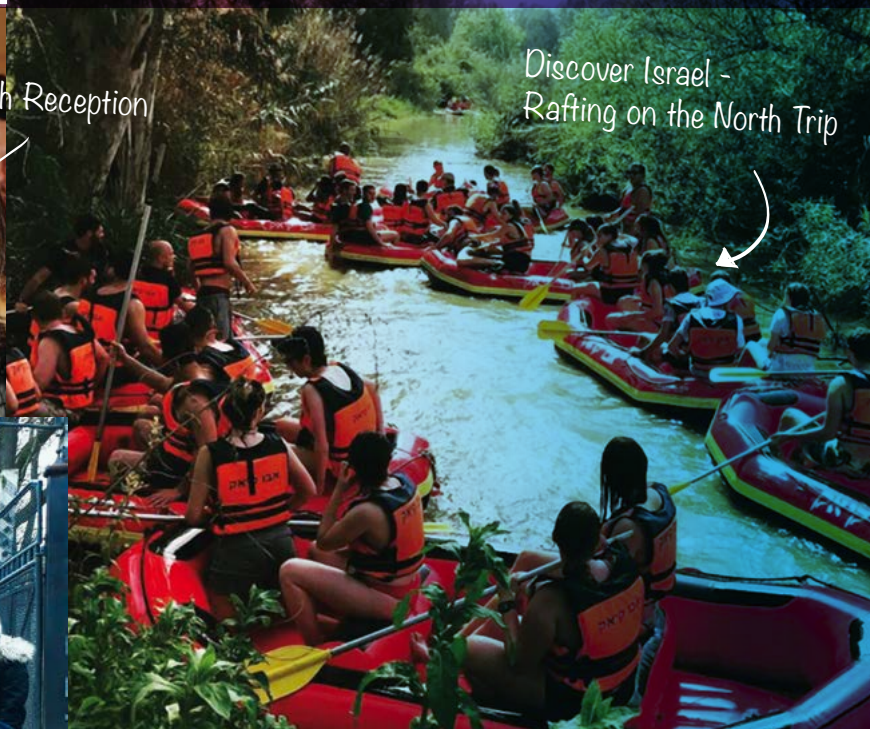


# CAMPUS LIFE AT REICHMAN UNIVERSITY

International Festival



Hanukkah Reception



Discover Israel -  
Rafting on the North Trip



Poland Trip - RRIS Delegation



Stand Up  
Comedy Night



Orientation Trip - Group Activities



✔ Networking is the name of the game!  
To date, there are more than 27,000 Reichman University graduates from more than 90 countries. This gives students a unique opportunity to meet people from different backgrounds and learn about other nations and cultures, and to establish friendships that last a lifetime. It also creates a worldwide networking system that gives our students an advantage throughout their lives.

✔ Our small classes create an intimate atmosphere, which allows students to get to know each other and the staff. Our philosophy is that our students are our partners.

✔ Reichman University is one of the most prestigious universities in Israel. Employers seek Reichman University graduates because they come with practical tools and hit the ground running. Reichman University operates a Career Development Center that aims to prepare students and alumni for the job market, and to provide them with the tools to find suitable employment both before and after they graduate.

✔ Reichman University offers a large array of extracurricular activities: sports, debate club, Model UN, Israel advocacy, JLIC-RRIS Friday night dinners, shiurim, mincha club, choir, band, and much more.

✔ The Raphael Recanati International School provides very special care for its students. We are the largest academic absorption center in the country. We are especially proud that we are home to more than 300 lone soldiers, who are currently studying here.

# WHY REICHMAN UNIVERSITY ?

✔ Reichman University was ranked number one in student satisfaction for quality teaching for four consecutive years, in a nationwide survey conducted by Israel's Council for Higher Education. We are the first non-government-subsidized academic institution to grant doctoral degrees.

✔ One-third of Reichman University students are international, making us the most international university in Israel for full-degree students. Israeli students serve as counselors for first-year students in order to help them find their way around and get to know the system.





## VISA & STATUS ASSISTANCE

Students are responsible for clarifying and establishing their status in Israel, and can turn to the Raphael Recanati International School staff for advice and assistance. Before commencing studies, all students must clarify their status and eligibility for a student visa (A-2), or Israeli citizenship, with the Israeli embassy or consulate in their country of origin. **A student visa should be obtained in advance, in the student's country of origin.** International students who are children of an Israeli parent must settle all matters, such as deferment of military service, with the nearest Israeli embassy or consulate.

The Jewish Agency provides advice and assistance to students considering immigrating to Israel.

See: [www.jewishagency.org/JewishAgency/English/Aliyah/](http://www.jewishagency.org/JewishAgency/English/Aliyah/) and for North America/UK: [www.nbn.org.il](http://www.nbn.org.il)



## CAREER CENTER

The Career Center strives to prepare students to enter the workplace and to help them find employment opportunities, by providing counseling, placement, and informational services. It is tailored to meet the specific needs of the students and graduates of each of Reichman University's schools, according to the relevant market. These services include personal career counseling and assistance, as well as lectures and workshops on job-seeking strategies, LinkedIn, and interviews. In addition, the Career Center creates recruitment and networking opportunities such as job fairs, Coffee Chats, and employers meetings. The center also maintains an updated listing of hundreds of job openings in Israel for students and graduates.

[www.runi.ac.il/career/eng](http://www.runi.ac.il/career/eng)



## HEALTH INSURANCE

All Reichman University students are required to have comprehensive health insurance coverage throughout the entire period of their studies. Israeli residents, including new immigrants, receive national health insurance for a low monthly fee, in accordance with the country's health insurance legislation. International students who are not covered by Israel's national health insurance (*bituach leumi*) should purchase their own health insurance policy to cover their medical needs while in Israel, or purchase the **UMS HAREL YEDIDIM** insurance policy for international students, offered by Reichman University.

Our special arrangement with HAREL YEDIDIM insurance company provides comprehensive health coverage for \$1,600 USD\* per academic year, which will be charged at the beginning of each year.

In order to have continuous coverage, the policy is automatically renewed from one academic year to the next, until the end of the program, unless the student notifies the school in writing that he/she wishes to cancel.

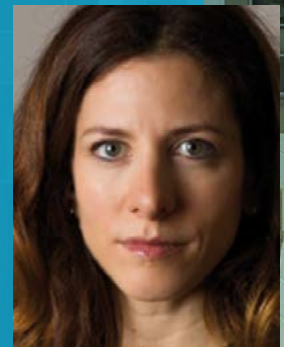
*\*Rates are subject to change according to insurance company rate fluctuations.*





## **Kylie Eisman-Lifschitz**

Message Experts,  
Senior Organizational Consultant  
and Development Specialist  
MA OBD Class of 2016 | Australia



I chose the OBD program for its up-to-date approach. Its lecturers are top professionals in their fields and very much in touch with the marketplace. Reichman University is student-oriented and the program offered lots of learning opportunities in diverse ways. I found the learning experience very open and interesting, and exactly what I needed to enrich my professional understanding and support my career development."



# ACADEMIC CALENDAR

## התשפ"ג 2022-2023

Orientation Week	October 23, 2022-October 28, 2022
<b>Fall Semester begins</b>	<b>October 30, 2022</b>
Memorial Day for Yitzchak Rabin z"l	November 6, 2022
Hanukkah break	December 25, 2022
<b>Fall Semester ends</b>	<b>January 27, 2023</b>
Fall exams begin	January 29, 2023
Purim	March 7, 2023
<b>Spring Semester begins</b>	<b>March 19, 2023</b>
Passover break	April 2, 2023 - April 14, 2023
Studies resume	April 16, 2023
Eve of Holocaust Memorial Day	April 17, 2023
Holocaust Memorial Day ceremony	April 18, 2023
Israel Memorial Day Ceremony	April 24, 2023
Eve of Israel Memorial Day	April 24, 2023
Israel Memorial Day	April 25, 2023
Israel Independence Day	April 26, 2023
Shavuot break	May 25, 2023 – May 26, 2023
<b>Spring Semester ends</b>	<b>June 30, 2023</b>
Spring exams begin	July 2, 2023
<b>Summer Semester begins</b>	<b>July 7, 2023</b>
<b>Summer Semester ends</b>	<b>September 9, 2023</b>

\* The schedule is tentative and is subject to change.

<i>Design</i>	Guy Tamir - <a href="mailto:guy@2plustudio.com">guy@2plustudio.com</a>
<i>Production</i>	Shira Gazit, Liron Tzour
<i>Editor</i>	Naomi Lipstein
<i>Photography</i>	Iya Volkova, Adi Cohen Zedek, Alon Gilboa, Oren Shalev, Ran Yitzhak, Maya Gershon, Shira Gazit





## ISRAEL

**The Raphael Recanati International School  
Reichman University**

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Attention: MA Registrar

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Fax +972 9 952 7334

[rris.master@idc.ac.il](mailto:rris.master@idc.ac.il)

## NORTH AMERICA

**The Raphael Recanati International School  
c/o American Friends of Reichman University**

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New York, NY 10019

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Fax +1 212-213-6436

[rris.us@idc.ac.il](mailto:rris.us@idc.ac.il)

[www.runi.ac.il/eng/OBD](http://www.runi.ac.il/eng/OBD)

Submit your application online

[forms.idc.ac.il/MA](http://forms.idc.ac.il/MA)